



LJUBLJANA
SCHOOL OF BUSINESS

LJUBLJANA SCHOOL of business

Undergraduate and Postgraduate studies

BI 2



Who will not think
about the future,
will not have one!

J. P. Galsworthy

LJUBLJANA SCHOOL of business

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Dare to strive **for more!**

Today, everything revolves around rapid changes, and in this whirlwind, the key to success lies in continuous growth and development of our knowledge. Only by doing so can we transform challenges into opportunities and establish ourselves in the highly competitive environment that surrounds us. **Learning is no longer just a phase of life but an ongoing, never-ending process** that drives our professional development.

In this age of digitalization and information technology development, knowledge and skills are crucial. The speed of change demands that we stay one step ahead of others, so prepare yourself for an inspiring journey of continuous personal and professional growth. Embrace the challenge, be ready for the future, and become a change maker!

Take control of your career direction because it's never too late to learn and grow. At B2 Ljubljana School of Business, we offer you more than just education; **we offer you the key to your own successful future.** Enter the world of opportunities shaped by the persistent desire for learning and development!

With us, **every day is a new opportunity for learning, growth, and networking.** Our experienced mentors are not just teachers but your guides on the path to knowledge and self-discovery. We promise you support every step of the way because we believe that success is built on solid foundations that we lay together.

I look forward to meeting you and discovering together the potentials you carry within you.

Assoc. Prof. Dr. Lidija Weis, Dean



B2 Ljubljana
School of
Business:
we grow
with change!

ATTEND CLASSES
AT SCHOOL
OR FROM HOME
—
THE CHOICE
IS YOURS!



■ WHY CHOOSE B2 LSB?

Innovative Learning Environment: At B2 Ljubljana School of Business, we do not just follow tradition; we create it. Our innovative learning environment fosters critical thinking, creativity, and practical application of knowledge, supporting the development of key skills for success in the business world.

Continuous Support: Success is not guaranteed, which is why we offer continuous support. Whether it is tackling academic challenges or advancing your career, we are here to help you overcome obstacles and build your path to success.

Connections to the Business World: We collaborate with renowned companies, allowing you to gain valuable hands-on experience. Our industry connections open doors to diverse employment opportunities and networking possibilities.

Flexible Study Options: We understand that every individual is unique. That is why we offer flexible study options tailored to your individual needs and goals. Whether in the classroom or online, the choice is yours.

Center of Digital Transformation: We recognize the rapid development of information technology and digitalization. Our school is a hub where tradition and innovation meet, placing us ahead of the competition in a rapidly changing business environment.

Community Growth: Our school is a community where lasting bonds are forged. Together, we grow, share experiences, and shape successful paths. Choose our school and become part of this dynamic community where success is achievable!

■ LECTURERS

Our team of lecturers is the heart and soul of our school - a group of passionate and experienced professionals dedicated to your success. Each brings rich experience from the business world, providing a fresh perspective on contemporary business challenges.

Their interactive and innovative lectures not only impart theoretical knowledge but also connect it to the real world.

Learning with our lecturers does not end with the conclusion of a lecture - they establish open communication channels, invite debate, and encourage thinking outside the box.

■ STUDY ABROAD

Why limit yourself to one environment when you can fulfill part of your study obligations at partner institutions abroad?

We encourage students to experience part of their academic journey through study exchanges in environments where, in addition to knowledge, they can gain **rich international experiences** and **develop intercultural competencies**.

■ STUDY OBLIGATIONS

The study program, with its blend of traditional and online education, is **tailored to working individuals**. Subjects follow a logical sequence. Once a specific subject concludes with an exam, the next one begins. Lectures and exercises last for four school hours, always from 5 to 8 p.m., two to three times a week, with weekends off.

■ TUITION

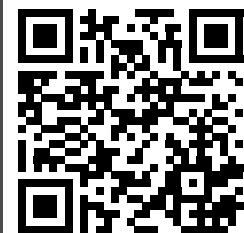
One of our advantages is **excellent payment terms**, as tuition can be paid in monthly installments without interest. Tuition includes:

- Lectures, exercises, and consultations
- Access to online lectures and recordings of all sessions
- All exams, including retakes
- Option for grade improvement
- Study materials: all mandatory materials are available in the school's e-classrooms and library for each enrolled student
- Electronic learning materials
- Handling of applications by the study commission
- Use of the online learning environment
- Counseling for effective learning
- Activities within the Career Center.

■ ADDITIONAL BENEFITS

- **Free CEFR (Common European Framework of Reference for English language skills) certificate of English language proficiency** in collaboration with an external provider. Through testing, students receive an official CEFR certificate indicating their level of proficiency.
- **Free membership in the international association EUMMAS**, which connects professionals in management and marketing from over 60 countries, facilitating the exchange of experiences and knowledge as well as opportunities for networking and business collaboration. Students are included in the EUMMAS Youth forum, and graduates have access to free professional certification with the EUMMAS certificate, enhancing their competitiveness and professional positioning in the job market.
- **Free membership in the National University Library.**
- **Free Microsoft Imagine Premium software package**, which includes Microsoft development tools, Microsoft servers, and Microsoft Azure for students.

MORE ABOUT B2 LSB 



At the B2 School of Business, we believe, that **the road to success is paved with innovation, international experience and unwavering support**. Step onto this path and shape your success story where growth, knowledge and networking come together to create a unique educational experience.

The B2 College of Business is more than just a decision to study, it is a journey where **every step opens new doors of opportunity**. Become a co-creator of your future with us, develop, network and build successful pathways in the world of business together. **Your success is our passion and together we can achieve more!**

UNDERGRADUATE PROGRAMME

> MANAGEMENT

PROFESSIONAL TITLE: BACHELOR OF APPLIED ARTS

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.



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

ADMISSION REQUIREMENTS

A general matura certificate, a vocational matura certificate, final examination certificate from any four-year upper secondary school program.

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
- Business Mathematics and Statistics
- Business Informatics
- Business Law
- Business English 1
- Foundations of Management
- Management Accounting
- Introduction to Business Finance

THE SECOND YEAR OF STUDY

- Business Economics
- Marketing Management
- Services Management
- Entrepreneurship
- Innovative Management
- Business Process Management
- Management of Employees
- Elective Course 1

THE THIRD YEAR OF STUDY

- Strategic Management
- Business Analysis
- Project Management
- BI Analytics for Management
- Elective Course 2
- Elective Course 3
- Practical Training
- Thesis or Elective Course

ELECTIVE COURSES

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



[CHECK ONLINE](#) >

UNDERGRADUATE PROGRAMME

> BUSINESS ANALYTICS

PROFESSIONAL TITLE: BACHELOR OF APPLIED ARTS

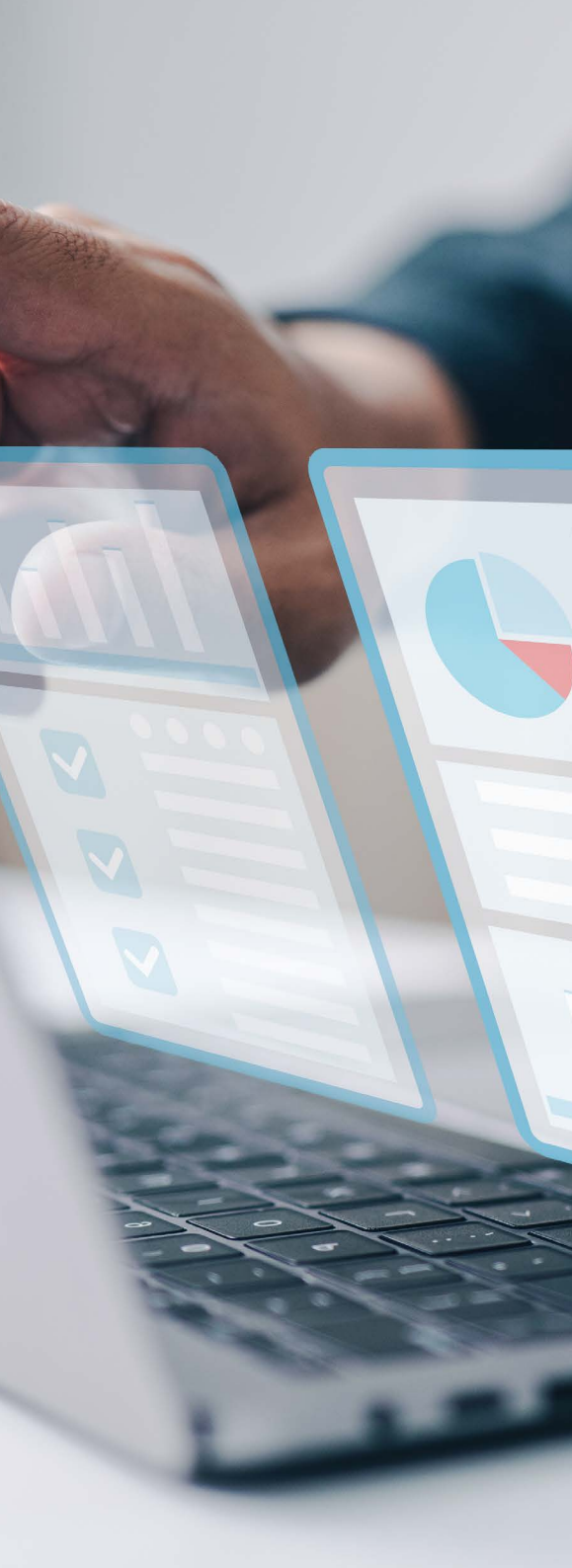
Welcome to our captivating undergraduate program in Business Analytics, where you'll gain a diverse range of valuable skills and knowledge to prepare you for a successful career in data-driven business. Primarily, you'll develop an in-depth understanding of data analysis, including statistical methods, data visualization, and predictive modeling. You'll learn to utilize tools for gathering, cleaning, analyzing, and visualizing large datasets, as well as identifying patterns and trends to inform thoughtful business decisions.

Throughout the program, you'll have the **opportunity to work on real-world projects and case studies, gaining practical experience and preparing for the challenges you'll encounter in your future career.**

Overall, the program is designed to equip you with the skills and knowledge for success in the dynamic and rapidly growing field of data-driven business. With an emphasis on critical thinking, communication, ethics, and technical skills, you'll be well-prepared to make data-driven decisions that ensure long-term competitive advantage and success for your future employer. Join us and embark on an exciting journey towards a rewarding career in Business Analytics!



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ADMISSION REQUIREMENTS

A general matura certificate, a vocational matura certificate, final examination certificate from one of the following programs from the Klasius P:

- 3-Social, business, administrative, and legal sciences;
- 4-Natural sciences, mathematics, and computer science;
- 5-Technology, production technologies, and construction;

Those who have completed secondary education in other fields must pass an entrance exam in the subject of Informatics before enrollment.

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

- Business English
- Introduction to Business Analytics
- Management
- Business Economics
- Business Mathematics and Statistics
- Cost and Financial Accounting
- Key Performance Indicators (KPI) in Marketing and Sales
- Data Management 1

THE SECOND YEAR OF STUDY

- Finance
- Data Management 2
- Business Process Management
- Business Statistics
- Project Management
- Descriptive Analytics
- Data visualization and Reporting
- Predictive Analytics

THE THIRD YEAR OF STUDY

- Advanced Business Analytics Processes and Tools
- Operational Planning
- Practical Education Practice
- Use and Understanding of Statistical Portals
- Elective Course 1
- Elective Course 2
- Elective Course 3
- Thesis or Two Elective Courses

ELECTIVE COURSES

- Business Intelligence in Sales And Procurement
- Business Intelligence in Supply Chain Management
- Business Intelligence in Marketing and Customer Relationship Management
- Business Intelligence in Finance
- Communication Skills
- Business English 2
- Integration of Public Data for Business Purposes
- Advanced Data Warehousing
- Machine Learning and Artificial Intelligence

UNDERGRADUATE PROGRAMME

> BUSINESS INFORMATICS

PROFESSIONAL TITLE: BACHELOR OF APPLIED ARTS

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.



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ADMISSION REQUIREMENTS ▼

A general matura certificate, a vocational matura certificate, final examination certificate from any four-year upper secondary school program.

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
- Introduction to Computer Science and Information Technology
- Information Systems
- Business Communication
- Communications and Networks
- Basics of Management
- Accounting
- Marketing

THE SECOND YEAR OF STUDY

- Software Engineering
- e-Commerce
- Business Analysis

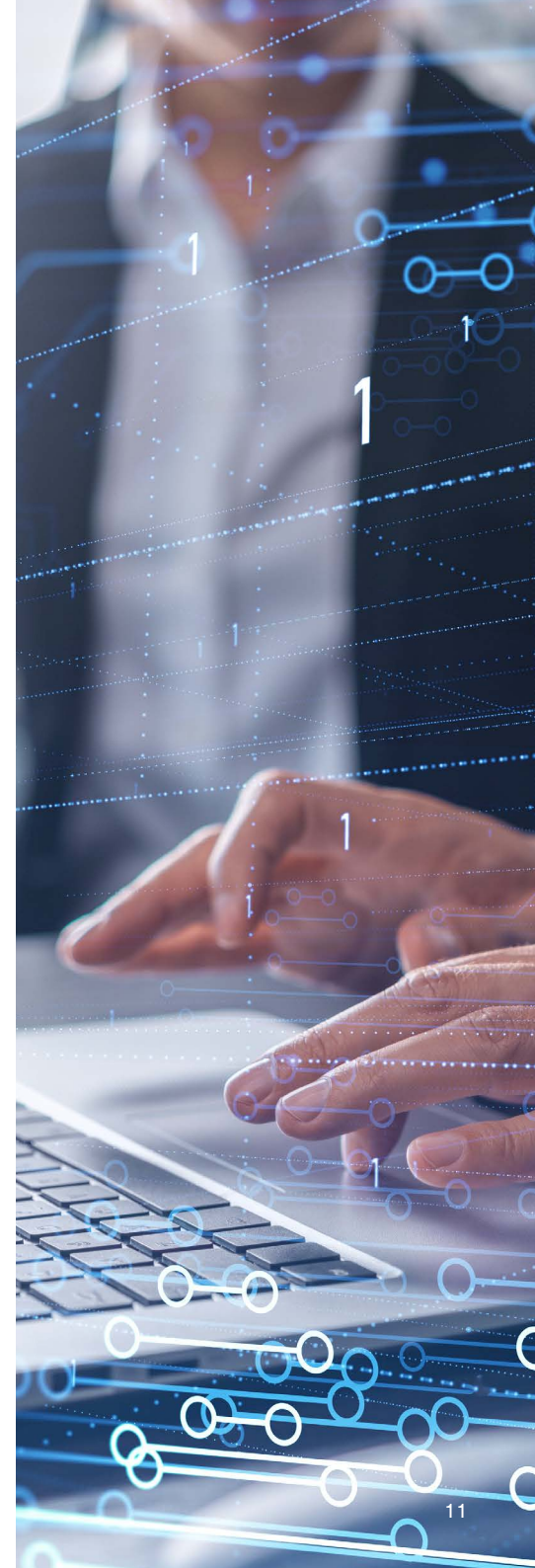
- Elective Course
- Database Management
- Business Economics
- Processes of Decision-Making
- Information Security
- Training Practice

THE THIRD YEAR OF STUDY

- Basics of Entrepreneurship
- Project Management
- Innovative Management
- Elective Course
- Elective Course
- Elective Course
- Practical Training
- Final Thesis or one Elective Course

ELECTIVE COURSES

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



UNDERGRADUATE PROGRAMME

> MARKETING COMMUNICATIONS & PR

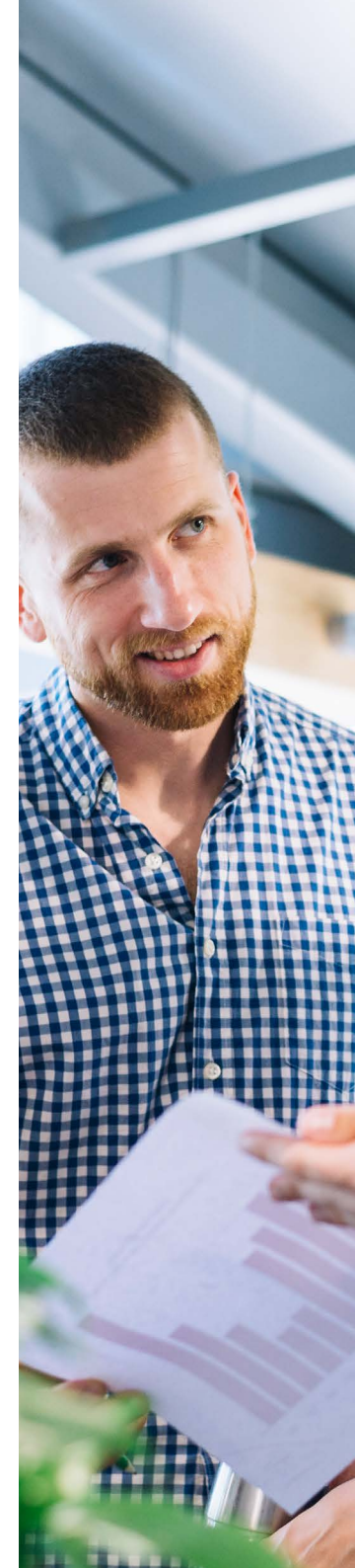
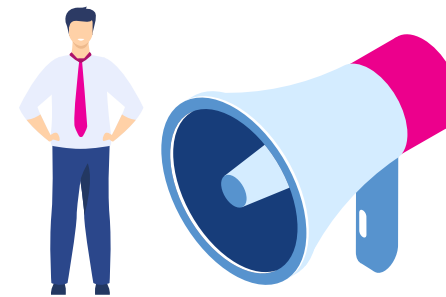
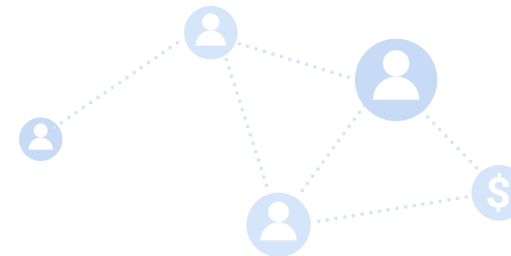
PROFESSIONAL TITLE: BACHELOR OF APPLIED ARTS

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.

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.**





ADMISSION REQUIREMENTS ▼

A general matura certificate, a vocational matura certificate, final examination certificate from any four-year upper secondary school program.

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
- Communication, Media and Society
- Basics of Marketing
- Linguistic Culture
- Basics of Marketing Communication
- Basics of PR
- Consumer Behaviour
- Business English
- Business Economics
- Informatics in Communication and New Technologies

THE SECOND YEAR OF STUDY

- Project Management and Event Organization
- Brand Management

- Sales Promotion and Direct Marketing
- Corporate Communications and Social Responsibility
- Marketing Research Methods
- Service Marketing
- Social Media Marketing
- Media Relations and Media Planning
- Elective Course
- Training Practice

THE THIRD YEAR OF STUDY

- Copywriting
- Advertising, Media and Branding
- Strategic Marketing
- Integrated Marketing Communication
- Creative Advertising
- Communications Law
- Elective Course
- Elective Course
- Elective Course
- Final Thesis or two Elective Courses

ELECTIVE COURSES

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

CHECK ONLINE >

POSTGRADUATE PROGRAMME

> MANAGEMENT AND INFORMATICS

PROFESSIONAL TITLE: MASTER OF ARTS

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 widdersocial 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.**

ADMISSION REQUIREMENTS ▼

- Completion of any first-cycle study program or equivalent education abroad;
- Completion of a pre-Bologna study program to obtain a higher professional education in any professional field;
- Completion of a specialization after a higher professional education;
- Completion of a study program to obtain higher professional education, accredited before June 11, 2004;
- and English language proficiency at least at B2 level.

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)
or
Selected topics from Business Economics Analysis (chosen subject, depending on previous knowledge in order to level the gaps in knowledge)
- Strategic Marketing
- Strategic Management
- Business Process Management
- Informatics in Business Finances

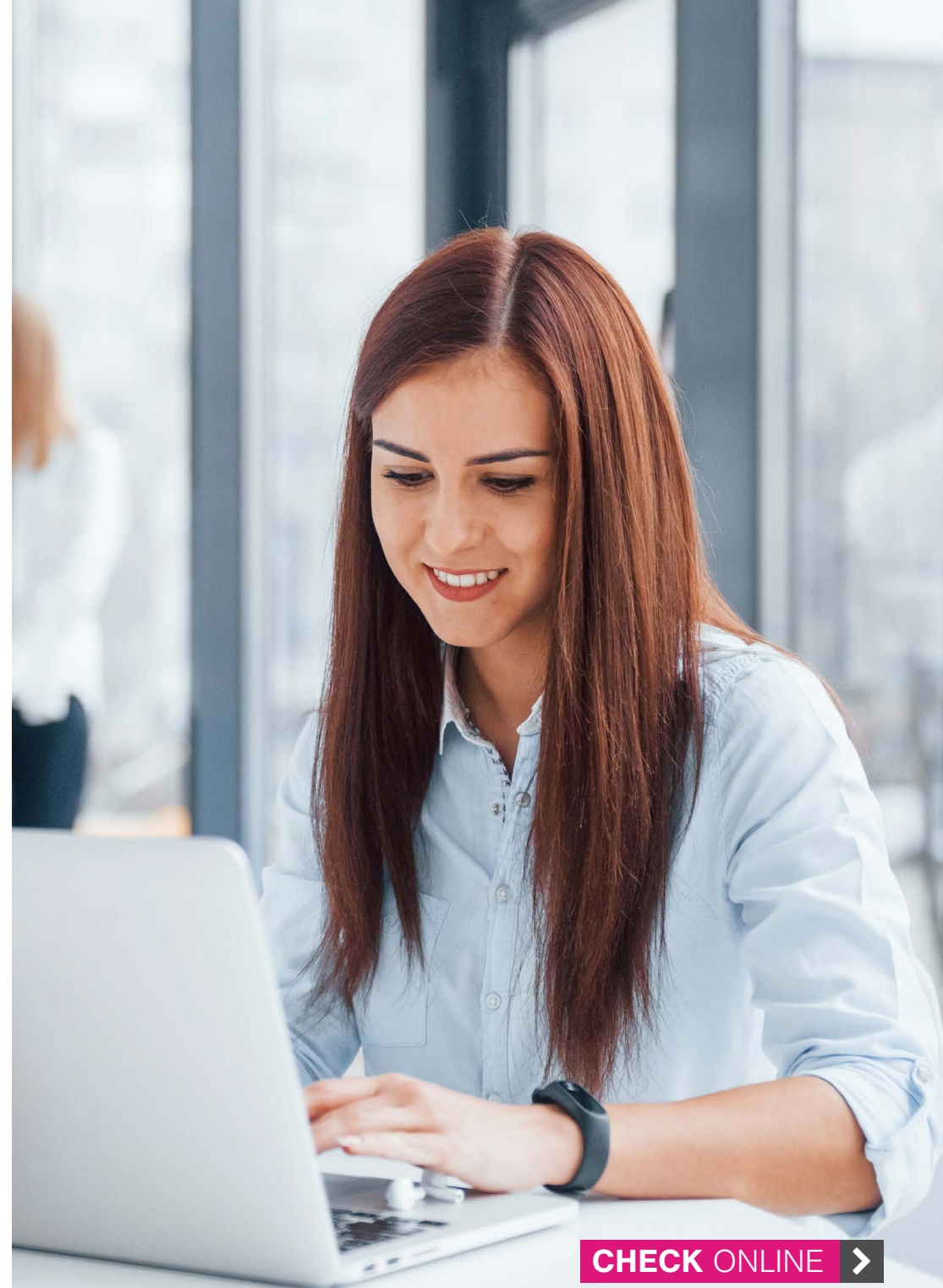
-
- Research Methodology
 - Management of Decision-Making Processes
 - Modelling, Simulation and Optimization

THE SECOND YEAR OF STUDY

- e-Services
- Business Intelligence
- Elective course*
- Research Project
- Elective course
- Elective course
- Elective course
- Master's Thesis

ELECTIVE COURSES

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



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POSTGRADUATE PROGRAMME

> MARKETING
MANAGEMENT

PROFESSIONAL TITLE: MASTER OF ARTS

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.**

CHECK ONLINE >

ADMISSION REQUIREMENTS

- Completion of any first-cycle study program or equivalent education abroad;
- Completion of a pre-Bologna study program to obtain a higher professional education in any professional field;
- Completion of a specialization after a higher professional education;
- Completion of a study program to obtain higher professional education, accredited before June 11, 2004;
- and English language proficiency at least at B2 level.

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
- Finance for Marketers
- Consumer Behaviour
- Strategic Marketing
- Services Marketing
- Product Innovation and Brand Management
- Strategic Management
- Research Methodology

THE SECOND YEAR OF STUDY

- Integrated Marketing Communications
- Digital Marketing
- Methods of Research Work
- Elective course
- Elective course
- Elective course
- Elective course
- Master's Thesis

ELECTIVE COURSES

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



POSTGRADUATE PROGRAMME

> STRATEGIC MANAGEMENT

PROFESSIONAL TITLE: MASTER OF ARTS

Welcome to our vibrant program crafted to delve deeply into strategic management, empowering you with essential skills for crafting and executing successful business strategies. Through engaging workshops, immersive case studies, and hands-on projects, you'll sharpen analytical abilities and learn to apply knowledge in real-world contexts. The **program places special emphasis on mastering the intricacies and dynamics of the business environment**, offering insights into international business landscapes, strategic planning tools, and effective team leadership.

A special emphasis of the program lies in mastering the complexity and volatility of the business environment. By immersing yourself in in-depth exploration of the international business landscape, utilizing strategic planning tools, and undergoing practical team leadership training, you'll gain the essential competencies for successful strategy formulation and implementation.

Prepare for a dynamic learning experience fostering critical thinking, creativity, and innovation, guided by experienced instructors and mentorship. Blend theoretical understanding with practical application, laying a strong foundation for your future career. With contemporary teaching methodologies, this master's program equips you to navigate the complexities of the modern business world, honing leadership skills and ethical decision-making.

Embark on an exciting journey towards success in strategic management on the global stage. Join us and unlock your potential for leadership and innovation.





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ADMISSION REQUIREMENTS ▼

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- Completion of a pre-Bologna study program to obtain a higher professional education in any professional field;
- Completion of a specialization after a higher professional education;
- Completion of a study program to obtain higher professional education, accredited before June 11, 2004;
- and English language proficiency at least at B2 level.

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

- Economics for Managers
- Managerial Accounting
- Corporate Finance
- Strategic Management
- Strategic Marketing
- Business Process Management
- Leadership and Organizational Behaviour
- Strategic Hrm

THE SECOND YEAR OF STUDY

- Digital Business Transformation
- Innovation Management
- Communication Skills
- Elective Course 1
- Research Project
- Elective Course 2
- Elective Course 3
- Elective Course 4
- Master's Thesis

ELECTIVE COURSES

- Sales Management
- Nonprofit Organization Management
- International Management
- Leadership Development
- Customer Experience Management
- Coaching Skills
- Business Ethics
- Business Planning
- Business Analytics for Managers
- Business Sustainability Management and Corporate Social Responsibility

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/en >

www.infotujci.si >

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