

English Taught Courses at B2 Ljubljana School of Business

Erasmus Spring Semester 2026



DESCRIPTIONS OF THE COURSES

BACHELOR – 1st Cycle:

1. BUSINESS ENGLISH 2 (5 ECTS)
2. CAREER ORIENTATION (5 ECTS)
3. CONSUMER BEHAVIOUR (5 ECTS)
4. COMMUNICATION LAW (5 ECTS)
5. INTELLECTUAL PROPERTY LAW (6 ECTS)
6. ORGANIZATIONAL BEHAVIOR (7 ECTS)
7. PROJECT AND EVENT MANAGEMENT (6 ECTS) – *Implemented as an International Project Week – Blended Intensive Program (BIP); limited places available. Fluent English is mandatory.*

If there is high student interest in a specific subject, the number of students allowed to enroll can be limited. In that case, students can choose from other subjects where places are still available.

1. BUSINESS ENGLISH 2

The main objectives of the course are to strengthen and expand students' knowledge of business, management and marketing terminology. Students will practice listening, speaking, reading and writing through authentic business texts and real examples. A strong focus will be placed on speaking practice to improve fluency and confidence in English, together with exercises that enhance academic and business writing skills. The course will also help students build effective communication skills for professional contexts such as giving presentations in English and taking part in discussions. Case studies will be used to integrate skills and to develop the ability to analyse and solve business problems. Students will also gain a clear understanding of cross-cultural issues in international business. The course will be offered at the very beginning of the semester to prepare students for the Erasmus+ Spring Semester and for other English-taught courses that follow.

2. CAREER ORIENTATION

Through active participation in workshops, lessons and interactive activities, students will strengthen self-reflection and self-evaluation skills connected to career orientation in intercultural settings. They will learn how to prepare professional reports and carry out evaluations relevant to their career development. The course will also build critical and self-critical judgment, empathy and intercultural sensitivity, encouraging openness to people from diverse cultural and social backgrounds. Guest professors from various countries will contribute to selected sessions, sharing perspectives from their

cultural and professional contexts and enriching students' international career outlook. Students will advance their communication skills in both domestic and international learning environments and apply them in career-oriented situations. As part of their career planning, they will create a portfolio with reflective components documenting their progress. By combining academic learning with practical, career-focused activities, the course prepares students for professional roles in global and intercultural environments. The introductory lessons on intercultural fluency, which are part of this course, are mandatory for all Erasmus+ students at B2 LSB.

3. CONSUMER BEHAVIOR

In this course, you will gain psychological and interdisciplinary knowledge of consumer behaviour in marketing and marketing communications. You will develop an understanding of key principles, concepts and research findings that support effective customer communication and public relations. The course covers the basics of consumer and buying behaviour, the role of consumer marketing, and the importance of the digital consumer. You will examine cultural, social, personal and psychological factors influencing decisions, the five-stage purchasing process and different types of buying behaviour. Ethical issues, consumerism and consumer protection will also be discussed. Through lectures, case studies and research tasks, you will explore both qualitative and quantitative approaches to studying consumer behaviour. The course develops your ability to apply concepts in practice, analyse communication materials and collaborate with marketing experts. By the end, you will confidently use key terminology, apply research methods and understand how to optimise marketing activities for greater effectiveness in diverse business contexts.

4. COMMUNICATION LAW

This course examines the legal framework governing mass communication with a particular emphasis on public relations, marketing communication and intellectual property. Students will explore how Slovenian and international law shape communication practice and gain knowledge of effective legal principles that support ethically and legally sound decision-making. Key topics include the basics of commercial and civil law, consumer protection, privacy rights, copyright and intellectual property, as well as the ethics and regulation of advertising, PR and media associations. The course also addresses legal rules governing markets, digital technologies, artificial intelligence and digital services. Students will learn the legal language of marketing communication, work with relevant legal sources and understand the consequences of non-compliance with regulations. Case-based work will train them to recognise legal issues, apply rules to practice and collaborate with experts in complex situations. By the end, students will be able to apply communication law confidently across diverse business and intercultural contexts. Guest professors from different countries will join selected lectures to share insights from their legal systems.

5. INTELLECTUAL PROPERTY LAW

In today's world of innovation, creativity, and digitalisation, protecting intellectual property (IP) is essential for the success of individuals and businesses. This course presents the legal mechanisms safeguarding copyrights, trademarks, patents, designs, and other forms of IP. Students gain a solid understanding of copyright and industrial law and learn how to protect innovations, artistic works, and brands. Content includes the role of patents in technological development, registration procedures, and the protection of trade secrets and geographical indications. Emphasis is on the practical use of IP law, with case law and international frameworks such as EU Directives and WIPO conventions. Guest professors from different countries will join selected lectures to share insights from their legal systems. Through case studies and mock disputes, students develop skills in legal analysis, advising, and IP protection in business contexts. They also learn how to prevent infringements and enforce rights in the digital age. The knowledge gained is key for careers in entrepreneurship, technology, creative industries, or legal consulting.

6. ORGANIZATIONAL BEHAVIOR

Leadership requires both effective people management and a clear understanding of human behaviour and social processes. Successful leaders must understand themselves as well as those they guide, recognising why people behave as they do in relation to their jobs, teams and organisations. Knowledge of perceptions, attitudes and behaviours allows leaders to select leadership styles and managerial practices that enhance organisational effectiveness and foster positive outcomes. This course equips students with the knowledge, skills and abilities needed to lead and manage others effectively, both now and in future roles. The learning process moves from the individual level to group and organisational levels, drawing on theories and practices from the field of organisational behaviour. Students will explore how behaviour at each level influences the others, gaining insights into motivation, teamwork, leadership styles and organisational culture. By the end of the course, participants will be able to apply organisational behaviour principles to improve leadership effectiveness in real-world contexts.

7. PROJECT AND EVENT MANAGEMENT

Students will learn about the importance of business events for creating and maintaining partnerships and will be introduced to different organisational approaches, project management methods and forms of event organisation. The course highlights the role of communication, project documentation, risk management and the impact of events on company culture and public relations. Implemented as an International Project Week – Blended Intensive Program (BIP), the course brings together students from several countries and partner institutions. Working in international teams, students will design entrepreneurial projects based on circular economy principles while applying project management tools

such as WBS, Gantt charts, stakeholder analysis and risk assessment. Throughout the week in Ljubljana, the course will mainly consist of group work and interactive workshops, with facilitators from different countries guiding and supporting students in developing their project ideas effectively. A virtual preparatory phase precedes the on-site activities. The program concludes with an international student business fair, where teams pitch their projects to an expert committee, and winners receive official recognition.

GRADING SYSTEM AT B2 LJUBLJANA SCHOOL OF BUSINESS

Grades at LSB according to ECTS		Criteria in %	Grades according to ECTS	Description of knowledge
10	odlično	91%-100%	Excellent	Outstanding performance with only minor mistakes
9	prav dobro	81%-90%	Very good	Above-average standard but with some mistakes
8	prav dobro	71%-80%	Good	Average knowledge
7	dobro	61%-70%	Satisfactory	Good knowledge with some major mistakes
6	zadostno	51%-60%	Sufficient	Knowledge meets the minimum criteria
5-1	nezadostno	<51%	Fail	Knowledge does not meet the minimum criteria