

Travel Report Ljubljana

7th to 11th May 2016



Saturday 7th May 2016

Arrival in Ljubljana:

We, a variegated group of bachelor and master students of the Degree Programme Financial Accounting & Management Accounting at Campus 02 University of Applied Sciences, started our study trip to Ljubljana at 4.30 pm on time. After a two-hour bus tour which spins away, we arrived at our accommodation, Hotel Park around 6.30 pm. As the remaining night was at our disposal, the rooms were moved into very fast and the first sightseeing tour was started to explore the city of Ljubljana.



Sunday 8th May 2016

Guided City Tour – Ljubljana

On Saturday our visit started with a “Guided City Tour”. We’ve seen lots of interesting places during the tour, which lasted two hours: the dragon bridge, the castle of Ljubljana and the historic city.

Our first stop was at the dragon bridge where we learned some facts about the architect Jože Plečnik and the reason why the dragon is the symbol of the city. The legend implies that Jason stole the Golden Fleece in ancient Greece. He fled with his Argonauts across the Black Sea and found shelter in Ljubljana and killed the dragon. This dragon is a component of the city coat of arms which represent strength, courage and the purpose of protecting the city. Next to the bridge there is the marketplace which was designed by Jože Plečnik too. One of his signature features are pillars.



After our second stop we climbed up the way to the castle of Ljubljana. We got the chance to visit the inside of the castle and our tour leader told us different stories about the history. We enjoyed the breathtaking view over the city on the tower. The historic city offers a lot of beautiful places. In front of the town hall there is a fountain of the Krainer River with three dolphins and merman. The dolphins and the merman represent the three rivers of Ljubljana: Save, Krka and Ljubljanica. Our last stop was the central plaza „Prešernov trg“ which was named by the Slovenian poet France Prešeren.



Monday 9th May 2016

University of Ljubljana - Welcoming & FELU presentation

The Economic Faculty of the University is a nationally and internationally recognized academic research institution in the fields of business and economics. Currently 5.300 students are studying at the Faculty of Economics. At the moment 1.550 international students are visiting the Faculty:

University of Ljubljana

- 500 foreign full-time Bachelor, Master or PhD
- 580 exchange students per year
- 470 foreign students attending the summer school



Summer school

The Ljubljana summer school is a three-week program for students, PhD students and graduates. It offers a variety of academically challenging and intellectually stimulating courses. Over three weeks, the students attend classes, interact with Slovenian and international lecturers and discover the local culture. Students participate in these courses in order to broaden their horizons and socialize with people from around the world.

Company visit - gorenje

After the warm welcome at the university we were visiting the company Gorenje. Gorenje is a producer of household appliances and is located in the Slovenian city Velenje. Appliances are sold under the company's own brands, but Gorenje is also an equipment manufacturer. Goods are sold as well under other brands, like Sibir from Switzerland. In the last years Gorenje has been focused on Design, because they are trying to change their image away from cheap products.

In 2014 the turnover was about 1,246 billion euro. About 95% of the goods were exported, whereof about 90% in Europe. At the end of 2014 Gorenje had 10.468 employees all over the world. The plant visit started with a short movie about the company. After that, they showed us the production shed, where they manufacture the kitchen stoves. Subsequently we visited the warehouse, which is fully automated. With eleven floors it is one of the biggest in Europe. We were guided to the roof of the warehouse, from where we saw the whole area of Gorenje.



Visiting the City of Celje

The next day we came along on the way to the city of Celje about 70 kilometres away from Ljubljana. Celje is the third-largest town of Slovenia with more than 48,000 inhabitants and was able to persuade us of its special charm. The most impressive landmark of the town forms the castle Cilli (Celjski grad) which we visited within the scope of our trip briefly. In the 13th century the castle served as a seat of the count of Cilli.



Before continuing the journey we could strengthen ourselves in the main square thanks to numerous restaurants with regional as well as international specialities.



Tuesday 10th May 2016

University of Ljubljana - I feel Slovenia as a brand

On Tuesday, May 10th we had an interesting lecture about I feel Slovenia as a brand. Ms. Maja Konečnik told us what Slovenia is famous for. Our lecturer was one of the responsible people for developing the new brand I feel Slovenia in 2007. The brand should attract the domestic and foreign market.



The focus is to emphasize the green and sustainable idea of Slovenia. In 2001 there was a survey which was intended to show the actual image of Slovenia. In 2003 another survey among German and Croatian tourists was conducted. The survey had the purpose to compare Austria and Slovenia as holiday destinations. Main aspects were image, loyalty, quality and publicity. In 2012 those who were responsible for the project developed a strategy and a marketing concept to make Slovenia be seen as more sustainable. All of these steps didn't show results immediately, but in 2016 Slovenia was voted for one of the five "greenest" states of the world. Furthermore, Ljubljana was nominated for the green capital city of Europe. That is the reason, why the castle of Ljubljana is illuminated in a green color.

The most popular brands of Slovenia are: Gorenje, KRKA (pharmacy company), ELAN (sold), Alpina (financial problems), Akrapovic and Adria (national airline)

University of Ljubljana - Taxes and Corporations

After the first teaching unit we had a short break and at 12 p.m. the second unit began. It was called "Taxes and Corporations". In this lecture we learned the difference between the conventional, primary and cyclically adjusted deficit. The conventional deficit is the difference between government revenues and expenditures, when expenditures exceed the revenues. The primary deficit is the deficit before interest payments. For the cyclically adjusted deficit a normal level of activity in a given economy is assumed as basis for the calculation. It is important for a state to look after its financial policy because it influences its political, economic and social area. The main objective of fiscal policy is to avoid excessive deficits and debts. In general the lecture was very informative. It was also interesting what the Slovenian students had to say to this topic.

University of Ljubljana - Slovenian history, joining EU and its economic situation today

After another short break the third and last teaching unit of this day began. Mr. Zarjan Fabjancic taught us some historical facts about the Slovenian history, starting at the important economic situation during the war up to the reign of the Habsburg era. In 1918 Slovenia became part of Yugoslavia. During the Second World War Slovenia was divided into German and Italian crews. On 25 June 1991, Slovenia broke from the union of Yugoslavia and declared its political independence. Slovenia joined EU on 1 Mai 2004.

Furthermore, we were given a lesson in how we can handle a situation with a bear in the nature. The topic came up because we were talking about the raw materials Slovenia offers. Amongst them wood was also mentioned and therefore Mr. Fabjancic told us how to behave when you meet Slovenian brown bears in the woods:

Step 1: Make a noise! Coughing, sneezing, laughing, talking loudly,...

Result of Step 1: You will not see any bears.

Step 2: Take something to eat with you, no matter if its food or another human being which has to be a slower runner than you.

Result of Step 2: You will certainly see a bear. When it is a mother bear with her baby bear, then RUN and hope that your companion is slower than you.

Dinner with representatives of the University of Ljubljana

At the end of the third day and our educational journey we had a Farewell-Dinner with representatives from the University of Ljubljana. The dinner took place in a restaurant at the beautiful castle of Ljubljana. We decided to take the cable car, so we were able to see the wonderful skyline of Ljubljana. Apart from the delicious wine we had 3 menus to choose from: meat, fish and vegetarian. After the dinner, some of us enjoyed the last night of the journey with some cocktails in the city.



Wednesday 11th May 2016

University of Ljubljana - Entrepreneurship

A lecture about Entrepreneurship held by Boštjan Antončič took place on Wednesday morning. Local students of the Faculty of Economics attended the course as well. Part of the lecture were four entrepreneurial approaches, which were created by Pinchot, Konter, Timmons and Dollinger. The expression “Intrapreneur” was introduced by Pinchot. He describes the differences of entrepreneurship within and from outside the company.

Corporate Entrepreneurship was discussed later on, as well as how to support a company’s growth potential. Finding hidden talents, granting licences and the usage informal leaders or discretionary power are examples for these ways to the company’s growth.

Risks and problems of Corporate Venturing were explained in this lecture as well. Corporate Venturing is a process where big companies hold shares of an innovative and specialised company. The smaller company is provided with a better capital-asset-ratio and gains from the bigger enterprise’s management skills and marketing knowhow. This way of raising finance includes risk. Incomplete market analysis, missing patience of getting results of involved divisions and the underestimation of competitors are such risks to investors.

Company visit -



Before we were heading home we visited the UNION brewery in Ljubljana, which was taken over by Heineken recently. After we were informed of the conduct and safety regulations of the company, we got some safety vests and the guided tour through the company and the brewery museum began. The brewery was founded about 200 years ago. The premises were constantly modernized and expanded. Now the production and the warehouse management are fully automated. Bottles, cans and kegs are bottled. The product beer is produced in the forms light and dark as well as beer mix with the flavors of lime and blood orange. In addition, water and soft drinks are produced. The largest amount of the product range is sold in Slovenia. The export rate is only 20%.

It was conspicuous that a pallet with beer of the Leoben Gösser brewery was moved in the warehouse. This is justified by the fact that also foreign brands are bottled. For this purpose either the recipes are shared and produced according to these or finished extracts are provided, which are mixed up with water and are bottled.



After the tour we took a meal in the restaurant of the brewery and tasted the beer. The company visit was the last activity on the trip which meant that we started our journey towards home after it.

We want to thank all of the responsible people who made the journey unforgettable and possible. Everyone who has the possibility to take part at such an experience should totally take the chance to do it. There was so much fun, experience and knowledge we gained because of the wonderful study trip.