



DOBA Business School



Exactly What the World of Business Needs

DOBA Business School

Development of 21st century competencies through innovative programmes.

Accredited Bachelor Programmes

- › Business Management
- › Marketing, Social Media and Public Relations
- › Tourism Operations and Management
- › Management in Social and Education Sector

Accredited Master's Programmes

- › Management of Smart Cities
- › International Business Management
- › Marketing and Sales
- › Innovation Management in Social and Education Sector



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DOBA Business School is a modern business school dedicated to the development of innovative individuals who are interested in improving their knowledge and competitiveness through online and blended learning. Our high-quality programmes available in four different languages reflect current academic standards and requirements, giving our students an edge in the contemporary European and global business environment. Our students identify themselves with our values: development, entrepreneurship, respect of individuality, team spirit and positive attitude.



We are aware of the increasingly rapid changes in the economy and society in general. DOBA Business School learns and quickly adapts to these changes and we are proud of the fact that in certain aspects we even help shape them. Our endeavours are confirmed by the European UNIQUe accreditation, the success of our students at various competitions and by the high-level positions held by our graduates in the economy and society. We believe that only that is proof of the quality of our teachers and tutors and of the contemporary relevance of our study programmes.

Rasto Ovin, PhD.
DEAN



The number of international students in our programmes is increasing. Internationalisation is one of our most important strategies. If you are willing to take a new step in your career and to put new knowledge into practice together with international students, you will develop your potential and be able to competitively present yourself in an international environment. One of the most important facts that distinguish us from the majority of other schools is the study mode, which at DOBA Business School focuses on the needs of employed students.

Jasna Dominko Baloh
DIRECTOR

A School of Students' Opportunities

IN THE WORLD OF CHANGE

Globalisation emphasises knowledge and innovation-based competition and requires each individual to contribute to the productivity and success of the organisation. Therefore, the study programmes reflect the fast changes that can occur in the business world and prepare students for proactive and innovative thinking. Programmes are modern and practice-oriented with a modular structure and an international and multicultural dimension.

STUDENT SUPPORT

From the first inquiry through graduation and beyond, prospective students, students and alumni have a dedicated support team. During their studies, students are assigned a personal tutor. Tutors are members of the faculty and staff. They provide study support, motivate students for successful performance and monitor their progress. The Counselling Centre provides a variety of counselling services in either blended mode or online mode: psychological, career and financial counselling.

THE OPPORTUNITY TO STUDY IN INTERNATIONALLY VARIED GROUPS

Students have the opportunity to study in internationally varied groups and to work with other students who bring new ideas as well as their own professional and cultural experiences which enrich the learning process. This cultural exchange provides an added value to our programmes. Our students have numerous opportunities for networking and strengthening business and private connections.

INFORMATION TECHNOLOGY AND MULTIMEDIA

24/7 access to information, content and services is supported by virtual learning environments and portals. Broadcasts of visiting lectures and topical events via the Internet and webinars increase flexibility of the study process and make it up-to-date.

RESEARCH AND DEVELOPMENT

The research and development work is carried out under the auspices of the registered research group at the Business Institute, which was established with the intent of bringing together business theory and practice. Furthermore, our virtual focus lies on the development of new programmes and innovative pedagogical approaches, where distance learning, virtual mobility and the competence model play an important part.

SCHOOL OF INNOVATIVE DEVELOPMENT

Cooperation and collaboration with the environment

In order to efficiently facilitate academic cooperation and mobility, DOBA Business School has concluded bilateral agreements with higher education institutions in several countries in Europe and across the world. European projects represent the foundation of the school's international activity. The school is a holder of the Erasmus university charter for student and teacher mobility. DOBA Business School is a member of numerous renowned international networks and associations.



What makes us the best choice?

Practice-oriented, contemporary, competitive

Our programmes enable the acquisition of practice-oriented knowledge for a competitive advantage in the business world.

Excellence in teaching

An excellent teaching staff combining top academic credentials with working experience in the fields that they teach, along with innovative pedagogical approaches and visiting lectures on topical subjects, further enrich the learning experience of our students.

Student-centred

Approaches to teaching and assessment take into account the individual student's needs and characteristics.

Care and respect

Enrolment, psychological, pedagogical, career and financial counsellors, tutors and technology experts provide additional foundations for our students' outstanding performance.

High-quality online learning certified by the European Foundation for Quality in E-learning

DOBA Business School holds the honour of being the first and only higher education institution in South-Eastern Europe to receive the UNIQUE international certification for quality in e-learning, which is awarded by the European Foundation for Quality in e-Learning EFQUEL.

A Europe-wide recognised degree

As graduates of DOBA Business School, you will receive a degree recognised by the countries of the European Union, including the UK.



Tomislav Tipurić, student from Croatia, workplace: Microsoft Croatia

The knowledge and experience that I have gained have helped me in understanding the bigger picture of my everyday job tasks. The really exceptional thing for me was a chance to connect my work assignments with the ones I had in school – that made it more interesting and increased the impact that attending DOBA Business School has had on my career.

A School That Goes Beyond

ABOUT SLOVENIA AND MARIBOR

Slovenia is the only country in Europe that combines the Alps, the Mediterranean, the Pannonian Plain and the Karst. The changing landscape is constantly surprising. You can have one eye on the sea, then look in the other direction and be surrounded by high mountains. The capital and the largest city is Ljubljana, the second largest is Maribor where is also the headquarters of DOBA Business School.

Maribor is situated in the northeastern part of Slovenia. The city is located next to the green hills of Pohorje and is divided in half by the Drava River. The city centre is small and almost everything can be reached within walking distance.



ABOUT DOBA BUSINESS SCHOOL

DOBA Business School is an independent higher education institution and is a part of the DOBA Business Group. It offers modern bachelor and master's programmes in blended and online study mode. Excellent study results, high success and retention rates, a number of graduates and exclusive know-how in the field of pedagogical approaches are what make our school one of the most ambitious online business schools in Europe. Student-centeredness, individualisation of the learning process, a holistic support system, the effective use of pedagogical approaches supported by new media and technologies as well as continual innovations are the key elements of our future orientation and students' success.

QUALITY ASSURANCE

The quality of the study process is a key concern in implementing study programmes at DOBA Business School. Student performance and satisfaction as well as the work of teachers and tutors are carefully monitored and regularly evaluated. We ensure that a high-quality teaching staff and excellent conditions for learning through our study programmes are made available, along with a dynamic internal organisation dedicated to the measures for ensuring quality, comparability of study achievements, the follow-ups of graduates' career paths and creating active cooperation and collaboration with the business environment. The excellence of our study programmes is reflected in an increasing number of students and the high level of their success and satisfaction. All our programmes are accredited by Slovenian Quality Assurance Agency for Higher Education (SQAA), a member of European Association for Quality Assurance in Higher Education (ENQA).



**Lena Vovčko, student from
Slovenia, Sales Manager**

I decided to study at DOBA Business School because I believe that knowledge should be expanded and upgraded. I am especially pleased that I am immediately able to apply the acquired knowledge in my work. The courses are interesting and there is good study support provided by tutors and course holders.