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The Gorenje Group, one of the leading European manufacturers of white goods, established its first education centre in the ’70s. In 1991, they established the first form of management training programme, which in 2013 developed into Corporate University Gorenje (CUG) with five academies: Management, International Business, Executive Business, Digital Business and Create. They educate and train employees to acquire knowledge and develop skills needed to support the strategy implementation and enable them to run corporate business in the demanding international environment. The Create Academy runs its programme in cooperation with three well-established universities in order to achieve the transfer of theoretical and practical knowledge. CUG generates new challenges for cooperating professors and their universities, improves the development of the employees’ professional expertise, and constitutes a competitive advantage for the company.

CUG is a key component of the strategic developmental of the company. Since the education programmes are practically-oriented and based on real company challenges, they often provide solutions to existing issues within Gorenje as well as developing the knowledge of employees. The external engagement with traditional higher education providers, offers the opportunity to supplement the programmes practical relevance with high levels of external expertise as well as providing a global perspective on business operations. This external perspective is crucial for the ongoing competitiveness of Gorenje. An important output of CUG is also the development of new learning approaches of university staff involved in the processes.