

PRME

Sharing Information on Progress (SIP) Report 2020-2022



UNIVERSITY
OF LJUBLJANA

SEB

School of Economics
and Business



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Letter from the Dean

Dr Tomaž Turk

Dean of the School of
Economics and Business,
University of Ljubljana



Dear colleagues,

Since our commitment to the UN Principles for Responsible Management Education (PRME) in 2009, we, as an institution continue on its strategic path with a focus is on advancing the mission of responsible management education. We take pride in the sustainability actions already undertaken and are eager to guide our institution into the next phase of this journey.

With the new SEB LU strategy, the school stands steadfast in its commitment to fulfilling its mission of broadening horizons and fostering competencies needed to manage business and economic challenges in an ever-changing environment. In acknowledging the evolving landscape, the institution recognizes that it is an integral part of a larger ecosystem.

Looking ahead, our dedication to resolving complex societal challenges is unwavering. Our academic community, comprising scholars, staff, students, alumni, and practitioners, remains the cornerstone of our institution. Recognizing that our stakeholders are the future leaders shaping our world, we believe it is imperative to engage them in our mission.

The journey ahead is exciting, and we are optimistic about the progress we will make in the realm of sustainability. Together, we will build on our collective successes, empower thought leaders, and shape a more sustainable and responsible future.

Yours sincerely,

A handwritten signature in blue ink, consisting of stylized initials and a surname, likely 'TT' followed by 'Turk'.

PRME

an initiative of the
United Nations Global Compact

Principles for Responsible Management Education (PRME)



PRME's mission is to promote sustainability in business and management schools globally through six key principles. These principles aim to equip future leaders with the skills to balance economic and sustainability goals, fostering positive societal change. The PRME initiative, launched in 2007, represents the largest partnership between the United Nations and business schools, emphasizing the importance of responsible management education based on universally accepted values and the UN's Sustainable Development Goals.

The School of Economics and Business, University of Ljubljana, is a proud signatory to the UN-supported Principles for Responsible Management Education (PRME) since 2009.



Principle 1 | Purpose

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.



Principle 4 | Research

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.



Principle 2 | Values

We will incorporate into our academic activities, curricula, and organisational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.



Principle 5 | Partnership

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.



Principle 3 | Method

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.



Principle 6 | Dialogue

We will facilitate and support dialogue and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility

United Nations Sustainable Development Goals (SDGs)



The Sustainable Development Goals (SDGs) are a set of 17 global objectives adopted by the United Nations to address pressing challenges, including poverty, climate change, and inequality. These goals provide a universal call to action for all countries and industries to work together towards a sustainable and equitable future by 2030. By focusing on areas like education, healthcare, and environmental protection, the SDGs aim to create a better world for current and future generations. Embracing the SDGs is essential for businesses, governments, and individuals to foster a more inclusive and resilient planet for everyone.

At the School of Economics and Business, University of Ljubljana (SEB LU), we recognize the significance of Sustainable Development Goals (SDGs) and their profound impact on our society and environment. As a leading academic institution, we are committed to incorporating these 17 global objectives into every aspect of our educational approach. By embracing the SDGs in our curriculum, research, and organizational strategies, we equip our students with the KNOWLEDGE and skills to become responsible leaders who drive positive change in the world. At SEB LU, we believe that integrating the SDGs is not just essential for aligning with global priorities but also vital for fostering a future business landscape that values sustainability and ethical practices. By making the SDGs a core part of our mission, we empower our students to become catalysts for a more inclusive, equitable, and environmentally conscious world.

SUSTAINABLE DEVELOPMENT GOALS



School of Economics and Business University of Ljubljana (SEB LU)

The School of Economics and Business, University of Ljubljana (SEB LU), stands as a national leader and an internationally recognized academic and research institution in business and economics. Established in 1946 as part of the University of Ljubljana, we hold the prestigious Triple Crown accreditations - EQUIS, AACSB, and AMBA. Our vibrant student community is the largest in Slovenia, with over 4,700 SEB LU students benefitting from our **KNOWLEDGE**-sharing culture each year. SEB LU fosters global collaboration, boasting more than 220 international agreements with partner institutions across 58 countries. Our institution takes pride in its **SOCIAL RESPONSIBILITY**, guided by core values such as eagerness to learn, creativity, integrity, respect, and inclusiveness.



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.

Values

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

*The SEB LU has identified eight drivers of impact that are woven into all of its strategic activities and represent the SEB LU's way of life: **PARTNERSHIP, KNOWLEDGE, INNOVATIONS, AGILITY, WELL-BEING, SOCIAL RESPONSIBILITY, DIVERSITY AND EQUAL OPPORTUNITIES** (which, like here, are highlighted green throughout the PRME Report)



Blaž Zupan, Academic Unit for Entrepreneurship

Recently, I redesigned one of my courses based on student feedback. The end result was not just a creative way of delivering the course, but a great learning experience as well.

Slavica Zrakič, SEB LU Gallery Manager, Central Economics Library

The monthly image of the Art Gallery changes all the time. From my point of view, the academic painter Brane Širca took a special place among the exhibitions, mainly because of the unique technique and motif of the exhibition "Money, the Holy Ruler."

Dan Strajnar, Štartaj Slovenia, Hit product 2022 Pausa Pizza

The most creative thing I did last year was to accept and combine all the new things that happened to me at once, like the opening of my own company, the first move on my own - to an office in my production space for 6 months. In addition, the appearance and success of the show also brought a lot of media attention, which was difficult to get used to.

Melita Balas Rant, Academic Unit for Management and Organisation

Using a new method, participants and instructors of the workshop "Mastering Self-Transformation for Leadership" moved in the class with small balls in their hands to learn elements of successful collaborations: building trust, accepting responsibility, etc.

Petrisa Čanji, University Degree Programme in Economics and Business, European Ethics Bowl semifinalist

This year, I was set in front of new markets within a B2B business model. Due to a whole new level of sustainability and ethical problems, I had to create a new solution, which took quite a bit of creativity and imagination.

Damjan Rončević, Graphic Designer, Marketing Office

I'm constantly challenging the creativity within me to find new ways to achieve better results, not only in Design, but in other everyday tasks as well. I think this year was special because new AI tools have arrived that will boost the creativity in our process.

SEB LU's 75th anniversary and socially responsible project 3C

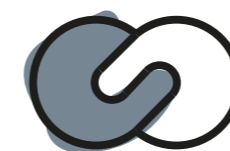


The School of Economics and Business, University of Ljubljana (SEB LU) celebrated its 75th anniversary. After its establishment in the 1940s, it quickly became one of the most important and reputable university organizations in the region with an excellent academic community, eminent domestic as well as foreign experts, and a strong connection with the wider social environment. Since then, over 50,000 students have graduated on all three academic levels. Today, the faculty holds three elite awards of excellence (EQUIS, AACSB and AMBA), which rank it among the top business schools in Europe and serve as an indication of its highest quality, international recognition and employability of its graduates.

In collaboration with the young start-up Sailbrace, that also employs many of SEB LU's graduates, we designed a limited series of bracelets. The 3C is symbolic of the three values (creativity, connection, change) that we at SEB LU are dedicated to this year. Part of the proceeds from the sale were used to purchase computer equipment. In this way, as part of our activities to promote diversity, inclusion, and equality, we will be even more successful in connecting young minds and following their passion for creativity, connection and change.

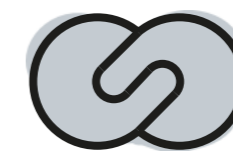
The School of Economics and Business entered its 75th anniversary with Project 3C. It is a socially responsible and charitable project that puts on a pedestal three important values—creativity, connectivity and change. It is SEB LU's responsibility to provide future generations with the best education that will be the foundation for connecting, building, and creating a successful community. Through this project, students and their entire academic family are encouraged to think and act in ways that contribute to lasting solutions, progress, and positive social change.

The Story Behind the Symbol 3C



CREATE

The first C stands for "create": we are creative, unique, and dare to dream big.



CONNECT

The second C stands for "connection": a network of people, knowledge, values, and invaluable ideas.



CHANGE

The third C stands for "change": we use our knowledge to solve problems and change our community for the better.



SEB LU won the SustainWELLL project from the Horizon Europe

Together with the consortium of applicants, SEB LU was successful in securing its first research project within Horizon Europe, the new EU framework program for research and innovation active from 2021 to 2027.

In the project titled "Sustainable Welfare: Rethinking the roles of Family, Market and State (SustainWELLL)," led by Dr. Tanja Istenič at the faculty, we will collaborate with esteemed institutions from Spain, Austria, the United Kingdom, Slovenia, France, and Germany.

SEB LU continues to bear the Certificate of Athletic-friendly Education in 2022

The Olympic Committee of Slovenia has renewed the Certificate of athletic-friendly education to the School of Economics and Business, University of Ljubljana (SEB LU). We have proven that we are an athlete-friendly educational institution, as student-athletes build dual careers while studying at SEB LU.



SEB LU has signed Glasgow Declaration: Climate Action in Tourism – COP 26 Commitment of Tourism Parties

In 2021, SEB LU became a signatory of the Glasgow Declaration introduced during the UN Climate Change Conference COP26. This voluntary commitment urges organizations to endorse emission reduction by 50% by 2030 and achieving net zero by 2050 at the latest. Signatories are expected to formulate and implement climate action plans within a year, aligned with five key pathways: measuring, decarbonizing, regenerating, collaborating, and financing.

SEB LU coordinated the 2022 Fraud Awareness Week in Slovenia

The International Fraud Awareness Week is a globally recognized event that provides professionals and communities fighting against fraud with an opportunity to come together and observe how far-reaching the consequences of fraud can be, as well as how to collectively improve our environment and increase awareness about fraud. In Slovenia, the event has been coordinated by Deloitte Slovenia since 2019, and as of 2022, coordination has been taken over by SEB LU in agreement with partners.



SEB LU receives the BSIS System Assessment of Its Impact on Stakeholders

SEB LU has successfully completed the reassessment of the school through the Business School Impact System (BSIS), the EFMD's system for assessing the impact of business faculties and schools, which is led by Professor Michel Kalika, director of BSIS/EFMD. The two-day assessment process, which was carried out in July 2021 in Ljubljana, has once again ensured excellent participation of employees and key stakeholders in the process of assessing the impact of the faculty on our micro and macro environment.

SEB LU has received the international certificate UNWTO.TedQual

SEB LU has once again achieved UNWTO.TedQual accreditation, reaffirming its status as a top-tier institution for tourism education. This prestigious accreditation, granted by the United Nations World Tourism Organization (UNWTO), signifies SEB LU's commitment to quality in tourism programs. The rigorous evaluation, led by Mr. Antonio Carles, found SEB LU excelling in curriculum alignment, student support, faculty expertise, and industry connections. This international recognition is valid until June 2027, with an exceptional 95.1% score. SEB LU continues its tradition of excellence, shaping future leaders in the dynamic field of tourism.



Highlights

1

Principle Purpose

SEB LU develops the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.



SEB LU's mission and vision statements place strong emphasis on ethics, responsibility and sustainability (ERS) and also reflect the vision of the University of Ljubljana, which emphasises the quality of life and the highest ethical criteria in all scientific fields and arts.

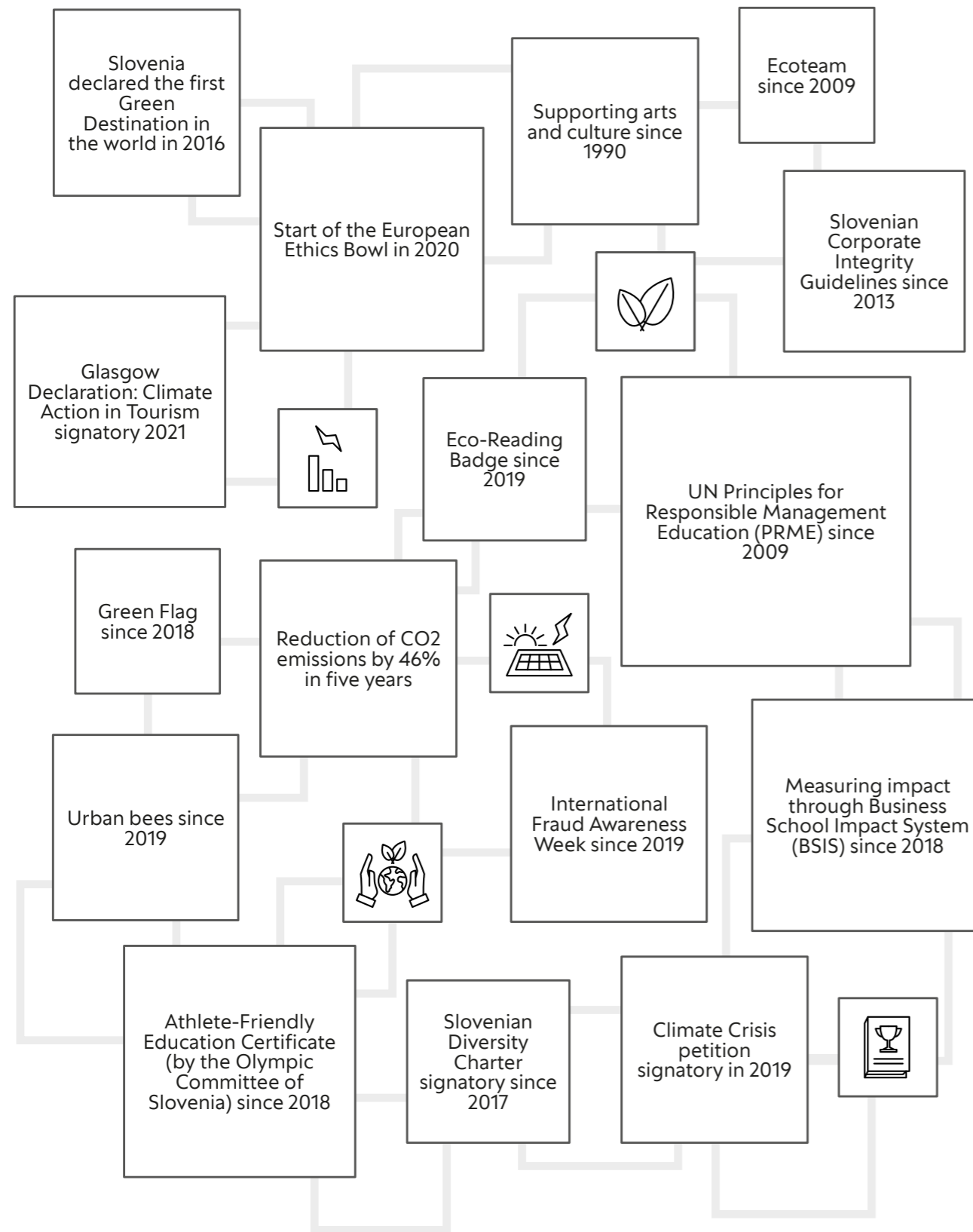
In particular, the SEB LU's strategic imperative regarding ERS is shown in the SEB LU's:

- **values:** entrepreneurialism and resilience, integrity and sustainability, respect and inclusive cooperation;
- **mission:** To broaden horizons, strengthen integrity, and develop competence needed to manage business and economic challenges in an ever changing environment.
- **vision:** designing innovative sustainable solutions for the wider society;
- **drivers of impact:** including **DIVERSITY, EQUAL OPPORTUNITIES, WELL-BEING** and **SOCIAL RESPONSIBILITY**, also reflect the commitment to creating value for stakeholders and contributing to the progress and sustainable development of Slovenia, the CEE region, and globally;
- **two strategic priorities focus on sustainability:** to accelerate the green and digital transitions through sustainable infrastructure, and to optimise the available financial and human resources in a sustainable way.

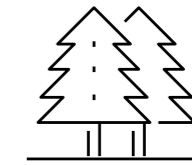
Strategically, ERS are also embedded in:

- **programmes:** programmes and course content also focus on the UN SDGs, which are now systematically measured and should increase in line with the strategic objectives;
- **students:** there is clear communication of the SEB LU's Code of Ethics, student onboarding includes workshops on the SDGs, students' final theses are measured with respect to the SDGs, students can participate in competitions specifically dedicated to the SDGs (e.g., the European Ethics Bowl);
- **faculty and staff:** increased attention will be paid to responsible human resources management, employee health and **WELL-BEING**;
- **research:** including the principles of FAIR data availability, increased internationalisation and research impact. SEB LU intellectual output is measured in terms of SDG contributions;
- **executive education:** ERS are deeply embedded in the programme portfolio, dedicated open programmes and in-company programmes focused entirely on sustainability;
- **resources and administration:** investments in sustainable resources are expected to continue in the next strategic period (continuing with energy sanitation, becoming zero waste);
- **connection with practice:** SEB LU will continue to impact the local, regional and international communities by focusing on ERS in applied research and consultancy, conferences and events, and the broader social and economic impacts.

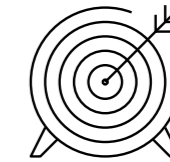
SEB LU's Commitment to PRME



Signing the Glasgow Declaration: Climate Action in Tourism in 2021.



New SEB LU strategy adopted for 2023–2027 in line with the new UL strategy 2022–2027



Introduction of programmes in English (Sports Management, Supply Chain and Logistics, Tourism specialisation)



New double degrees (International Business with NEOMA Business School, France and RWTH Aachen University, Germany; and Marketing Specialisation with Chonnam National University, Korea).



Highlights

2

Principle Values

SEB LU incorporates into our academic activities, curricula, and organisational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.



Values

In the context of the strategic actions and excellent operational processes, SEB LU lives the following values:

1. eagerness to learn and creativity,
2. entrepreneurialism and resilience,
3. integrity and sustainability,
4. respect and inclusive cooperation.

Sustainability and Resilience are recent additions. Adding sustainability as a value clearly communicates our commitment and desired behaviour of all members of the academic community. Resilience is understood as the ability to embrace challenges and change and to say 'yes' to opportunities. It is part of the school's internal 'earthquakeproof construction, the culture: SEB LU strength is not in the rigidity of the structure, something that is put in place once and for all, but in the flexibility and **AGILITY** - ability to accept the forces of tension and to respond to them with resilience.

SEB LU additionally ensures that the values are communicated through different outlets. The SEB LU community aims to create sustainable development solutions and to have a positive impact on the world around them. Starting with the 2020/2021 academic year workshops on the UN SDGs are organised for first-year bachelor students. Applying the design thinking method, students work in teams on a project connected with the UN SDGs. Students created pledge cards to display on the walls of the campus lobby and prepared videos to communicate the UN SDGs, which formed part of a guerrilla marketing campaign displayed across the campus.

Creativity for sustainable breakthroughs

Annually, SEB LU undertakes a mission to endorse a fundamental value that deeply resonates with us. This chosen value serves as a guiding light for our students, professors, and employees throughout the academic year. In the 2021-2022 academic year, we dedicated ourselves to highlighting the significance of "creativity." Creativity is one of SEB LU values that is not really emphasised in our daily talks, but is fully embedded in all our activities. Creativity is a starting point for producing impactful research. SEB LU professors use innovative approaches in their courses to meet the special characteristics of GEN Z students. Moreover, SEB LU's creative executive education programmes help organisations solve their business challenges and build on sustainable development solutions. So, we teach students to think out of the box and produce **INNOVATIONS** that will solve complex issues. Therefore, at SEB LU creativity is a starting point for sustainable development.

SEB LU's Eye for the 2027 Vision

To visualise key strategic drivers that are built on values and core principles of a glocal mindset and critical thinking, SEB LU's Eye for Vision 2027 with its green colour symbolises SEB LU's commitment to UN SDGs when contributing to progress through co-creation of value with the stakeholders.



SEB LU acquired the interdisciplinary EU project that will enable life-long learning of UL faculty and staff gaining additional skills, and competencies on sustainability.



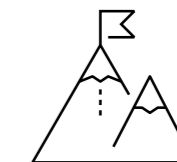
Strengthening Digital and ERS content (measuring UN SDGs across programmes, courses).



Sustainability as transversal research focus (91% of 2022 publications relevant to at least one UN SDG).



Improved ranking on FT top 100 European Business School.



Highlights

3

Principle Method

SEB LU programmes aim to develop talented individuals through different course-related and extracurricular activities. SEB LU faculty empower students with the **KNOWLEDGE** and tools that are needed in today's workforce. In SEB LU programmes, students gain **KNOWLEDGE** and insights through modern teaching and learning approaches. Debates, D.school, the World Cafe method, case study analysis, project work, brainstorming, etc. are just some of the methods used in classes aimed at developing student competences.

students are encouraged to think creatively and venture outside the conventional boundaries of their fields. We believe that innovative thinking and the ability to approach problems from diverse perspectives are essential qualities for future leaders and change-makers. To support this holistic approach to education, SEB LU offers a wide array of extracurricular activities. Whether it's through participation in student associations, engaging in collaborative projects, or attending events organized by the school and partner institutions, our students have numerous opportunities to develop their skills, network with like-minded individuals, and gain hands-on experience. One of the key strengths of SEB LU is our commitment to fostering an interdisciplinary and multicultural environment. We recognize that the globalized nature of business and economics demands a deep understanding of different cultures and the ability to work across various disciplines. Our students are encouraged to engage with peers from diverse backgrounds, which not only enriches their learning experience but also prepares them for the interconnected and multicultural business landscape of the 21st century.

At SEB LU, our commitment to providing our students with the most up-to-date **KNOWLEDGE** in economics and business is unwavering. We take pride in our mission to equip our students with the latest insights, theories, and practical skills, ensuring they are well-prepared to tackle the complex challenges of the contemporary business world. Our approach goes beyond just academic excellence. We believe in nurturing well-rounded individuals who possess the competencies needed to drive sustainable development solutions. Throughout their academic journey, SEB LU

We create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.



SDGs in SEB LU Courses

SEB LU continues to incorporate sustainability, ethics, and **SOCIAL RESPONSIBILITY** in curriculum. Developing ERS competencies and promotion of ERS behaviour is an important strategic direction for SEB LU, and is linked to contributions to wider community and to sustainable development.

Traditionally, ERS topics are largely included in course content of most SEB LU courses. According to the Course Delivery Survey, the average number of UN SDGs covered in courses was 8.5 UN SDGs per course in the 2021/2022 academic year. The top three UN SDGs included in course content are SDG 8 - Decent Work and Economic Growth; SDG 9 - Industry Innovation and Infrastructure; and SDG 12 - Responsible Consumption and Production. A total of 90.4 percent of SEB LU courses include SDG 8 - Decent Work and Economic Growth; 87.5 percent of SEB LU courses include SDG 9 - Industry Innovation and Infrastructure; and 76.5 percent of SEB LU courses include SDG 12 - Responsible Consumption and Production. Top 10 SDG keywords were: digitalisation, innovation, digital transformation, corporate **SOCIAL RESPONSIBILITY**, COVID-19, sustainable growth, economic productivity, consumption, demographic change, and economic development.

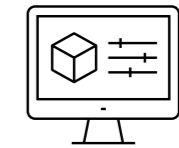
Inclusion of UN SDGs into SEB LU Course Deliveries in the 2021/2022 Academic Year

	Number of Course Deliveries with SDGs	% of Course Deliveries with SDGs
SDG 1	189	53.5
SDG 2	119	33.7
SDG 3	249	70.5
SDG 4	218	61.8
SDG 5	167	47.3
SDG 6	54	15.3
SDG 7	142	40.2
SDG 8	319	90.4
SDG 9	309	87.5
SDG 10	246	69.7
SDG 11	211	59.8
SDG 12	270	76.5
SDG 13	128	36.3
SDG 14	39	11.0
SDG 15	63	17.8
SDG 16	164	46.5
SDG 17	130	36.8

SEB LU began mapping research and courses on the UN SDGs



Full implementation of Canvas LMS in 2020.



Immediate transition to fully online delivery due to COVID-19 pandemic.



Introduction of hybrid & blended learning (supported with investment in equipment).



Highlights

4

Principle Research

We engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.



SEB LU tries to ensure that employees will contribute to the core values and culture of the school through research and promote **SOCIAL RESPONSIBILITY**. At the institutional level, SEB LU recognises sustainability as an overarching research focus. In 2020, SEB LU began demonstrating the relevance of its research to achieving the UN SDGs. In 2020, 61 percent of SEB LU publications were relevant to achieving one or more UN SDGs, and in 2021 and 2022 already 91 percent and 89 percent of SEB LU publications were relevant to achieving one or more UN SDGs, respectively.

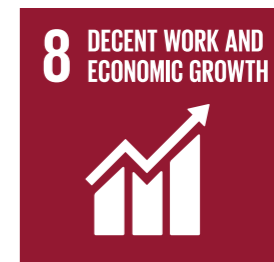
Mostly, SEB LU publications contribute to decent work and economic growth (UN SDG 8) and industry, innovation, and infrastructure (UN SDG 9), as well as good health and well-being (UN SDG 3).

SDGs in SEB LU Research Papers

	2020	2021	2022
SDG 8	46	126	111
SDG 9	30	35	57
SDG 3	27	38	35
SDG 10	16	13	11
SDG 1	1	/	7
SDG 4	4	37	6
SDG 12	29	43	6
SDG 11	19	10	5
SDG 13	/	3	4
SDG 16	5	29	4
SDG 17	4	/	4
SDG 7	3	11	3
SDG 5	3	2	2
SDG 15	/	4	2
SDG 2	1	3	/
SDG 6	/	/	/
SDG 14	/	/	/

RESEARCH THAT MATTERS

SEB LU has identified institutional focus areas around which the school plans its core ecosystem (educational programmes, research, community engagement) and has already established clear strengths and competencies in these areas. SEB LU has structured eight research programme groups around the areas of Distinctive Expertise focusing on: sustainable competitiveness, sustainable development, business leadership, organisational learning and **KNOWLEDGE** management, IT-enabled business process management, digitalisation, stakeholder challenges in an uncertain European economic environment, and the development strategy of Slovenia. They are also consistent with the mission, vision, values, and impact factors of SEB LU with the transversal theme on focusing on sustainability and **SOCIAL RESPONSIBILITY**.



SEL LU Research Awards

SEB LU research efforts are widely recognised in the institutional environment. SEB LU and SEB LU faculty have received numerous awards. To name the most significant:

2020

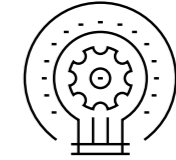
'Prometheus Award for Excellence in Science Communication' by the Slovenian Science Foundation: SEB LU

'Zois recognition of the Republic of Slovenia': Miha Škerlavaj

'Excellence in Science' by the SRA Miroslav Verbič, and Katerina Božič & Vlado Dimovski

'Best Research Achievements' by UL: Robert Kaše

Growing commitment towards high-impact high-quality research portfolio.



2021

'Excellence in Science' awards by the Slovenian Research Agency: Vesna Žabkar, Aleš Groznik, Anton Manfreda, Klara Ljubi

'Best Research Achievements' by UL: Jelena Zorič and Miroslav Verbič

'Emerald Literati Award': Mojca Indihar Štemberger and Anton Manfreda

'HR Talent 2021 Award': Amadeja Lamovšek

Two articles included in the WoS Highly cited papers 2021

'SEB LU Contributes' campaign (Prometheus of Science award for societal impact).

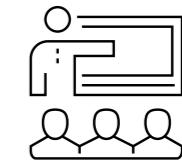


2022

'Excellence in Science' by the SRA: Barbara Culiberg, Mateja Kog Koklič, Vesna Žabkar, Miroslav Verbič

'Best Research Achievements' by UL: Matej Černe

Active involvement of SEB LU experts in designing future research and innovation institutional framework (national and university level).



Highlights

5

Principle Partnership

We interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.



SEB LU created a Strategic Ecosystem that illustrates the School's interconnections with its main stakeholders: government, academia, society, and the business community. In doing so, SEB LU aims to show how SEB LU education, research, and **KNOWLEDGE** transfer add value to the School, business community, government, and broader society.

SEB LU builds strong connections with practice through formal and informal **PARTNERSHIPS**. The transfer and twoway exchange of **KNOWLEDGE** with the world of practice is embedded in all of the SEB LU's activities: teaching and learning, research, executive education, and consulting services where it is committed to making an impact.

Corporate partners play multiple roles in the SEB LU's strategy and importantly contribute to achieving its mission and vision. Corporate partners actively participate in the governance of SEB LU (International Advisory Board, Steering Committees, Centre of Business Excellence etc.), teaching and learning (programme development, guest lecturers, associates under contract, internship providers etc.), research (case studies, corporate projects, applied research etc.), sponsorship and donations, and diverse events. The SEB LU's corporate partners are the biggest employers of its graduates and the main clients of the SEB LU's executive education, consulting, and applied research projects.

Career **PARTNERSHIP** is the highest form of strategic cooperation between the school and Slovenian companies with the aim of employer branding and the career development of students of the SEB LU. This year we created successful stories by organising different events and workshops with the aim of transferring, the practical skills to students. Our career partners also make sure that our lecture rooms are revived.

10 SEB LU's Career Partners

Renault Group

Nova KBM

unija

NOVARTIS

EY

HOFER

KNAUF INSULATION

NLB

Telikom Slovenija

mazars

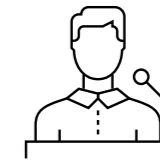
SEB LU Ecosystem



Increased regional impact on the quality of business education.



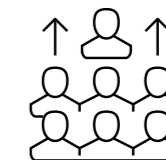
25 CBE E-talks, with 8,170 views



Economics in the Spotlight with 5,000 views



The strong impact of SEB LU faculty on society and the economy



Highlights

6

Principle Dialogue

We facilitate and support dialogue and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.



SEB LU students frequently participate in various business competitions, apply for national and international internship programmes, conduct business-oriented case studies and projects, write theses etc. In particular, students of the master's programme have collaborated with Deloitte, Triglav Zdravstvena Zavarovalnica, NLB Bank, Kolektor Etra, UniCredit, Zavarovalnica Sava, Elan, Hooray Studios, Iskra, Lidl and Porsche Inter Auto. Students use real-life corporate cases for empirical studies, including while writing theses: 77.2 percent of the final theses in the 2021/2022 academic year were related to companies and organisations.

In addition, SEB LU students find different ways to contribute to society through the Student Organisation, the Student Council and various student associations. Every year, the Student Council and the three student associations at SEB LU organise "Charity Week" and donate the contributions gathered to selected charities. Food is collected before Christmas every year for the charity Anina zvezdica (Ana's Star). Students also develop servant leadership skills by participating in development activities like collecting food for less privileged extended families in collaboration with the Slovenian The Friends of Youth Association.

SEB LU Career Center helps students find their career path, make the first step towards a dream job and help them develop the necessary professional as well as personal skills. Job and internship searching but especially finding the right career path can be stressful at any time. Thus, the highest priority for serving students is to connect them with companies as well as help them bridge the gap between the faculty and the business world. We bring the **KNOWLEDGE**, but most importantly, the practical skills to students. The situation has not changed much since last year as almost all our events were organised online. Nevertheless, we managed to organise two career fairs, digital marketing academy, career ready bootcamp, banking school, various workshops for professional as well as personal development. Most of the facilitators were field experts from different Slovenian companies.

SEB LU Career Centre activities

Connecting with companies

Career planning and job search guidance

Workshops for career development

Career fair "Delo mene išče"

International Cooperation

EUTOPIA – European University

In the last four years, SEB LU has benefited from the UL membership in alliance EUTOPIA. European University. EUTOPIA is a learning and research community of ten European universities, founded with the aim of active cooperation in the creation and renovation of a common higher education space. The main goal of the EUTOPIA alliance is to test innovative models of European higher education cooperation through pilot projects which will be the basis for the development of the concept and organisational structure of a new European transnational university.

Eutopia members:

In addition to the University of Ljubljana (Slovenia), the alliance also includes the Vrije University in Brussels (Belgium), the CY Cergy University in Paris (France), the University of Gothenburg (Sweden), the Pompeu Fabra University in Barcelona (Spain), the University of Warwick (Great Britain), NOVA University of Lisbon (Portugal), Ca' Foscari University (Italy), Technical University of Dresden (Germany) and Babeş-Bolyai University (Romania).

EUROPEAN ETHICS BOWL

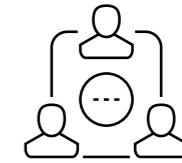
To encourage ethical dialogue, SEB LU initiated the European Ethics Bowl competition in 2020, founding it along with three other European institutions (Goethe University Frankfurt, University Paris Dauphine, European Investment Bank Institute). The competition gave not only the SEB LU, but students across Europe, an opportunity to learn and practise the skills they need as European citizens and as world citizens. The aim was to develop students' capacity to critically discuss ethical dilemmas concerned with economics, business and society. Encompassing four countries, the international competition brought together 42 students in 2020, who formed 14 teams. In 2023, the competition has grown from four founding members to 16, representing 16 European countries.



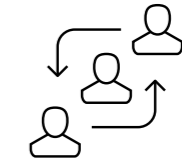
EUROPEAN ETHICS BOWL



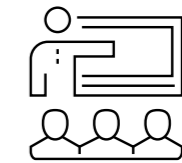
Start of the European Ethics Bowl in 2020 along with three international partners. 16 partner institutions joined the European Ethics Bowl in 2023.



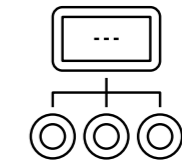
Continued strong influence on decision-makers regarding economic policy, HEI, and funding.



Active involvement of SEB LU experts in designing future research and innovation institutional framework (national and university level).



Research dissemination model deployment (EUR 48 million clipping worth).



Highlights



UNIVERSITY
OF LJUBLJANA

SEB

School of Economics
and Business

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