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# Diplomirani ekonomist (vs)/diplomirana ekonomistka (vs)

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## Selected qualifications

Name of qualification	Diplomirani ekonomist (vs)/diplomirana ekonomistka (vs)
Translated title (no legal status)	Bachelor of Applied Arts in economics
Type of qualification	Diploma prve stopnje (VS)
Category of qualification	Izobrazba
Type of education	Professional bachelor's education
Duration	3 years
Credits	180 credits
Admission requirements	<ul style="list-style-type: none"><li>• Matura or</li><li>• vocational matura; or</li><li>• school-leaving examination (prior to 1 June 1995) under any four-year secondary school programme.</li></ul>

## ISCED field

Field  
Poslovne in upravne vede, pravo

## ISCED subfield

subfield poslovanje in upravljanje, menedžment

## Qualification level

SQF 7  
EQF 6  
First level

## Learning outcomes

The qualification holder will be able to:  
(general competences)

- understand their professional role in the wider social (social and sociological) context,
- analyse and synthesise – particularly by means of the basic subjects of the programme, an independent analytical and research approach in implementing applied business projects and other elements requiring such an approach,
- apply knowledge in practice – formulate an understanding of the complexity of business issues in real business life, especially through the possibility of familiarizing with them (work placement, lectures by guest experts from the profession) and resolving them (applied seminar projects, business games etc.),
- work efficiently in a limited time – develop good work habits and the capacity to plan assignments involving the effective time management of those assignments and professional duties, demonstrate a target orientation and motivation to achieve targets,
- communicate effectively verbally and in writing – demonstrate a capacity for effective and successful business communication in their native and a foreign language and for making convincing professional presentations supported by the use of modern information and communication technology,
- apply a research approach in seeking solutions – develop research curiosity and the capacity for independent acquisition of the necessary information to solve relatively complex business problems (acquire the necessary knowledge about the use of quantitative methods and approaches for objective acquisition and analysis of data for professional preparation of business decisions),
- pursue learning and independent acquisition and interpretation of information – shape an awareness of effective learning methods and the capacity for studying and seeking information independently,
- show critical judgement – develop a basic understanding of the functioning of a company, science, the role of technology, ethics and the capacity for independent professional judgement in making business decisions,
- pursue creative and team work – develop a capacity for working in a team of different experts in solving set business problems, and thereby develop the capacity for socialisation in the micro-environment of their professional work, and the capacity for seeking original solutions,
- show leadership and a capacity for independent professional leading of projects, work teams and specific functional fields within the area of professional specialisation,
- demonstrate understanding of the multicultural environment and the ability to function in it – study exchanges, work via AIESEC and work placement abroad, with the aim of creating exposure to a foreign cultural environment and effective operation in situations that are harder to control,
- show understanding of the ethical dimensions of their own professional work –develop a heightened sensitivity in understanding the wider context of business decisions and carry out professional work that is open to ethical principles,

(subject-specific competences)

#### STREAM: PUBLIC SECTOR ECONOMICS AND MANAGEMENT

- understand the functioning of the public sector,
- demonstrate familiarity with management processes in the public sector,
- understand the mechanisms of financing, financial management and supervision of the public sector,
- monitor the impact of European integration on the functioning of the public sector,
- assess the most effective solutions in combining the public and private sectors for implementing public sector functions,
- pursue teamwork,
- continuously monitor and develop knowledge in this field,

#### STREAM: MANAGEMENT

- detect, analyse and solve problems concerning the creation, construction and introduction of modern management solutions,
- detect, analyse and solve problems of all the main aspects of the operation and behaviour of management (human resource management, the basic process, IT aspect of operations, administrative aspect of operations),
- successfully and effectively plan, organise, lead and control the organisation, operation and behaviour of various systems and processes,
- successfully apply modern IT to support operations and the management of operations,
- successfully manage human resources in an organisation in terms of their planning, motivation, rewarding, development and training,
- lead projects to construct and develop business systems and parts thereof,
- successfully introduce modern IT into business and other systems,
- construct IT systems for managers,
- head IT and computer centres and head projects to construct IT systems,

#### STREAM: MARKETING

- apply modern analytical methods and tools for making decisions on issues in the area of marketing,
- understand the effect of global, economic, legal, ecological, cultural, psychological, social, technological, business and other impacts of the environment on the operation of organisations,
- perform tasks of planning, development, management, implementation and control of professional tasks in the field of marketing, especially in the area of procurement and sales operations, user behaviour, marketing research, development of new products and cooperation with intermediaries in supply chains,
- solve problems in the area of marketing using modern managerial skills,
- collaborate in professional teams with various experts in solving complex economic and business problems,
- operate according to the principles of ethical and socially responsible actions,
- use innovative and creative approaches in professional operations with the support of modern information and communication technology,
- independently research the market for products and services,
- prepare and implement marketing plans,
- plan and implement procurement and sales activities for all types of organisation,
- research consumer behaviour in the market,
- plan and implement marketing and communication activities,
- plan activities related to marketing channels for products and services,
- implement marketing management of products and services through their prices and terms,

#### STREAM: INTERNATIONAL MANAGEMENT

- apply professional analytical tools and methods to decide on business issues, especially on business

issues of international marketing, international financing, international logistics and the legal aspects of operating in foreign markets,

- develop, lead and implement professional tasks in the field of international entrepreneurial operations and marketing, international finance and international business logistics,
- understand the impact of economic, legal, ecological and ethical forces of the international environment on the operations of companies, other organisations and the state,
- recognise business opportunities in foreign markets,
- collaborate in professional teams, exercise flexible judgement and solve marketing, financial and logistical management problems of an international company,
- use creative and modern approaches in professional operations with the support of information and communication technology,
- pursue further education in postgraduate programmes,
- assess business opportunities in the international market based on expert knowledge,
- communicate professionally in their native and foreign languages,
- show flexibility in using and creating ideas for fulfilling business objectives in the international environment of a functioning company,
- adapt to new international market, logistical and financial circumstances and make decisions in such circumstances,
- manage and implement business processes independently and in a team,
- operate independently in an international framework and identify business opportunities,
- head up functional business processes in international management, especially international marketing, international financing and international business logistics,
- show respect for diversity and multiculturalism,
- define logistical objectives and strategies of companies and other organisations,
- organise the logistics sector and logistical activities in a company,
- recognise logistic potentials,
- weigh up the internal provision of logistics as against outsourcing,
- demonstrate familiarity with the interdependence of logistics, production and marketing,
- manage transport/logistics processes,
- plan logistics techniques and technology,
- use IT in logistics,

#### STREAM: ENTREPRENEURSHIP

- understand various needs that a company has in different stages of growth,
- use modern information and communication technologies in entrepreneurship,
- cooperate with various stakeholders in introducing corporate entrepreneurship,
- communicate with various circles that have an interest linked to entrepreneurship,
- enact entrepreneurial ideas in family companies and in non-market activities,
- develop innovative entrepreneurial concepts and realise them in the market,
- be involved and active in entrepreneurial networks and cooperate in projects,
- establish economic, environmental and social responsibility in operations,

#### STREAM: BUSINESS FINANCE AND BANKING

- describe, formulate and communicate complex financial problems and solutions,
- perform partial analysis and apply their results in practice,
- structure an independent educational path,
- apply financial methods and their results,
- understand established standards of knowledge in the financial discipline,
- apply basic financial knowledge,
- transfer acquired knowledge to co-workers,
- analyse complex practical problems in a professional way,
- cooperate in operational financial decisions,
- demonstrate personal integrity and operate in line with professional ethics,

- work with people from the financial discipline and other disciplines,

#### STREAM: ACCOUNTING AND BUSINESS TAXATION

- demonstrate professional and working flexibility,
- develop professional knowledge and effective development in the accounting and taxation profession,
- perform successful professional work based on modern knowledge and doctrine,
- perform accounting, tax and related tasks in Slovenia and the European Union,
- successfully build on professional knowledge and develop vocational personality (career),

#### STREAM: TOURISM

- apply professional analytical tools and methods to decide on business issues, especially on business issues of tourism, restaurants and catering and destination management,
- develop, lead and implement professional tasks in the field of tourism and hospitality industry,
- understand the impact of economic, legal, ecological and ethical forces of the international environment on the operations of companies, other organisations and the state,
- cooperate in professional teams to solve problems in a selected professional field,
- use creative and modern approaches in professional operations with the support of information and communication technology,
- pursue further education in postgraduate programmes,
- assess business opportunities based on expert knowledge,
- communicate professionally in their native and foreign languages,
- show flexibility in using and creating ideas,
- adapt to new circumstances and make decisions in such circumstances,
- manage and implement business processes independently and in a team,
- work independently in an international business environment,
- head up functional business processes in international operations,
- show respect for diversity and multiculturalism (very important in tourism).

## Assessment and completion

Students' knowledge is assessed by means of practical exercises and seminar papers, and also via products, projects, performances, services, etc. and by examinations. Examination performance is graded as follows: 10 (excellent); 9 (very good: above-average knowledge but with some mistakes); 8 (very good: solid results); 7 (good); 6 (adequate: knowledge satisfies minimum criteria); 5-1 (inadequate). In order to pass an examination, a candidate must achieve a grade between adequate (6) and excellent (10).

## Progression

In order to progress to the second year, students must complete course units totalling at least 45 credits, and to progress to the third year they must complete all course units from the first year and course units from the second year totalling at least 45 credits.

## Transitions

Second-cycle master's study programmes (SQF level 8)

## **Condition for obtaining certificate**

Students must meet all requirements defined by the study programme to complete their studies.

## **Awarding body**

University of Maribor, Faculty of Economics and Business

URL

<http://www.epf.um.si/en/>

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