



UNIVERSITY  
OF LJUBLJANA

**SEB**

School of Economics  
and Business

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## Presentation document

### Master in International Business

Academic year 2026/2027



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## INFORMATION ABOUT THE STUDY PROGRAMME INTERNATIONAL BUSINESS

### General information

Programme	<b>International Business</b>
Programme characteristics	
Level of the qualification	Second cycle - Master's study programme SQF level: 8 EQF level: 7 Q F-EHEA level: Second cycle
Name of qualification	Diploma druge stopnje / Master's degree Second cycle Master's study programme in International Business
Field(s) of study:	KLASIUS-SRV: Master's education (second Bologna cycle)/Master (second Bologna cycle) (17003) ISCED: Business and administration (34) KLASIUS-P-16: Management and administration (0413) Frascati: Social Sciences (5)
Duration of study	2 years (4 semesters)
Scope of ECTS	120 ECTS
UL member	School of Economics and Business, Kardeljeva ploščad 17, 1000 Ljubljana, Slovenija

### Study programme learning outcomes

**The key objectives and competencies** of the International Business programme are as follows:

- Key objective 1: A graduate develops the 'glocal' (global and local) way of thinking as well as intercultural skills for operating in an international and/or local environment.
  - Key sub-objective 1.1: A graduate thinks internationally and holds a cosmopolitan view of the world as well as understands the challenges brought by the confrontation of forces and challenges in the global environment, with specifics of the local contexts and ways of doing business.
  - Key sub-objective 1.2: A graduate has good intercultural communication and negotiation skills and, in interpersonal interaction, is capable of adjusting to people from different cultural environments.
- Key objective 2: A graduate develops appropriate marketing and entrepreneurial knowledge for working in an international and/or local environment.
  - Key sub-objective 2.1: A graduate understands the marketing implications of the differences and similarities among international markets, industries and/or consumers.
  - Key sub-objective 2.2: A graduate is capable of thinking in entrepreneurial terms in an international environment and/or in international organisations.
  - Key sub-objective 2.3: A graduate understands the influence of intercultural differences on the development of appropriate marketing strategies (e.g. standardisation/adaptation).
- Key objective 3: A graduate develops good intercultural teamworking skills.
  - Key sub-objective 3.1: A graduate is capable of working effectively in a group.
  - Key sub-objective 3.2: A graduate is capable of working effectively in an international group entailing intercultural differences.



- Key objective 4: A graduate possesses excellent communication skills.
  - Key sub-objective 4.1: A graduate possesses excellent written communication skills. They know how to articulate their ideas and views in a clear and contextually appropriate manner.
  - Key sub-objective 4.2: A graduate possesses excellent oral communication skills. They know how to clearly articulate their ideas and express their views with solid arguments.
  - Key sub-objective 4.3: A graduate is creative in their oral and written communications.
  - Key sub-objective 4.4: A graduate is familiar with and uses appropriate terminology in at least one foreign language besides their mother tongue.
- Key objective 5: A graduate knows how to identify and use appropriate research methods and tools to analyse relevant business problems in an international and/or local environment.
  - Key sub-objective 5.1: A graduate is familiar with and knows how to apply different types of tools to analyse international and/or local environments, industries and/or markets.
  - Key sub-objective 5.2: A graduate knows how to identify and use different sources to analyse international and/or local environments, industries and/or markets.
  - Key sub-objective 5.3: A graduate knows how to identify relevant analytical methods and techniques to research international business phenomena, problems and processes as well as successfully apply them to support managerial decision-making processes.
- Key objective 6: A graduate understands and applies the concepts of ethics, sustainability and social responsibility in an international and/or local environment.
  - Key sub-objective 6.1: A graduate understands and applies the concepts of sustainability and social responsibility in business operations in an international and/or local environment.
  - Key sub-objective 6.2: A graduate knows how to adjust business strategies in an international environment in view of the identified sustainability dilemmas and those related to different social responsibility issues.
  - Key sub-objective 6.3: A graduate is capable of searching for and identifying solutions to different ethical dilemmas within the broad area of international business.
- Key objective 7: A graduate has the ability to think interdisciplinarily.
  - Key sub-objective 7.1: A graduate is familiar with and knows how to apply basic sociological concepts, models and theories to analyse international and/or local environments, institutions, markets and/or social groups for successful international business.
  - Key sub-objective 7.2: A graduate is familiar with the key concepts, tools and models in the area of business logistics that are relevant for companies and organisations working in an international and/or local environment.

Based on the substantive concept and implementation of the graduate study programme, a graduate *acquires the following **general competencies***:

- ability to think logically and in abstract terms, to analyse, synthesise and critically evaluate,
- ability to identify and resolve problems as well as formulate decisions,
- ability to find a theoretical background, use and collect relevant sources for critical evaluation and assessment of a research problem,
- ability to think critically and comprehensively,
- ability to make independent searches, interpret and use new sources of knowledge in expert and scientific fields,
- ability to communicate clearly and appropriately, to articulate ideas and defend views,
- ability to contextualise and autonomously upgrade information,



- ability to expertly and effectively use information-communication technologies (ICT) when searching, selecting, processing, presenting and forwarding data and information,
- ability to express in writing and orally the acquired knowledge of an expert field as well as to critically evaluate it,
- an entrepreneurial mindset,
- good teamworking skills,
- creativity.

**Subject-specific competencies** gained in the course of the study programme:

- ability to think 'glocally' and with a cosmopolitan mindset,
- ability to adapt to contextual differences and specifics,
- ability to use appropriate economic and business principles, strategic theories and concepts in managerial decision-making in an international and/or local environment,
- ability to interdisciplinarily search for solutions to business problems (primarily sociology and business logistics) in an international and/or local environment,
- ability to use relevant methods and techniques when researching international and/or local business phenomena and processes,
- ability to acquire and prove knowledge in terms of assessing the differences among markets using different market methods (PEST analysis, C analysis, consumer analysis, market potential analysis etc.),
- ability to develop and/or adapt business and marketing strategies in accordance with the international and/or local environment, industries and markets,
- ability to critically analyse corporate social responsibility and corporate sustainability dilemmas as well as use such analysis when making strategic decisions.

### Admissions Criteria

Anyone that has completed the following is eligible to enrol in the first year of the Master's programme International Business:

- Graduates of first-level programmes in relevant study programmes with at least 180 ECTS, or those that have completed the pre-Bologna programme of study for qualification in relevant study programmes;
- Graduates of equivalent courses listed in the previous paragraph in unrelated areas of study and must complete additional academic requirements of 12 ECTS: Microeconomics 1 (6 ECTS) and Introduction to Business (6 ECTS).

### In cases where available spots are limited:

In cases where available spots are limited, candidates are ranked based on their undergraduate GPA (70%) and the exam results of Type 2 and Type 3 undergraduate elective courses (30%).



**Enrolment by transition criteria:**

Candidate, who passes from one programme to the other, must meet the enrolment requirements of the other. Commission for Academic Affairs of the UL SEB defines possible additional study obligations if the study content of previous studies does not cover the content of the chosen master's study programme.

**Title conferred in the original language:** magister poslovnih ved/ magistrica poslovnih ved

**Title conferred in the original language (abbreviated):** mag. posl. ved

**Title conferred in English language (and title abbreviated):** Master of Arts (M.A.)

## STUDY PROGRAMME CURRICULUM INTERNATIONAL BUSINESS

### Year 1

	University Course Code	Course title	Lecturers	Contact hours					Individual student work	Total hours	ECTS	Semesters	Elective
				Lectures	Seminar	Tutorials	Clinical tutorials	Other forms of study					
1.	0090519	Managerial Economics	ANDREJA CIRMAN, MATJAŽ KOMAN, NEVENKA HROVATIN, POLONA DOMADENIK MUREN	45	30	15		15	105	210	7	1st semester	no
2.	0090735	Research methods and techniques	DENIS MARINŠEK	52	18	21		15	104	210	7	1st semester	no
3.	0090799	International business environment	ANASTAS VANGELI, MAJA ZALAZNIK, TAMARA PAVASOVIĆ TROŠT	45	2	28		15	120	210	7	1st semester	no
4.	0090797	Business logistics management	ALEŠ GROZNIK, MARKO BUDLER	45	30	0		15	120	210	7	1st semester	no
5.	0090521	Economic policies of the EU	MOJMIR MRAK, VASJA RANT	45	33	12		15	105	210	7	2nd semester	no
6.	0090801	Transnational Management	ANASTAS VANGELI, GREGOR PFAJFAR, MAJA ZALAZNIK, TAMARA PAVASOVIĆ TROŠT	45	15	15		15	120	210	7	2nd semester	no
7.	0090802	Sustainable Marketing on Regional Markets	GREGOR PFAJFAR, MAJA ZALAZNIK	45	30	0		15	120	210	7	2nd semester	no
8.	0096978	Elective course		45	45	0		27	93	210	7	2nd semester	yes

	University Course Code	Course title	Lecturers	Contact hours					Individual student work	Total hours	ECTS	Semesters	Elective
				Lectures	Seminar	Tutorials	Clinical tutorials	Other forms of study					
9.	0093709	Business skills development 1	MATEJ ČERNE	0	10	0		20	90	120	4	2nd semester	no
		Total		367	213	91	0	152	977	1800	60		

## Year 2

	University Course Code	Course title	Lecturers	Contact hours					Individual student work	Total hours	ECTS	Semesters	Elective
				Lectures	Seminar	Tutorials	Clinical tutorials	Other forms of study					
1.	0090819	International business, societies and cultures	ANASTAS VANGELI, TAMARA PAVASOVIĆ TROŠT	45	30	0		15	120	210	7	1st semester	no
2.	0096979	Specialised programme course 1		42	0	0		15	153	210	7	1st semester	yes
3.	0096980	Specialised programme course 2		30	45	15		15	105	210	7	1st semester	yes
4.	0090547	Master's thesis disposition		20	7	0		15	168	210	7	1st semester	no
5.	0096981	Elective course		30	0	0		27	153	210	7	2nd semester	yes
6.	0093735	Business skills development 2	MATEJ ČERNE	0	10	0		20	90	120	4	2nd semester	no
7.	0090548	Master's thesis		0	10	0		15	605	630	21	2nd semester	no
		Total		167	102	15	0	122	1394	1800	60		

### Year 2, Specialised programme courses

	University Course Code	Course title	Lecturers	Contact hours					Individual student work	Total hours	ECTS	Semesters	Elective
				Lectures	Seminar	Tutorials	Clinical tutorials	Other forms of study					
1.	0090825	International Transport and Logistics	MARKO BUDLER	42	0	0		15	153	210	7	1st semester	no
2.	0094066	Risk Management in International Business	KATJA ZAJC KEJŽAR	30	8	4		15	153	210	7	1st semester	yes
3.	0094065	International Competitiveness: Concepts and Analytical Approaches	JOŽE DAMIJAN, MAJA ZALAZNIK, TJAŠA REDEK	42	0	0		15	153	210	7	1st semester	yes
4.	0094067	Consumer Behavior in a Global Environment	IRENA VIDA	42	0	0		15	153	210	7	1st semester	yes
Total				156	8	4	0	60	612	840	28		

**Specialised programme course 1** student selects: International Transport and Logistics or Risk Management in International Business.

**Specialised programme course 2** student selects: International Competitiveness: Concepts and Analytical Approaches or Consumer Behavior in a Global Environment.

### Year 1, Year 2, Elective course

	University Course Code	Course title	Lecturers	Contact hours					Individual student work	Total hours	ECTS	Semesters	Elective
				Lectures	Seminar	Tutorials	Clinical tutorials	Other forms of study					
1.	0094060	Business with Central Asia: Key issues and topics	GREGOR PFAJFAR	15	0	15		27	153	210	7	2nd semester	yes
2.	0090810	Common external trade policies	JOŽE DAMIJAN	30	0	0		45	135	210	7	2nd semester	yes
3.	0090806	Competition policy of EU	ČRT KOSTEVC, JOŽE DAMIJAN	30	0	0		45	135	210	7	2nd semester	yes
4.	0090809	Doing business on emerging markets	MAJA ZALAZNIK	30	0	0		45	135	210	7	2nd semester	yes

	University Course Code	Course title	Lecturers	Contact hours					Individual student work	Total hours	ECTS	Semesters	Elective
				Lectures	Seminar	Tutorials	Clinical tutorials	Other forms of study					
5.	0090805	Economic integrations and the EU	KATJA ZAJC KEJŽAR	30	0	0		45	135	210	7	2nd semester	yes
6.	0090812	Evolution of international trade	ČRT KOSTEVC, JOŽE DAMIJAN	30	0	0		45	135	210	7	2nd semester	yes
7.	0090815	Global economics	KATJA ZAJC KEJŽAR	30	0	0		45	135	210	7	2nd semester	yes
8.	0090814	Globalization and Multinational Firms	ČRT KOSTEVC, JOŽE DAMIJAN	30	0	0		27	153	210	7	2nd semester	yes
9.	0644376	International Business and Geopolitical Challenges	ANASTAS VANGELI	30	0	0		27	153	210	7	2nd semester	yes
10.	0090816	International business project & field trip	MAJA ZALAZNIK	30	0	0		45	135	210	7	2nd semester	yes
11.	0090808	International Business Law 2	MITJA KOVAČ	30	0	0		45	135	210	7	2nd semester	yes
12.	0090807	International Management	MARKO JAKLIČ	30	0	0		45	135	210	7	2nd semester	yes
13.	0090813	International trade and multinational firms	ČRT KOSTEVC, JOŽE DAMIJAN	30	0	0		45	135	210	7	2nd semester	yes
14.	0090811	Internship abroad		0	0	0		0	210	210	7	2nd semester	yes
15.	0643905	Trading in blue economy	JOŽE DAMIJAN	30	0	0		45	135	210	7	2nd semester	yes
Total				405	0	15	0	576	2154	3150	105		

Students may choose any elective course within the UL SEB or any other UL higher education institution which is properly accredited and has at least 7 ECTS and it is a course within second cycle programme.