



Ljubljana School of Business, Slovenia

English Taught Courses at Ljubljana School of Business

Spring Semester 2023¹



¹ If there are not enough Erasmus students who applied for the specific module/course, we reserve the right to change the final list of English taught courses that are implemented.



Erasmus+

DESCRIPTIONS OF THE COURSES

BA – 1st cycle:

1. PROJECT AND EVENT MANAGEMENT (duration planned: 29/3 – 25/4), 6 ECTS
2. MARKETING (duration planned: 5/4 – 29/5), 8 ECTS
3. LEADERSHIP (duration planned: 23/3 – 29/5), 7 ECTS MAN
4. CAREER ORIENTATION (duration planned: March – June), 5 ECTS
5. BUSINESS ENGLISH 1 (duration planned: 23/2 – 11/4), 7 ECTS
6. BUSINESS ENGLISH 2 (duration planned: April – May), 7 ECTS
7. MANAGEMENT OF EMPLOYEES (duration planned: 25/5 – 21/6), 8 ECTS
8. ADVERTISING, MEDIA AND BRANDING (duration planned: 31/5 – 21/6), 6 ECTS
9. BUSINESS INFORMATICS (duration planned: 6/4 – 29/5), 8 ECTS
10. INFORMATION SYSTEMS (duration planned: 17/5 – 22/6), 7 ECTS

MSc – 2nd cycle:

11. STRATEGIC PROJECT MANAGEMENT (duration planned: 2/3 – 25/4), 6 ECTS

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

Students will learn the language of marketing used by practicing marketing managers. They will also gain the importance of marketing in a society and its organizations and the knowledge of basic marketing concepts: market, exchange process, benefit, prices, participants in exchange processes, product, satisfaction

3. LEADERSHIP

The course broadens students' knowledge allowing them to understand psychological and social-psychological contexts of organization life. The main line of the course is formed by the topic of leadership. The course is focused on individual, group and organization factors associated with leadership. Students will be acquainted with the development of the conception of leadership up to the present and will be informed about the methods of research in this field. Seminars within this course will be dedicated to a deeper understanding of individual topics, their relations and acquisition of critical thinking and

skills regarding work with people and their leadership. Our goal is to help you strengthen your people management skills so you can be a successful leader in any field you choose.

4. CAREER ORIENTATION

Through participation in various workshops, students will develop autonomy, (self)criticism, (self)reflectivity, and (self)evaluation skills and will be able to research, report, and evaluate in the context of their career development. They will develop critical and self-critical judgment skills, empathy, intercultural sensitivity, and openness to people from various cultural backgrounds and different social situations. Students will develop communication skills in the domestic and international learning environment. In one's own career planning and critical evaluation within the framework of selected problem tasks, students will develop the ability to manage time and to flexibly apply knowledge in intercultural practice. This subject is assessed/graded as DONE or NOT DONE.

5. 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.

6. BUSINESS ENGLISH 2

The main objectives of course are to upgrade and extend the knowledge of the terminology related to various fields of business and marketing, to develop specific listening, speaking, reading and writing skills by using appropriate business-related texts, to develop specific business communication skills (e.g. presentations in English), to develop professional discussion skills in marketing and public relations, to develop integrated skills by the application of case-studies and to develop a sound understanding and awareness of cross-cultural issues in international marketing.

7. MANAGEMENT OF EMPLOYEES

Students will become familiar with the managerial roles in human resource affairs and understand HRM approaches to staffing, performance, compensation, and strategic issues; students will develop a clear understanding of the specific functions and activities of HRM by analysing real-life business problems/issues and will be able to provide knowledge of contemporary issues and practical techniques associated with the effective practice of HRM.

8. ADVERTISING, MEDIA AND BRANDING

The number of choices that consumers have has exploded over the last decade. More than ever, brands must engage with potential consumers. How do you get through to your audience and move them from the point of awareness to the point of engagement and purchase? This is the main question that this course addresses. We will expose you to cutting edge marketing tools, methods and cases as well as most recent trends in advertising and branding such as targeted, viral and interactive ways of advertising, and engage you in evaluating advertisements and campaigns. You will learn different approaches to innovative thinking about advertising and branding and will get a chance to practise these skills in various exercises that will form part of the larger Advertising Plan that you will develop for a client.

9. BUSINESS INFORMATICS

The main objective of the subject is understanding the strategic role of informatics in the modern business operations of organizations and the challenges in planning and managing computerization of internal processes and in inter-organizational operations.

10. INFORMATION SYSTEMS

Students will be introduced with information systems (IS) development as a part of organizational system development. They will also learn about information system elements and integration of them. Students will be introduced with trends in usage of information technology to improve organizational effectiveness.

11. STRATEGIC PROJECT MANAGEMENT

Upon completion of this course, students will understand the importance of strategic project management for the existence and development of competitive businesses, non-governmental organisations and public sector. They will also gain insight into relevant content, risks and purpose of various European Union projects. They will acquire knowledge on strategic project management and get to know examples of good practice, resulting in a practice-based quality project. Students discuss various theoretical concepts, methodological approaches and practical examples, and are able to apply the acquired knowledge into practice, where they will further develop themselves into strategic project management professionals with skills based on the gained experience.

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