



Ljubljana School of Business, Slovenia

English Taught Courses at Ljubljana School of Business

Spring Semester 2024¹



¹ If there aren't enough Erasmus students who have applied for a specific module or course, we retain the right to modify the final list of English-taught courses that will be offered.



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DESCRIPTIONS OF THE COURSES

BA – 1st cycle:

1. PROJECT AND EVENT MANAGEMENT, 6 ECTS
2. MARKETING MANAGEMENT, 8 ECTS
3. BUSINESS ENGLISH 1, 7 ECTS
4. CONSUMER BEHAVIOR, 5 ECTS
5. CAREER ORIENTATION, 5 ECTS - *This subject is assessed as PASS or FAIL.*

1. PROJECT AND EVENT MANAGEMENT

Students will learn about the importance of business events for linking and maintaining contacts with business partners. They will be acquainted with different organizational approaches, organizational forms and project management methods. They will learn about the importance of communication and project documentation as well as risk management, and the impact of business events on the business culture of the company and on public relations.

2. MARKETING MANAGEMENT

The course is designed to provide students with a fundamental understanding of marketing. It is also intended to enhance students' awareness and appreciation of global issues and the growing importance and complexity of international marketing challenges and opportunities. Concepts, strategies and practices relating to designing, implementing and managing a marketing effort.

3. BUSINESS ENGLISH 1

The course covers a variety of topics and vocabulary from the fields of Marketing and Public Relations. Students will develop self-confidence to increase motivation for communicating in the target language and developing the ability to form views as precondition for effective communication. They will also develop the ability to transfer the acquired knowledge into new entities, to think about language, to analyse, compare and synthesize linguistic and cultural phenomena.



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4. CONSUMER BEHAVIOR, 5 ECTS

At this course you will develop a fundamental psychological and other knowledge about the consumer behaviour in terms of marketing and marketing communications and gain an understanding of basic theoretical principles, concepts, and research findings to communicate with customers and programming of public relations. You will also develop the capacity for interdisciplinary treatment of consumer and commercial cooperation with various experts and ability to analyse and understand the communication process text and visual material to consumers.

5. CAREER ORIENTATION, 5 ECTS

Through active participation in various workshops, lessons, and activities, students will cultivate autonomy, self-criticism, self-reflectivity, and self-evaluation skills. They will acquire the ability to prepare reports and perform evaluations pertinent to their career development. Furthermore, they will nurture critical and self-critical judgment, empathy, intercultural sensitivity, and an openness to people from diverse cultural backgrounds and various social situations. Students will also hone their communication skills within both domestic and international learning environments. For career planning and critical evaluation related to selected problem tasks, students will assemble a portfolio with reflective components. This subject is assessed as PASS or FAIL.



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Grading system at Ljubljana School of Business (LSB)

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



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