

# English Taught Courses at B2 Ljubljana School of Business

## Erasmus Spring Semester 2025



## DESCRIPTIONS OF THE COURSES

### BA – 1st Cycle:

1. PROJECT MANAGEMENT, 7 ECTS
2. COMMUNICATION LAW, 5 ECTS
3. BUSINESS LAW, 7 ECTS
4. CAREER ORIENTATION, 5 ECTS
5. MARKETING MANAGEMENT, 8 ECTS
6. SOCIAL MEDIA MARKETING, 5 ECTS

*If there are not enough Erasmus students enrolled in a specific module or course, we reserve the right to modify the final list of English-taught courses that will be offered.*

*In case of high student interest in a specific subject, a limit will be placed on the number of students enrolled in that subject. Students will then have the option to choose from subjects where places are still available.*

### 1. PROJECT MANAGEMENT

*This course develops the competencies and skills needed for planning and controlling projects, as well as understanding interpersonal factors that contribute to successful project outcomes, including entrepreneurial elements. With a focus on the introduction of new products and processes, the course examines the project management life cycle, defining project parameters, matrix management challenges, effective project management tools and techniques, and the roles of a project manager and entrepreneur. Emphasis is placed on group work in an international and intercultural environment. The course will be implemented as a bootcamp in the form of an international project week.*

### 2. COMMUNICATION LAW

*This course examines legal issues in practice. Students will systematically evaluate examples of how Slovenian and international law influence mass communication, with a particular emphasis on public relations and intellectual property. While the focus is on public relations, students will gain an understanding of how communication law impacts all areas of mass communication practice. The goal of this course is to provide knowledge of effective principles of communication law and promote legally sound approaches to working in communication and with intellectual property. By the end of the course, students should be able to understand communication law and its application in a variety of contexts.*

### 3. BUSINESS LAW

*Upon successful completion of the course, students will be able to identify concrete examples of violations of legal provisions and determine the relevant legal framework. They will be able to apply this knowledge in practice by assessing potential legal pitfalls in business relationships, including issues related to intellectual property. Among the key transferable skills, students will develop the ability to act in such cases, equipped with knowledge of methods for peaceful dispute resolution and judicial redress.*

### 4. CAREER ORIENTATION

*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.*

### 5. 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 are included in the course.*

### 6. SOCIAL MEDIA MARKETING

*This course is a comprehensive exploration of how brands and businesses can effectively leverage social media platforms to achieve marketing goals. Through a blend of theory, practical application, and real-world case studies, students will explore the role of social media in building brand awareness, increasing customer engagement, and driving sales. They will learn how to create compelling content, manage social media accounts, and analyze engagement to optimize marketing efforts. The course focuses on both organic and paid strategies, guiding students through content creation, community management, advertising techniques, and data-driven optimization. Special attention is given to understanding audience behavior, creating viral content, and using social media as a tool for building long-term relationships with consumers.*

## 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