

Report Study Excursion to SEE or CEE (International Management)

We carried out a one-day excursion to Slovenia within the Master "International Management". This year 39 students from different countries of origin took part in the excursion. The program included a trip to Ljubljana, where the students visited two companies but also get to know the cultural contexts of Slovenia and its capital. Specifically, the visited companies included Donar, a design company specializing in sustainable furniture, and IBM's Innovation Centre, which focuses on the development of artificial intelligence and cloud services. On site, the students had the opportunity to attend a presentation by the heads of these companies and to talk personally with the leaders about the core topics of the International Masters (marketing, innovation, logistics, financing). This gave them practical insights into the areas of their studies, which also helped them to choose their specialization.

Sustainable furniture - Donar

The first stop was Donar – a design and manufacturing company for sustainability-oriented furniture. Matej Fegus, the current CEO, presented the cornerstones of his company. Starting with the mission and the vision, he introduced the concept of sustainability and social entrepreneurship. In the next step, he went into detail of how the company develops new ideas, projects, and products introducing the students to the concept of design thinking. Mr. Fegus also showed examples of realized projects and how the firm communicates their projects to their stakeholder. Specifically, he elaborated on how the venture needs to frame their practices differently for their customers, politicians, or value chain partners. Afterwards, the students had time to ask questions and spend some time in the showroom testing the products of Donar.



Visiting the City Center

In addition to the company visits, the excursion also included a short stay at the city center of Ljubljana where the students could spend some time sightseeing, getting to know the city and its cultural background.



Artificial Intelligence and Cloud Computing - IBM Innovation Center

The second company was a subsection of IBM situated in the Kristalna Palača in Ljubljana. Here, Dejan Podgorsek introduced the students to the history of IBM starting in 1911 starting with inventions such as the electronic time clock or printing tabulation machines. This part of the presentation spanned over a century of inventions and innovations of IBM ending with current versions of the quantum computer, artificial intelligence, and cloud services. Furthermore, the representatives of IBM also gave a short introduction to value capturing strategies for companies including product leadership, operational excellences, and customer intimacy. Afterwards, Aco Vidovic presented current applications of artificial intelligence and how this could be implemented into a company's business model. These examples included chatbots, semantic analysis of text to derive a psychological customer profile as well as an analysis tool for written text to analysis the style of the text.



Taken together, the students experienced the contrast between a sustainability-oriented small business focusing on physical products and a section of multi-billion-dollar company that develops

digital services leading to an interesting and educational field trip. We thank the WiWi Förderverein for the support!

Table 1 Financial Report

LV 604.610 Study Excursion to SEE or CEE

Klagenfurt / Ljubljana 22nd January 2019

Kostenstelle 124050, Institut IUG

Planned Costs

Income	Price per Unit		Unit	Sum	
Student participations	15	€	39	585	€
Expenses					
Bus Klagenfurt to Ljubljana and back	809	€	1	809	€
Guest gifts for the visited companies	64	€	2	128	€
Driver tip	25	€	1	25	€
Total expenses				962	€

Difference (support by WiWi Foererverein)

377 €

Table 2 List of participating students

Nr.	Matrikel-Nr.	Familiennname, Vorname
1	11939812	Aljanzada, Edmon
2	11936672	Aqeel, Diana
3	11939785	Becker, Björn Hermann Emil
4	11936525	Bejleri, Alba
5	01460213	Berger, Leonie
6	11936529	Bilić, Lucija
7	11936611	Buttermilch, Sarah Fiorella
8	11936528	Candiago, Chiara
9	11936670	Eliason, Eric Anton Leo
10	51834719	Ermoshin, Vasilii
11	11936671	Grkavac, Jelena
12	11939879	Hallygylyjov, Haknazar
13	11936669	Hardt, Mareike Elisabeth Helene
14	01560470	Jahn, Julia
15	01605437	Janković, Valentina
16	01656383	Kavallar, Katharina
17	11936359	Keško, Ajla
18	11936527	Khan, Faiz
19	11937164	Kirchmayer, Carina Johanna
20	01510934	Kristof, Sara
21	01205910	Lang, Lisa Siri
22	11936526	Marić, Milica
23	11937871	Martinez Salinas, Montserrat Noemi

Nr.	Matrikel-Nr.	Familiennname, Vorname
24	11936668	Olimov, Olimjon
25	01548254	Pojak, Igor
26	01413614	Rabl, Sarah
27	11936667	Ramazanova, Sabina
28	11937387	Rasulov, Javokhir
29	11936664	Reinwald, Daniil
30	51822306	Reisinger, Julian
31	11939493	Saitia, Jushan
32	01360641	Schleicher, Johanna
33	01609760	Schmidt, Fabienne
34	01311458	Schöffmann, Daniel
35	11939789	Shvetsov, Vsevolod
36	11937529	Stanojević, Lazar
37	11847549	Williams, Felicity
38	11936552	Ziyadullaev, Dilmurod
39	11938651	Šimoník, Marek

Table 3 Schedule

Activity	Duration	Start	End
Klagenfurt - Ljubljana (on bus) Bus Company : Springer	1 hr 45 mins	8.00	9:45
Donar (presentation) Kamniska ulica 41, Ljubljana CP: Mr. Matej Fegus (metej.fegus@donar.si) M: +386 51 308 743	1,5 hrs	10.00	11:30
Lunch and sightseeing (City Center)	2,15 hrs	11:30	13:45
From City center to BTC	30 mins	13:45	14:15
IBM Innovation Center CP: dejan.podgorsek@si.ibm.com Ameriška ulica 8 SI-1000 Ljubljana	2 hrs	14:15	16:15
Ljubljana - Klagenfurt	1 hr 45 mins	16:15	18:00