



SEB

UNIVERSITY OF LJUBLJANA
School of Economics and Business

A large group of students, mostly young adults, are posed in many rows outdoors on a paved area with greenery and benches in the background. They are holding numerous red balloons, which are also floating in the air. The scene is festive and celebratory. The bottom right portion of the image is overlaid with a solid red color.

UNDERGRADUATE PROGRAMMES

University Degree Programme in Business and Economics



1ST
YEAR

Course	ECTS
Mathematics for Business and Economics	6
Microeconomics 1	6
The Law of Business Organisations and Business Law	6
Management	6
Introduction to Business	6
Informatics	6
Macroeconomics 1	6
Organisational Behaviour	6
Introductory Statistics	6
Principles of Accounting	6

Why you should choose the School of Economics and business, Ljubljana University:

- 1 Receive an internationally recognised diploma from the institution with the highest international accreditations.
- 2 Learn from prominent Slovenian and foreign professors.
- 3 Develop experience through modern teaching methods.
- 4 Benefit from employability in an international environment.
- 5 Gain globally competitive knowledge to use in practice, while working closely with industry partners.
- 6 Explore opportunities to study abroad and/or in English.
- 7 Learn from a dynamic and motivated team of students from all around the world (more than 70 nationalities).
- 8 Develop relationships with influential alumni.

The University Degree Programme - Business and Economics Sciences - combines theoretical, methodological, and applied knowledge in business and economics. The programme uses the most advanced knowledge management and analytical tools to develop and train students for employment. Students gain basic theoretical knowledge to use in practice.

Graduates of the programmes are qualified to perform the most demanding professional tasks in industry and public administration, depending on the chosen specialisation.

When enrolling for the second year, students choose one of three specialisations: International Business, Marketing or Tourism.

2ND
YEAR

Course	ECTS
EU Economics and Slovenia	6
Operations management	6
Corporate Finance 1	6
Statistical Analysis	6
Principles of Marketing	6
Taxes and Corporations	6
Entrepreneurship	6
Human Resource Management	6
Fundamentals of financial and management accounting	6
Foreign language 1	6

International Business

THINK GLOBAL, ACT LOCAL, LIVE GLOCAL.

As a small and open market economy, exports of goods and services drive 75% of Slovenian GDP. This makes Slovenia an ideal place to study international business. Yet, international business is so much more than just trade in goods and services. It includes the flow of information, capital, people, technology, ideas, business models etc. This requires a fundamentally different mindset and business skills, as well as the understanding of interconnectedness of global, regional and national markets and consumers. It also requires an understanding of how the global and the local forces shape the modern glocal business landscape.

The key goals of the IB programme are to build an international mindset in students and increase their cultural sensitivity and intelligence. The programme aims to equip students with the knowledge and skills needed to work internationally and cross-culturally. It emphasizes working on real business cases and practical projects with companies, and promotes students' international experience and studying abroad.

The IB programme is a flagship English track double degree programme at the SEB LU. It boasts an internationally diverse student structure, with students coming from an average of 20 different countries. The faculty comprises professors with vast international experience and many international guest professors. The curriculum includes practical cases, teamwork, and projects for companies. Additionally, the programme offers international exchange opportunities in Europe, Asia, Latin America, North America, and Australia.



Course	ECTS
Business Environment	6
Strategic Management 1	6
Consumer Behaviour	6
Marketing Communications	6*
Principles of Consumer Behavior	6*
Foreign Language 2	6
Electronic Business	6
International Business	6
International Business and Management	6
Global Finance	6*
Global Business Communication	6*
ELECTIVE COURSE	6

* Student selects one course

Marketing

FOR CREATIVE, DYNAMIC AND FRESH IDEAS

Have you ever wondered why you choose a certain brand and not another? What kind of meaning does product packaging bear and why it is important where it is on a shelf? Why are some ads more creative and who is behind them? What is a market research and why is it important? And yet – what does a positive image of some people in the eyes of others have to do with marketing? A lot. Study of marketing provides answers to these and other questions.

The programme is designed in a way that the theoretical knowledge acquired during studies integrates with practice (preparation of marketing projects and case studies, visiting guests from business etc.).

The Marketing programme provides students with knowledge and skills from the field of marketing along with a spectrum of vital business functions and a basic understanding of the business environment.

After completing their studies, students have many career opportunities in marketing research, advertising, brand management, organizing events, public relations etc.



Course	ECTS
Business Environment	6
Strategic Management 1	6
The Global Economy (Global Economic Issues)	6
International Marketing	6*
Marketing Channels	6*
Foreign Language 2	6
Electronic Business	6
International Business	6
Marketing Research	6
Marketing Planning	6*
Services Marketing	6*
ELECTIVE COURSE	6

* Student selects one course

Tourism

LEARN THE SECRETS OF SUCCESSFUL TOURISM

Tourism is one of the fastest growing activities. Today, the number of journeys reached the number of world population of about seven billion people. Travelling generates one-tenth of the world's gross domestic product, while the development of tourism also brings social, cultural and environmental benefits.

The expansion of tourism offers business opportunities to countries, regions, local communities and entrepreneurs as well as the public and non-governmental sectors. Travelling has become an element of lifestyle and quality of life. In a narrow sense, tourism encompasses work in hotels, bars and restaurants, tourist agencies, airlines, congress offices, entertainment parks, destination organisations, governmental and municipal offices etc.

In a broader sense however, tourism also includes other tourism related work in banks, insurance companies, shops, promotion agencies, the construction industry and traffic sector. Enrolling in the study programme Tourism is the right choice for those who are aware of the business opportunities this industry offers.



Course	ECTS
Business Environment	6
Strategic Management 1	6
Introduction to Tourism	6
Tourism Management	6
*Tourism Business and Economics	
Foreign language 2	6
Electronic Business	6
International Business	6
Sustainable Tourism	6
Information Technologies in Tourism	6
*Tourism product development	
ELECTIVE COURSE	6

* Student selects one course

Double Degree

At SEB LU you have the opportunity to take part in a so-called »Double Degree programme« in collaboration with one of our top partner institutions. Double Degree is a combined study programme leading to two degrees from two institutions. After successful completion of all the programme requirements you receive an undergraduate degree from SEB LU as well as a degree from partner institution.

SEB LU is highly selective when it comes to partner institutions, adding only high profile, research-oriented and internationally accredited institutions to its list. All of our partners are leading institutions in their country in the field of economics and/or business, and offer great academic opportunities that represent additional value for students.

- Obtain two undergraduate degrees in considerably less time than it would take to earn them separately;
- Experience »the best of both worlds« each university adds its specialty to the programme and thus complements the partner institution;
- Experience different culture, business environment and learning approach;
- Gain greater perspective in addressing international issues;
- Have the opportunity to develop business level fluency in English;
- Undergo a diverse learning experience through a more international classroom;
- Take part in an internship (at least, this is as integral feature of some Double degree programmes, not all);
- Be exempted from GMAT at partner institution;
- Tuition fee is waived at partner institutions.

CONTACT

University of Ljubljana
School of Economics and
Business
Kardeljeva ploščad 17
1000 Ljubljana
Slovenia

Phone: +386 (0)1 5892 416
admission@ef.uni-lj.si
WhatsApp/Viber:
+386 (0)41 338 224