

SPRING SEMESTER 2021 /22 AT GEA COLLEGE

1. NOMINATION AND APPLICATION

NOMINATION PERIOD: November 15, 2021

How?

Your home International Office nominates you at GEA College, with basic information (name, DOB, gender, email).

For students: A Skype interview is scheduled with the students to assess their English skills. If the Skype interview is positive, the students can send the Application package to GEA College.

APPLICATION DEADLINE: December 15, 2021

How?

Students send Application package to GEA College, via post. Package includes:

- Completed ERASMUS+ mobility Application Form
- A brief motivational letter (max 1 page);
- Transcript of records;
- Photo (passport size);
- Copy of passport or personal ID, with visible date and place of birth.
- Learning Agreement (if possible, can be sent after confirmation)

Then?

Acceptance Letter and all other relevant information is issued to the students and they can start preparing for their Erasmus+ experience.

SPRING SEMESTER AT GEA COLLEGE: February 22 – June 2, 2022 (TBC)

2. LIST OF AVAILABLE COURSES FOR SPRING SEMESTER 2021/22

Courses	ECTS
(ENT) Entrepreneurship	7
(BE2) Business English 2	7
(CRE) Creativity and Innovation in Entrepreneurship	8
(BPB) Business Plan Basic	4
(MAR) Basics of Marketing and Market Analysis	8

(IBS) International Business Communication	6
CRM and Digital Business Intelligence	7

ENT - Entrepreneurship

Content (Syllabus outline):	Objectives and competences:	Intended learning outcomes:
<p>Entrepreneurship, its role and role of an entrepreneur, impact on the economic development</p> <ul style="list-style-type: none"> • Basic terms and definitions • Classical understanding of entrepreneurship • Modern understanding of entrepreneurship • Role of entrepreneurship in a global economy • Role and development of entrepreneurship in Slovenia <p>Entrepreneur</p> <ul style="list-style-type: none"> • Basics characteristics and properties of entrepreneurs • Entrepreneurial mind and behaviour • Entrepreneur vs manager • Entrepreneurial management and leadership • Global entrepreneur • Entrepreneurial ethics <p>Business opportunity</p> <ul style="list-style-type: none"> • From idea to business opportunity • The development of ideas, recognition and evaluation of opportunities • Innovations • Technologies <p>Entrepreneurial process</p> <ul style="list-style-type: none"> • Entrepreneur's vision and development of the company's vision • Phases in a business life-cycle • Innovative Business model and company's development strategies <p>Forms of entrepreneurship</p> <ul style="list-style-type: none"> • Self-employment • Growing and dynamic entrepreneurship • Intrapreneurship • Women entrepreneurship • Family business • Franchising • Life-style entrepreneurship 	<p>Students gain generic and course specific competencies:</p> <ul style="list-style-type: none"> • Learn to understand the importance of entrepreneurship and entrepreneurial process and basic terms • Adopt entrepreneurial way of thinking • Learn integral function areas needed for venture development and start-up • Self-evaluation of entrepreneurial intentions and ambitions • Understanding multidisciplinary approach in own venture development • Understanding innovation and merging of new technologies and strategies in a competitive environment • Cognitive and intellectual abilities: critical analysis, research approaches in development of entrepreneurial management, analysis and combination of complex elements of market, financial and organizational data for successful venture development • Introduction of entrepreneurial concepts in development of own business model through theory, case studies and projects in different companies • Developing of writing skills and abilities, listening skills and communication skills for better business interaction. 	<p>Knowledge and understanding:</p> <ul style="list-style-type: none"> • Understanding importance of entrepreneurship and entrepreneurial process and of basic terminology • Basic knowledge of core functions for venture development and start-up • Evaluation of own entrepreneurial ideas and opportunities • Improvement of cognitive and intellectual abilities: analysis, research, combination, data management • Conceptualization of own business model

<ul style="list-style-type: none"> • Entrepreneurship in non-profit sector/ Social entrepreneurship <p>Entrepreneurial platform and business internationalization</p> <ul style="list-style-type: none"> • Clustering • Business and technology networks • Incubators and technology parks <p>Planning, foundation and start-up</p> <ul style="list-style-type: none"> • Preliminary economic, market and technical - technological evaluation of opportunity and necessary resources and assets • Choosing legal form and organization of venture • Innovative Business model for a new venture • Minimizing venture risk <p>Technology-based venture</p> <ul style="list-style-type: none"> • Technology-based venture development process • Cooperation and financing strategies of technology-based ventures • Venture capital • Alternative venture technology models 		
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BE2 – Business English 2

Content (Syllabus outline):	Objectives and competences:	Intended learning outcomes:
<p>BUSINES ENGLISH 2</p> <ul style="list-style-type: none"> • Students will gain knowledge form the topics covered at lectures and practice in the field of economics and will rich the following academic targets: • presentation of Gea College and student profile • professional profile, company profile, industry profile, product / services profile • grammar revision based on students' spoken and written production • correction of typical mistakes • meetings • telephoning • presentations • negotiations • business correspondence • company structures and departments, responsibilities • recruitment 	<p>BUSINES ENGLISH 2</p> <ul style="list-style-type: none"> • understanding foreign business literature • improving business vocabulary • introducing different styles for exploiting databases in the field of economics • developing general competences: • the ability to understand and participate in basic and practically oriented communication in the foreign language • the ability to use the foreign language in writing and orally • the knowledge of the basic foreign language structures • the respect for the professional ethics in an international environment 	<p>BUSINES ENGLISH 2</p> <p>Knowledge and understanding:</p> <ul style="list-style-type: none"> • Upon completing this course students will be able to: • expand the general knowledge of English • work independently when studying the language by using various sources (dictionaries, textbooks, newspapers and journals, web pages) • write summaries • read, analyse and understand various authentic business English texts • speak in different business contexts and express ideas effectively <p>BUSINES ENGLISH 2</p> <p>Students will:</p> <ul style="list-style-type: none"> • be able to use the language in everyday situations



<ul style="list-style-type: none"> • job applications: CV and cover letter • describing graphs and charts <p>BUSINES ENGLISH 2</p> <ul style="list-style-type: none"> • Revision of the topics covered in the first year: market, market equilibrium, brands, traveling, company organisation, changes, trade, shops today • Money, finance: money market, financial institutions, equity and loan capital, company finances • Marketing and advertising: marketing mix, 4 Ps in marketing, marketing and advertising strategies • Business cultures: business cultures of different countries, different approaches in international business • Trade: domestic and international trade, criteria, conditions, restrictions • Start-ups • Intercultural competences in business • Business cultures around the world 	<ul style="list-style-type: none"> • the ability to use the foreign language when working in a team <p>BUSINES ENGLISH 2</p> <ul style="list-style-type: none"> • developing general competences: • the ability to use the foreign language in general everyday situations • the knowledge of general and professional terminology of economics in the foreign language • speaking skills in the fields of economics and management • reading skills in the field of economics: understanding professional articles • listening skills to understand texts on basic economic phenomena and situations • the ability to use written foreign language in the business world 	<ul style="list-style-type: none"> • know the difference between British and American English • understand and be able to use the structure of the language • be able to use general and professional terminology in the business world • understand professional business discussion (listening) in the foreign language and know how to respond to it • be able to use language structures in written form correctly • be able to communicate orally in various business situations • understand professional texts (articles, professional literature) in the foreign language • be able to express their opinions, negotiate and give advice in the foreign language
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CRE - Creativity and Innovation in Entrepreneurship

Content (Syllabus outline):	Objectives and competences:	Intended learning outcomes:
<ul style="list-style-type: none"> • History of creativity as basics for creative and innovative thinking • Logic system and creativity • Creativity process • Human brains – creativity machine • Three component creativity model • Eight important skills for developing s.o.'s talent • Key phenomena in creative processes • Creativity and entrepreneurship • Innovation and innovation process • Creativity & innovation management • Fostering creativity culture in the company • Process of creativity problem solving • Creative thinking & problem solving techniques 	<ul style="list-style-type: none"> • Understanding and better exploitation of creative and innovative potential • techniques development for effective identification and solving problems with special emphasis on generating entrepreneurial ideas • development of appropriate focusing, creative imaging, productive analysing, keeping cool, emotional power and management, getting additional energy and consistency • development of making concepts and holistic comprehension of problems • inventive and innovative thinking on prototypes of products and services • training of implementing creative and innovative thinking in companies 	<ul style="list-style-type: none"> • distinguish the difference between relationship among creativity process, innovation and entrepreneurship • to understand main factors which stimulate creativity process • recognize one's own creative problem solving style and it's implication • to understand needed skills and abilities for creativity and innovation • to understand and practice invention throughout prototype of the product • to practicing business ideas generation • to become a leader of creative and entrepreneurial culture of the company • to use a problem solving techniques in creativity process to cope with innovative challenges in any business

<ul style="list-style-type: none"> Product design process and developing a presentation project 	<ul style="list-style-type: none"> Usage of problem solving and idea generating tools - techniques 	<ul style="list-style-type: none"> to combine different technologies and approaches in innovative way
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BPB - Business Plan Basic

Content (Syllabus outline):	Objectives and competences:	Intended learning outcomes:
<p>Business Plan – introduction:</p> <ul style="list-style-type: none"> What is a business plan, for whom do we prepare it, why and who is preparing it; Business plan structure Business plan format and content <p>Business plan creation – content guidelines in process of business plan creation:</p> <ul style="list-style-type: none"> Generation and selection of a business idea; Summary of a business plan Industry analysis and company, product or services description Market research and analysis Business economics Market strategies: SWOT, market objectives; general marketing strategies; Design and development plan Production and business operations plan with investment; Management team and employment Time schedule Critical risks, problems, possible solutions Financial projections Company's offer <p>Mentoring of Business plan creation process</p> <p>Presentation of a business plan</p> <ul style="list-style-type: none"> 10 minutes presentation technique (pitch) Presentation of Business plan 	<p>Students gain general and course-specific competencies:</p> <ul style="list-style-type: none"> Capturing technique of generating ideas Understanding importance of business planning and creation of a business plan They learn to think systematically about the business idea and fill the gaps in knowledge on a structured, effective way Capture business planning model, that has been tested and used in practice for over 30 years Understanding integral functional activities for the development of new or existing venture in a dynamic economy Providing possibility to evaluate own business ideas and opportunities Cognitive and intellectual abilities: analytical and research skills for development of entrepreneurial management, ability to combine the complexity of market, financial and organizational data for successful development of a company Development of business, presentation and communication skills for better business interaction with different business partners, development of team work skills. 	<p>Knowledge and understanding:</p> <ul style="list-style-type: none"> Learn to implement brainstorming method for idea generation Learn to understand the importance of business planning and creation of a business plan Learn to research, analyse, plan integral functional areas, needed for development of a venture and new start-up Analyse and evaluate proper business ideas and opportunities Develop cognitive and intellectual abilities: analytical and research skills for development of entrepreneurial management, ability to combine the complexity of market, financial and organizational data for successful development of a company.

MAR - Basics of Marketing and Market Analysis

Content (Syllabus outline):	Objectives and competences:	Intended learning outcomes:
<ul style="list-style-type: none"> Development of marketing concept and marketing function. Role of internet. Marketing environment analysis and SWOT analysis. Consumer and organizational buying behaviour Marketing research process and marketing information system. 	<ul style="list-style-type: none"> Presentation of key concepts, models and strategies. Developing understanding of marketing as integral process between internal and external environment of organization. Presenting methods of market and consumer research 	<p>Knowledge and understanding:</p> <ul style="list-style-type: none"> Understanding role of marketing in a modern management process Understanding of methods and

<ul style="list-style-type: none"> • Marketing research types and methods. • Research report and presentation • Market segmentation, target marketing and positioning • Product management; new product development, Product life-cycle. • Branding and packaging • Pricing strategy • Marketing channels • Marketing communications • Service marketing and CRM • Marketing planning and organization of marketing function. Marketing plan • Marketing social responsibility 	<ul style="list-style-type: none"> • Developing competencies about marketing of services and CRM. • Developing competencies for planning practical marketing project and presenting it. 	<p>techniques of successful marketing of services</p> <ul style="list-style-type: none"> • Knowing how to prepare and execute a successful marketing campaign.
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IBC - Intercultural Business Communication

Content (Syllabus outline):	Objectives and competences:	Intended learning outcomes:
<ul style="list-style-type: none"> • Specific features of business communication • Communication process analysis • Communication networks, roles and channels • Written business communication • Oral business communication • Nonverbal communication • Business interview, meeting, presentation, negotiation • Ethics and aesthetics of business communication • Business code of conduct • Public speaking • What is the culture (phenomena , approaches , relationships, impact of globalization on cultural differences) • Cultural differences (Classification of cultures: G. Hofstede and R. R. Gesteland, R.D. Lewis , F. Trompennars and Ch. Hampden- Turner) • Culture Shock (essence , expressive aspects and development effects , cultural fatigue) • Cultural influences on communication (cultural • Differences identifying cultural orientation) 	<p>Students will gain wider competences:</p> <ul style="list-style-type: none"> • They will learn what the culture is, • Learn about to which the essential signs cultures differ, • Learn the impact of cultural differences on communication , • Recognize the culture shock , its components and control, • Ability of formation of positive attitudes towards people from different cultural, national, social and societal environments. • the ability of autonomous business communication with business partners, colleagues, leadership and other participants, • comprehending the factors creating a good relationship with business partners, colleagues, leadership and other participants, • the ability to assess how good relationships contribute to successful business relations, • knowledge of the business code of conduct, • Public speaking skills. <p>Students will gain course specific competences:</p> <ul style="list-style-type: none"> • They will know which events are considered as a component of culture , • learn some contemporary classification of cultures and the basis for their distinction 	<p>The student shall:</p> <ul style="list-style-type: none"> • gain knowledge on the integrity of the communication process and its individual elements, with particular emphasis on identifying and overcoming obstacles that may arise during the communication process, • gain knowledge on the mechanisms of reception and attribution of meaning of communication stimuli with the individual, • gain knowledge on the importance of consolidated communication ways within an organization, and between an organization and the environment as well as their impact on communication results, • gain knowledge on the nature and importance of various participants' roles in the communication process, • gain understanding of the difference between business and other types of communication, • become qualified for optimal communication of good, neutral and bad news, • gain an understanding of the importance of communication skills and opportunities to improve listening, raising questions and speaking, • gain knowledge on and master elements of persuasive communication,



	<ul style="list-style-type: none"> • learn a way of overcoming the negative effects of cultural differences , • understand some of the tools to assess their own cultural orientation and cultural orientation other , • understand the problem of cross-cultural adaptation and re-adaptation , • learn what the impact of cultural differences on communication , both verbal and non-verbal , • understand the importance of intercultural communication in business • comprehending the integrity and complexity of the communication process as a whole, • individual contributions in the communication process towards successful business communication, • the ability to identify obstacles to successful business communication and overcoming them, • understanding the importance of communication skills – listening, raising questions and speaking – for successful business communication • the ability to formulate persuasive communication, the ability to reduce the negative effects of giving bad news and maximize the positive effects of breaking good news • comprehending specific features of business communication compared with other forms of communication, • the ability to practically apply oral and written business communication, • utilizing modern computer-based information technology in business communication (benefit from the advantages as well as appreciate and manage imperfections of this technology), • understanding the message of nonverbal elements of business communication and managing one's own nonverbal contributions, • the ability to make the appropriate selection and 	<ul style="list-style-type: none"> • gain knowledge on the advantages and disadvantages of written communication • become qualified to manage the process of written communication, • master performing various types (forms) of written business communication, • gain knowledge on the advantages and disadvantages of oral communication, • become qualified to manage the process of oral communication, • gain knowledge on different personal styles of oral communication, • gain knowledge on the importance of humour in communication, • master performing various types (forms) of oral business communication, • gain knowledge on the sources of highly efficient nonverbal communication, • gain knowledge on various types of nonverbal communication, • gain an understanding of the difference between an interview, a meeting and a presentation, and acquiring the ability to select the appropriate type depending on the situation, • comprehend the ethical principles of business communication and mastering business etiquette, • master all aspects of public speaking, • gain an understanding of fundamental differences between written and verbal communication, • master preparation of effective templates for the speaker and materials for the audience, • be able to adjust their speech to the location and other circumstances.
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	<p>execute particular types of business communication (interview, meeting, presentation),</p> <ul style="list-style-type: none"> • application of business etiquette and ethical principles in business communication, • management of public speaking anxiety, • the ability to design and deliver a public speech in the available timeframe, • the ability to adjust the speech to specific audience, • the ability to prepare suitable presentation materials, • to understand the specifics of radio and television speeches 	
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CRM and Digital Business Intelligence

Content (Syllabus outline):	Objectives and competences:	Intended learning outcomes:
<p>BASIC TERMS OF CRM AND DIGITAL BUSINESS INTELLIGENCE Digital economy and the role of big data in decision making. The notion of the intelligent organization. Definition of the CRM and managing customer-related database. Definition of digital business intelligence and basic types of digital business intelligence. The benefits of applying CRM and digital business intelligence and business examples.</p> <p>DATA SOURCES FOR CRM AND DIGITAL BUSINESS INTELLIGENCE Issues of data quality and data quantity related to CRM and digital business intelligence. Desired level of data quality. Analyzing customer portfolio management. Specific usage of CRM and digital business intelligence in entrepreneurship, strategic management and marketing</p> <p>DIFFERENT TYPES OF CRM AND DIGITAL BUSINESS INTELLIGENCE Customer vs. client digital business intelligence. Process business intelligence. Internal vs. external intelligence. Strategic CRM, operational CRM, analytical CRM and collaborative CRM. CRM and digital business intelligence as support to company strategy.</p>	<p>Students will develop following competencies:</p> <ul style="list-style-type: none"> • To understand the concepts and usage of business digital intelligence • to gain basic knowledge and skills of creating, using and developing digital business intelligence systems • to gain skills important for recognizing business problems which can be solved using digital business intelligence. <p>Working together on practical problem solving, students will gain experience and skills for successful usage of CRM and digital business intelligence in specific areas using specific software tools.</p>	<p>Knowledge and understanding:</p> <ul style="list-style-type: none"> • to know the concepts and specific methods of application of CRM and digital business intelligence • to implement software tools, solutions and systems of CRM and digital business intelligence projects in organizations • to have the ability to prepare the data and to interpret and apply the results of the analysis of the CRM and digital business intelligence • to use the software tools for the development of CRM and digital business intelligence for solving business problems and productivity stimulation

<p>CRM AND DIGITAL BUSINESS INTELLIGENCE SOFTWARE TOOLS Business reporting. Data warehousing. OLAP. Data Mining. Web mining. Text mining. Social networks mining. Dashboards and scorecards.</p> <p>CRM AND DIGITAL BUSINESS INTELLIGENCE IN ORGANIZATION Selection of the CRM and digital business intelligence tools. Security issues of CRM and digital business intelligence usage. Cost-benefit analysis of CRM and digital business intelligence projects. Project management in digital business intelligence applications development. Customer experiences and specific usage of CRM in human resource management.</p> <p>ECONOMIC AND SOCIAL ASPECTS OF CRM AND DIGITAL BUSINESS INTELLIGENCE CRM and digital business intelligence in value chain model. Return on investment (ROI) of CRM and digital business intelligence. Relationship management. Measuring influence of CRM and digital business intelligence on business processes.</p> <p>FUTURE OF CRM AND DIGITAL BUSINESS INTELLIGENCE Current state and future trend. Creating added value for customers. Competitive intelligence. Social and business networks as the source of »live« digital business intelligence.</p>		
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More information: <https://gea-college.si/en/information-package-for-incoming-students/>

3. CONTACTS

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