



Mednarodna fakulteta  
za družbene in poslovne študije  
International School  
for Social and Business Studies  
Celje • Slovenia • Europe

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## ISSBS HAS APPOINTED A NEW DEAN



After 18 years under the leadership of Dean Dr. Srečko Natek, our faculty welcomed a new dean in June. **Prof. Dr. Kristijan Breznik**, a long-standing faculty member and vice-dean, has assumed the role.

Upon his appointment, he stated: "As dean, I am proud to invite you to explore everything our faculty has to offer. Our vision is to create a community that fosters creativity, critical thinking, and the ability to address the complex challenges of our time. Together, we will build a future founded on knowledge, innovation, and mutual respect."

## STUDENTS DEVELOP MARKETING STRATEGIES FOR COMPANIES

Each year, students in the Online Marketing course develop strategies for selected companies, which they then present to other students and company representatives at the **marketing strategy fair**.



This interactive teaching approach is highly popular, as it enables students to gain practical experience and develop essential skills for their future careers in the business environment.

## STUDENTS' PROFESSIONAL EXCURSION TO BELGRADE

The Student Council organised a professional excursion to Belgrade, where students visited AIK Bank, the House of Flowers, the Temple of Saint Sava, and Kalemegdan Fortress. The trip offered insights into the operation of a financial institution and the cultural heritage of the Serbian capital, enriching their theoretical knowledge and broadening their understanding of the international environment.





## “ŠTUDENTIJADA” GATHERING FOR ISSBS STUDENTS AND TEACHERS

Each year before the summer, we organise a student gathering called Študentijada. The event is an excellent opportunity for relaxation before the summer exam period and for strengthening relationships between students and teachers. Such gatherings contribute to creating a positive study environment.



## STUDENT CONFERENCE ON ARTIFICIAL INTELLIGENCE

In May, the Student Council organised the 14th KoMe Student Conference titled **“The Future of Work and Learning: Is Artificial Intelligence a Key to Success?”**. The conference emphasised the significance of artificial intelligence in modern society and provided participants with valuable knowledge for both their academic journey and future careers. The speakers included:

- **Ms. Mojca Guštin**, Professor at the Secondary School of Media and Graphic Arts, Ljubljana
- **Ms. Maja Umek**, Program and Marketing Manager at Process Space d.o.o.
- **Mr. Andrej Guštin**, Director of G-MADE, President of IIBA Slovenia
- **Ms. Mojca Lubanjšek Pehant**, Management Consultant and Communication Mentor, PhD Student at ISSBS



## SUMMER SCHOOL ON TECHNOLOGICAL INNOVATION IN ENTREPRENEURSHIP

In early September, we held a summer school in Celje titled **“Digital Frontiers: Tech Innovations in Entrepreneurship”**. The summer school was attended by 25 students and 7 lecturers from Portugal, Poland, Romania, and Slovenia, with practical involvement from Pomurje Technology Park in Murska Sobota. The summer school, which began virtually in June and continued with a live session for one week in September, saw students develop various business ideas from initial concepts to implementation, with a focus on biohacking and a biological age verification programme.



## STRENGTHENING INTERNATIONALITY THROUGH COOPERATION WITH CINKARNA CELJE

Erasmus mobility programmes play a crucial role in broadening students' horizons and enhancing international cooperation, which is why students participate so eagerly. In addition to outgoing mobility, this year we hosted two Thai students from Kasetsart

University who completed their internship at the successful company Cinkarna Celje. These incoming mobility programmes enrich our faculty's international cooperation and bring fresh perspectives to local companies, fostering innovation and international connections.



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## INTERNATIONAL SCIENTIFIC CONFERENCE MakeLearn, TiIM & PIConf

In May, the international scientific conference MakeLearn TIIM & PIConf took place in Lublin, Poland. This year's conference theme was **“Artificial Intelligence for Human-Technologies-Economy Sustainable Development”**. ISSBS was the main organiser, with co-organisers including our partners: Marie Curie Skłodowska University from Poland, Kasetsart University from Thailand, and Pegaso International from Malta. The conference was attended by 123 participants from 34 countries across Europe, Asia, the USA, and Africa. Events like these reinforce our commitment to international collaboration and contribute to networking among researchers and the exchange of knowledge and experience.



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Management,  
Knowledge and Learning  
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