

MASTER IN

INTERNATIONAL BUSINESS

(GRADUATE PROGRAMME)

"THINK GLOBAL, ACT LOCAL, LIVE GLOCAL."

PROGRAMME
OFFERED IN
ENGLISH

www.ef.uni-lj.si/en



INTERNATIONAL BUSINESS

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The International Business programme at the School of Economics and Business is one of the School's bedrock graduate programmes. It is also one of the most internationally-oriented ones, both in terms of its course offer and student structure. It compares favourably with the best programmes of its kind in the world. It also builds on the specific geo-strategic, economic and cultural position of the region, where East meets West. Obviously, there is only one global market out there, and we are all part of it, yet regional differences still present an important challenge and opportunity in terms of international business. Most companies are going international, we as consumers are becoming ever more "glocal" and the majority of us are communicating globally on a daily basis. These are just a few of the reasons we need to learn more about today's international business and institutional developments,

changes in the global environment, resources and strategies which can all make us more competitive – as companies or managers – in the global business world. The International Business programme gives students insights into various "must know" areas such as the dynamics of the international environment, international business, international marketing and transnational management, risk management, strategic development, financing, logistics and other areas and processes involved in international operations. It also provides them with the skills and know-how they need to operate in a plethora of possible job positions in an international context. In doing so, it pays particular attention to regional specifics and cross-cultural differences, and balances both B2C and B2B perspectives. Welcome!

GENERAL CURRICULUM

1. year

1. semester

Managerial Economics

Research Methods and Techniques

International Business Environment

Business Logistics Management

2. semester

Economic Policies of the EU

Transnational Management

Marketing on Regional Markets

ELECTIVE COURSE

Business Skills Development 1

* Student selects one of the two offered courses type 11.

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2. year

3. semester

International Business, Societies and Cultures

* International Business Logistics

* Risk Management in International Business

** International Competitiveness: Concepts and Analytical Approaches

** Consumer Behavior in Global Economy

MASTER'S THESIS PROPOSAL

4. semester

ELECTIVE COURSE

Business Skills Development 2

MASTER'S THESIS

CONTACTS

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