

■ FOR SUCCESS

KNOWLEDGE



Ljubljana **School** of Business



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We can open the door, but you must enter by yourself.

The luckiest people and businesses are those that are prepared to take the greatest risks. We can all create our own luck by taking the necessary risks to open the door to change, progression and success. Unfortunately, far too many people don't excel in life because they let fear stop them from taking the necessary steps to achieve their dreams. Some manifest fear as a safeguard from failure; others don't even try, believing that they are restricted by limits; while too many get caught up in the status quo.

Don't be one of them.

Accept the challenge, invest in yourself and your future! This is a lifetime investment! Success doesn't come over night. Hence keep trying, stay open to education, be curious, learn.

All of us who are by some means linked to the Ljubljana School of business will at all times strive that you reach your goals as quickly as possible. What matters to us is your satisfaction and fulfilment of your expectations. And when in need for personal support, help and counselling at the time of your schooling we are there for you.

Welcome to the Ljubljana School of Business,

Dean
Lidija Weis, PhD

“

**THE NUMBER OF WAYS TO LIVE
IN ONE LIFETIME IS LIMITLESS.
SO WHY LIMIT YOURSELF?**

”

Suzy Kassem



Ljubljana School of Business

■ Why study at LSB?

- Through all these years, our school has proved to be the **most student-friendly school**. This is a guarantee that you will certainly feel good while studying at Ljubljana School of Business.
- Your satisfaction is our primarily goal; therefore you will constantly be supported by all our staff.
- All our lecturers are leading experts in their field with a wealth of teaching experience. As a student at LSB you will learn from the best.
- Our study programmes were developed in close collaboration with the most reputable companies in order to supply a more comprehensive response to business needs of today's world.
- All study programmes are focused on the subject matters that are highly relevant to your future career path.
- A collaborative agreement with reputable companies offers a possibility of training placements in one of these companies, which can be a good springboard for your future business career.

- Ljubljana School of Business provides state-approved study programmes. All our study programmes are also fully accredited by the Slovenian Quality Assurance Agency for Higher Education, which means that there is no need to worry about the recognition of your diploma.
- Because the Ljubljana School of Business is **A GUARANTEE FOR SUCCESS**.

■ International comparability

All our study programmes are **internationally comparable**. Ljubljana School of Business is an accredited ECTS institution, which ensures full transparency and enables the recognition of student academic achievements.

Our study programmes are focused on specialized subject matters. Career-oriented courses will help you obtain a relevant academic qualification to be successful in today's global economy and well-equipped while **entering a business world**.

■ Lecturers

Our lecturers are **leading experts** in their fields and excellent teachers with academic background, who know how to meet adult learners' needs and interests. Proud to have been invited to join our reputable school, they are committed to assisting you in your professional growth and success.

While studying at Ljubljana School of Business, you will have a full support of our lecturers. They are very approachable and willing to help you prepare for exams, develop ideas for your seminar paper or advise you on any other problems throughout your studies.

■ Exchange

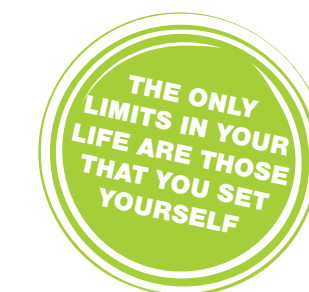
Exchange programmes are designed as a **learning, teaching** and **research opportunity** for students and academic staff.

Students can spend one or two semesters in a host institution, while academic staff can spend one or two weeks on exchange. Exchange programmes provide participants with an opportunity to develop their knowledge, skills and qualifications

 [Learn more](#)

in an international environment, and to share their experiences. Administrative staff can participate in various training for five days.

The primary purpose of exchange programmes is to build capacity to provide solidarity and tolerance among different cultures, to develop leadership skills and to have active participation of young people in civil society.



Bachelor's programme

Management

Professional title:

BACHELOR OF MANAGEMENT

The Management study programme is an innovative and practically oriented programme that will help you develop the business and management competencies you need for a successful career in both domestic and foreign business systems or starting your own business. The programme is designed to train a new generation of business professionals who will lead the future of international companies and organizations.

Our teaching model links theory to practice in all areas of the programme. Our innovative learning environment will help you **develop the skills you need to run businesses and organizations.**

The study also focuses on building soft skills that are essential for successful leadership and management.

Lecturers in the Management program are recognized, and leading professionals who maintain close ties with the business world.

You will gain new strategic insights, global perspectives and leadership skills that allow you to drive change, innovation, and maintain a competitive edge. You will recognize your strengths and weaknesses as a leader; expand your understanding of the full scope of the business - from strategy and finance to marketing and management.

 [Learn more](#)



Management students will gain the interdisciplinary knowledge necessary to understand management in the broadest sense and the dynamics of the domestic and international economy.



Curriculum

This is a three-year programme, or the first cycle study programme according to the Bologna process. According to ECTS, it is rated at 180 Credit Points.

The study comprises obligatory and elective courses with a wide range of possibilities. It is also possible to choose a mode of study completion. Students with good writing and research skills can complete the study by way of a final thesis. Others may choose, instead of a thesis, an additional elective course.

THE FIRST YEAR OF STUDY

- Principles of Micro- and Macroeconomics (8 ECTS)
- Business Mathematics and Statistics (7 ECTS)
- Business Informatics (8 ECTS)
- Business Law (7 ECTS)
- Business English 1 (7 ECTS)
- Foundations of Management (8 ECTS)
- Management Accounting (7 ECTS)
- Introduction to Business Finance (8 ECTS)

THE SECOND YEAR OF STUDY

- Business Economics (8 ECTS)
- Marketing Management (8 ECTS)
- Services Management (7 ECTS)
- Entrepreneurship (7 ECTS)
- Innovative Management (8 ECTS)

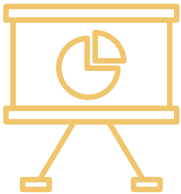
- Business Process Management (7 ECTS)
- Management of Employees (8 ECTS)
- Elective Course 1 (7 ECTS)

THE THIRD YEAR OF STUDY

- Strategic Management (8 ECTS)
- Business Analysis (8 ECTS)
- Project Management (7 ECTS)
- BI Analytics for Management (7 ECTS)
- Elective Course 2 (7 ECTS)
- Elective Course 3 (7 ECTS)
- Practical Training (9 ECTS)
- Thesis or Elective Course (7 ECTS)

Elective courses

- Business English 2 (7 ECTS)
- Nonprofit Management (7 ECTS)
- Business Organization and Quality (7 ECTS)
- Knowledge Management (7 ECTS)
- Leadership (7 ECTS)
- e-Business (7 ECTS)
- International Business (7 ECTS)
- Business Communication (7 ECTS)
- Organisational Behaviour (7 ECTS)
- Sales Management (7 ECTS)



Bachelor's programme

Business Informatics

Professional title:

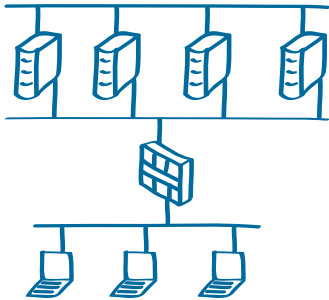
BACHELOR OF BUSINESS INFORMATICS

Business Informatics higher education programme trains staff to **become the key link between information technology and business operations.**

The programme combines the knowledge and skills of entrepreneurship and management, along with computer sciences and informatics. Our graduates are professionals with the abilities companies need most. They possess not only a technical but also **wider understanding of management and operations.**

The knowledge gained at LSB will enable you to improve business efficiency through the use of information communication technology, to master system analyses, project management and operation, deployment and maintenance of information systems and electronic commerce, and at the same time provide information security. Tasks given to you will be completed economically efficient and socially responsible in terms of marketing and business operations, as you will be equipped with the latest knowledge in the field of marketing, communication, management and business operations.

The programme also offers elective courses in the field of information and business sciences, thus giving additional in-depth knowledge.



Curriculum

This is a three-year programme, or the first cycle study programme according to the Bologna process. According to ECTS, it is rated at 180 Credit Points.

The study comprises obligatory and elective courses with a wide range of possibilities. It is also possible to choose a mode of study completion. Students with good writing and research skills can complete the study by way of a final thesis. Others may choose, instead of a thesis, an additional elective course.

THE FIRST YEAR OF STUDY

- Business Foreign Language 1 (Business English) (7 ECTS)
- Introduction to Computer Science and Information Technology (8 ECTS)
- Information Systems (7 ECTS)
- Business Communication (7 ECTS)
- Communications and Networks (8 ECTS)
- Basics of Management (8 ECTS)
- Accounting (7 ECTS)
- Marketing (8 ECTS)

THE SECOND YEAR OF STUDY

- Software Engineering (8 ECTS)
- e-Commerce (7 ECTS)
- Business Analysis (8 ECTS)
- Elective Course (7 ECTS)
- Database Management (7 ECTS)
- Business Economics (7 ECTS)
- Processes of Decision-Making (8 ECTS)
- Information Security (8 ECTS)
- Training Practice (9 ECTS)

THE THIRD YEAR OF STUDY

- Basics of Entrepreneurship (8 ECTS)
- Project Management (7 ECTS)
- Innovative Management (8 ECTS)
- Elective Course (7 ECTS)
- Elective Course (7 ECTS)
- Elective Course (7 ECTS)
- Practical Training (9 ECTS)
- Final Thesis or one Elective Course (7 ECTS)

Elective courses

- Computer Technologies (7 ECTS)
- Operating Systems (7 ECTS)
- Knowledge Technologies (7 ECTS)
- Knowledge Management (7 ECTS)
- Web Technologies (7 ECTS)
- Law for Computer Scientists (7 ECTS)
- Basics of Economy (7 ECTS)
- Sales Management (7 ECTS)
- Human Resources Management (7 ECTS)
- Foreign Business Language 2 – Business English 2 (7 ECTS)
- Consumer Behaviour (7 ECTS)
- Strategic Marketing (7 ECTS)
- Service Marketing (7 ECTS)
- Corporate Communications and Social Responsibility (7 ECTS)
- Programming 1 (7 ECTS)
- Programming 2 (7 ECTS)

[➔ Learn more](#)



Bachelor's programme

Marketing Communications & PR

Professional title:

BACHELOR OF MARKETING COMMUNICATIONS

Marketing Communications & PR higher education programme came to life in response to the staffing needs of consulting companies, marketing communications agencies, design agencies, public relations agencies and all marketing-oriented companies in economic and non-economic activities. When recruiting, the above organizations are searching for staff that are able to combine creativity, leadership and communication ability, in addition to entrepreneurial mind-set in repositioning or development of brands, products and services.

After the study completion you will become **sought-after experts** in strategic communication, business planning, entrepreneurship, corporate communications management, or brand consultants, innovation managers, creative managers, PR managers, media planners, developers of new businesses and products, event designers etc.

You will have the opportunity to learn from the best and work with the best.

 Learn more



Many experts in the field of marketing, marketing communications and public relations were deeply involved in the preparation of highly practical and application-oriented study programme. Collaboration with reputable companies and institutions provides an opportunity for close co-operation **with experienced professionals who will help you face the reality of work.**

Curriculum

This is a three-year programme which places it in the first Bologna cycle. According to ECTS, it is rated at 180 Credit Points.

The study is divided into obligatory and elective courses with a wide range of possibilities. It is also possible to choose a mode of study completion. Students with good writing and research skills can complete the study by way of a final thesis. Others may choose, instead of a thesis, two additional elective courses.

THE FIRST YEAR OF STUDY

- Communication Management (5 ECTS)
- Communication, Media and Society (5 ECTS)
- Basics of Marketing (7 ECTS)
- Linguistic Culture (6 ECTS)
- Basics of Marketing Communication (7 ECTS)
- Basics of PR (7 ECTS)
- Consumer Behaviour (5 ECTS)
- Business English (6 ECTS)
- Business Economics (5 ECTS)
- Informatics in Communication and New Technologies (7 ECTS)

THE SECOND YEAR OF STUDY

- Project Management and Event Organization (6 ECTS)
- Brand Management (6 ECTS)
- Sales Promotion and Direct Marketing (5 ECTS)
- Corporate Communications and Social Responsibility (6 ECTS)
- Marketing Research Methods (7 ECTS)

- Service Marketing (6 ECTS)
- Social Media Marketing (5 ECTS)
- Media Relations and Media Planning (6 ECTS)
- Elective Course (5 ECTS)
- Training Practice (8 ECTS)

THE THIRD YEAR OF STUDY

- Copywriting (6 ECTS)
- Advertising, Media and Branding (6 ECTS)
- Strategic Marketing (6 ECTS)
- Integrated Marketing Communication (6 ECTS)
- Creative Advertising (6 ECTS)
- Communications Law (5 ECTS)
- Elective Course (5 ECTS)
- Elective Course (5 ECTS)
- Elective Course (5 ECTS)
- Final Thesis or two Elective Courses (10 ECTS)

Elective courses

- Business English 2 (5 ECTS)
- Research in PR (5 ECTS)
- Public Relations in Practice (5 ECTS)
- Individual's Business Image and On-Camera Appearance (5 ECTS)
- Business Communication and Protocol (5 ECTS)
- Visual Communication (5 ECTS)
- Marketing in Practice (5 ECTS)
- PR Management Strategies (5 ECTS)
- Communication Style Development (5 ECTS)
- Accounting (5 ECTS)
- Sales Management (5 ECTS)

When there is no boundaries for creativity and innovation



Master's programme

M. Sc. Management and Informatics



Professional title:

MASTER OF MANAGEMENT AND INFORMATICS

Management and Informatics master's programme is an interdisciplinary combination of contemporary social science skills with an emphasis on business sciences and knowledge in the field of informatics.

Thus, the importance of the interdisciplinary-oriented and relatively flexible management profile should be highlighted – management that is actively involved in the business and technological development, is creatively responsive to changes, and is, by the possibility of an improved way of doing business and achieving greater business success, also making these changes.

In the present and expected future working- and wider-social environment it is considered for individuals and groups to be faced with complex problems in which standardized knowledge and approaches do not suffice. For this reason, it is primarily the management that is pursued for **interdisciplinary teamwork** and above all creativity, flexibility and the ability to **effectively cope with organizational and other business challenges** when using information technology. On account of the acquired knowledge on up-to-date information technology and services, understanding and knowledge of business processes and **leadership skills** and with a developed sense of innovation and of a search for new business opportunities, **Masters of this programme will be competitive in the labour market.**

 [Learn more](#)

Curriculum

This is a two-year programme which places it in the second Bologna cycle. According to ECTS it is rated at 120 Credit Points.

The study is divided into obligatory and elective courses. It offers a wide range of possibilities.

THE FIRST YEAR OF STUDY

- Business Informatics (chosen subject, depending on previous knowledge in order to level the gaps in knowledge) (7 ECTS)
or
Selected topics from Business Economics Analysis (chosen subject, depending on previous knowledge in order to level the gaps in knowledge) (7 ECTS)
- Strategic Marketing (7 ECTS)
- Strategic Management (8 ECTS)
- Business Process Management (8 ECTS)
- Informatics in Business Finances (7 ECTS)
- Research Methodology (7 ECTS)
- Management of Decision-Making Processes (8 ECTS)
- Modelling, Simulation and Optimization (8 ECTS)

THE SECOND YEAR OF STUDY

- e-Services (8 ECTS)
- Business Intelligence (8 ECTS)
- Elective course* (6 ECTS)
- Research Project (8 ECTS)
- Elective course (6 ECTS)
- Elective course (6 ECTS)
- Elective course (6 ECTS)
- Master's Thesis (12 ECTS)

Elective courses

- Services Marketing (6 ECTS)
- Quality Management (6 ECTS)
- Business Law (6 ECTS)
- Innovation Management (6 ECTS)
- Strategic Project Management (6 ECTS)
- Business Dynamics* (6 ECTS)
- e-Commerce Security* (6 ECTS)
- e-Learning Technologies* (6 ECTS)



Master's programme

M. Sc. Marketing management

Professional title:

MASTER OF BUSINESS SCIENCE

The main objective of the Marketing Management Master's study programme is to qualify the Masters for handling complex business challenges through a **combination of business knowledge and skills in the field of marketing**.

Our marketing management program is designed for you to encounter all the basic challenges in the industry: how a company decides what to sell, which customers and markets to target, and the best means of reaching them. In many courses, you work in project teams—just as professionals do—to create strategies for product development, pricing, promotion, and distribution. You learn to respond to the demands of competitors, the government, and larger social issues.

Students will study **different techniques to attract customers** and learn to manage and organize company's sales through marketing. They will gain a mastery of international markets and be able to implement strategies based on new markets and product distribution channels. They will also become versed in social networks, which are extremely relevant to any current business.

LSB's MSc in Marketing Management focuses on a key functional area **to give you an excellent preparation for a top management role**.

 Learn more

Curriculum

This is a two-year programme which places it in the second Bologna cycle. According to ECTS it is rated at 120 Credit Points.

The study is divided into obligatory and elective courses. It offers a wide range of possibilities.

THE FIRST YEAR OF STUDY

- Business Analysis & Decision Making (8 ECTS)
- Finance for Marketers (7 ECTS)
- Consumer Behaviour (8 ECTS)
- Strategic Marketing (7 ECTS)
- Services Marketing (7 ECTS)
- Product Innovation and Brand Management (8 ECTS)
- Strategic Management (8 ECTS)
- Research Methodology (7 ECTS)

THE SECOND YEAR OF STUDY

- Integrated Marketing Communications (8 ECTS)
- Digital Marketing (8 ECTS)
- Methods of Research Work (8 ECTS)
- Elective course (6 ECTS)
- Elective course (6 ECTS)
- Elective course (6 ECTS)
- Elective course (6 ECTS)
- Master's Thesis (12 ECTS)

Elective courses

- Strategic Project Management (6 ECTS)
- Quality Management (6 ECTS)
- Innovation Management (6 ECTS)
- Advanced Marketing Research (6 ECTS)
- Sales Management (6 ECTS)
- Marketing Metrics and Performance Measurement (6 ECTS)
- International Marketing (6 ECTS)
- Management Competencies (6 ECTS)
- B2B Marketing (6 ECTS)
- Pricing Strategies and Value Creation (6 ECTS)
- Marketing Channels (6 ECTS)
- Marketing in SME-s (6 ECTS)
- Organisational Behaviour and Corporate Strategy (6 ECTS)



Why study in Slovenia?

Slovenia lies in the heart of Europe, where the Alps meet the Mediterranean Sea and the Pannonian Plain meets the Karst. This small green country measures 20,273 km² in, and is home to sincere, hospitable people of great diligence.



Slovenia's small size means that it's perfectly possible to **ski or hike in the mountains** in the morning and **sunbathe at the coast** in the afternoon (or vice versa if you prefer!). Not only that, but you can also easily reach any of the four countries which have borders with Slovenia; Croatia, Austria, Italy and Hungary. Therefore, there are **endless possibilities** for travelling both within, and outside of, Slovenia.



The Ljubljana School of Business is located **just a five minute-walk** from the city centre of Ljubljana, the capital of Slovenia.



Ljubljana, the **European Green Capital 2016**, is a city with a green soul. Ljubljana is a city that will surprise you and exceed your expectations. It is indeed a **unique place**: small in size, but huge in its hospitality and quality of life.



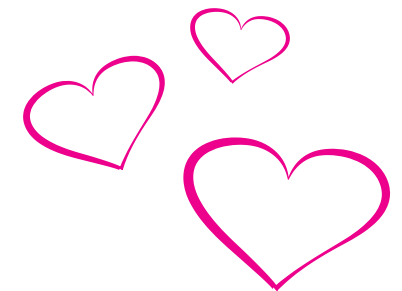
Ljubljana is a **riverside city**, so living there means crossing bridges all the time. The city centre alone has more than ten bridges.



So, join us and study in Ljubljana!

To help you decide, we invite you to find out a little bit more about Slovenia and our way of life by looking at the links below:

- www.studyinslovenia.si
- www.slovenia.info
- www.infotujci.si





Ljubljana School of Business

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