

# Ljubljana Summer School

## Where?

Ljubljana, Slovenia

## When?

8 to 24 July 2024

## Language

English

## Programme information

### Bachelor courses (ECTS: 6)

Business Plan Development/Lean Start-ups  
Corporate Finance  
Intercultural Marketing  
Mastering the Art of Knowledge Management  
Programming with Python  
Psychology for Managers  
Statistical Analysis with R  
Sustainability Strategies for International Business  
The Art & Science of Negotiations

### Master courses (ECTS: 7)

Behavioural Economics & Neuromarketing  
Content Marketing and Storytelling  
Data Analytics - Tools for Big Data  
Digital Business for Sustainable Future  
Digitalized Supply Chains with Sustainable Sourcing  
From Customer Experience to Digital Customer Experience  
Strategic Brand Management: meaning, value and culture  
Venturing for Social Good

*\*Students can register for one or two courses. If approved by the home institution, Bachelor students in the final year of study can register for Master level courses.*

## Costs

Programme fee (1 course): 650 EUR

Programme fee (2 courses): 1,100 EUR

Hospitality package (basic): 440 EUR (includes accommodation in a student residence with breakfast and lunch.

Detailed information can be found at [Housing & Dining](#))

\*ZSEM students are entitled to a reduction of 100 EUR on the programme fee

## Application deadline

3 June 2024

More information can be found at University of Ljubljana's [website](#)

For more information contact: [jaguayo@zsem.hr](mailto:jaguayo@zsem.hr)