



University of Applied Sciences  
SINCE 2003

The Quality of Traditional Education. The Flexibility of Online Learning.  
**DOBA University of Applied Sciences**  
*Your Success Story Starts Here.*





## Welcome to DOBA University of Applied Sciences – a space of knowledge, research and international perspective.

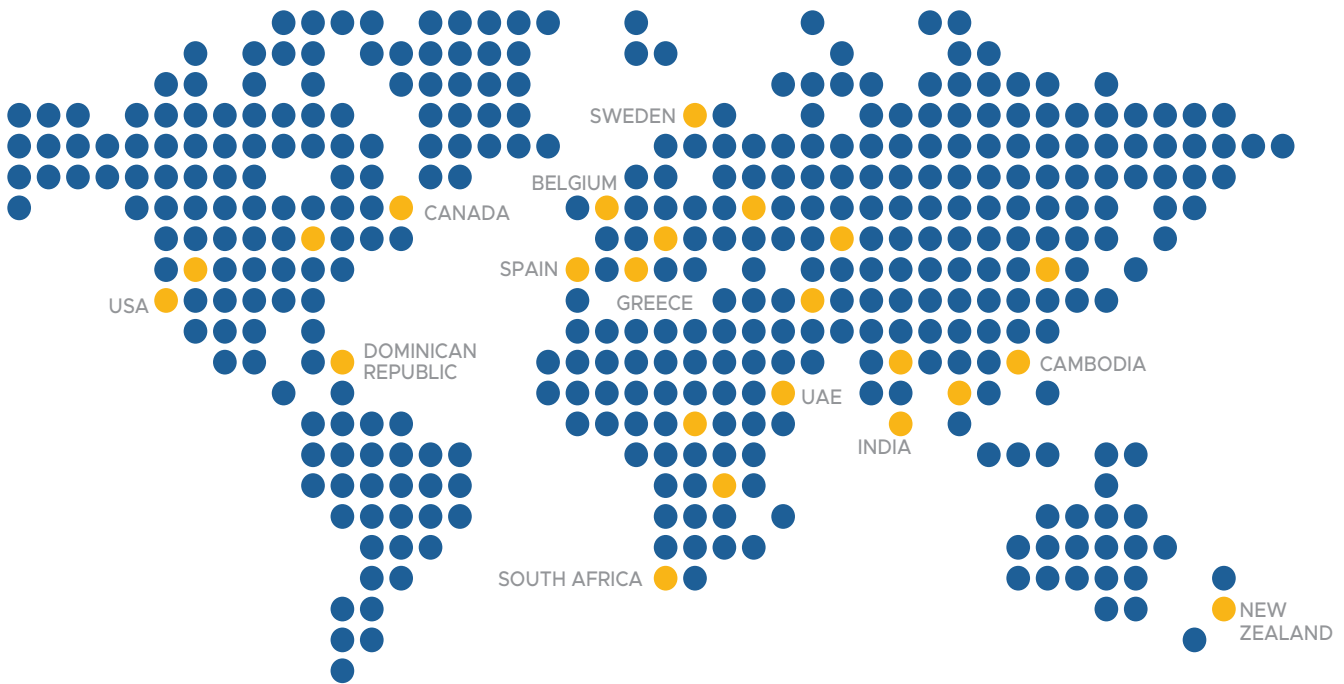
For many years, DOBA University of Applied Sciences has been building an academic community in which education is understood as a process grounded in scientific thought, research curiosity and intellectual responsibility. Our aim is not just the transmission of knowledge, but the creation of an environment in which knowledge is continuously developed and advanced.

We pay particular attention to understanding the business and international environment, which is becoming increasingly complex and unpredictable. Global value chains, digital transformation, regulatory changes and geopolitical shifts require modern organisations to adopt thoughtful leadership, strategic adaptability, and data-driven decision-making supported by the use of new technologies. This is why, at DOBA University of Applied Sciences, we promote analytical thinking, critical evaluation of sources, and a research-oriented approach to addressing challenges in the economy and society.

In the future, DOBA University of Applied Sciences will continue to strengthen research excellence, develop cooperation with domestic and international academic communities, and support students and educators in scientific work, publications and projects. I believe that a strong research orientation, together with the integration of practice and science, enhances the quality of study and contributes to the development of professionals who understand the global context in which they operate.

Assoc. Prof. Dr Gorazd Justinek   
DEAN of DOBA University of Applied Sciences

*Join our academic community  
of 2500 students from 46 countries.*



## Master's Degree Programme

# INTERNATIONAL INNOVATIVE BUSINESS MANAGEMENT

Are you ready to achieve higher goals? Would you like to improve your knowledge and upgrade your education? If so, join us in this innovative and modern master's degree programme for competitive and sustainable growth of companies. The programme is aimed at all entrepreneurial spirits who know that in today's world, innovation is the key for true experts who wish to upgrade their management skills.

## PROGRAMME STRUCTURE

### FIRST YEAR

#### Compulsory Courses

Advanced Technology Supported Enterprise Management	9 ECTS
Innovation Business Processes, Relations and Models	9 ECTS
Creative Human Resource Management for Competitive Advantages	9 ECTS
Research methodology	9 ECTS
International Business Economics	9 ECTS
Positive Psychology	9 ECTS
Economic, environmental and social aspects of sustainable development and glocalisation	9 ECTS

### SECOND YEAR

#### Study field: International Business

International marketing	6 ECTS
Business Forecasting and Sustainable Development Strategy	6 ECTS
Organizational behavior and change management	6 ECTS

#### Study field: Sustainable Human Resource Management

Strategic human resources management in an international environment	6 ECTS
Organizational behavior and change management	6 ECTS
Innovative knowledge management and employee development	6 ECTS

#### Study field: Business Coaching

Coaching at workplace	6 ECTS
Coaching competencies and supervision	6 ECTS
Coaching psychology practice: tools and techniques	6 ECTS

#### Compulsory Courses

Integrative project	6 ECTS
Elective courses 1	6 ECTS
Elective courses 2	6 ECTS
Master's thesis	24 ECTS

**Duration of Programme:** Two years

**Degree:** Master's degree

**Language:** English

**Total Credits:** 120 ECTS credits

**Study fields:** (selective): International Business, Sustainable Human Resource Management, Business Coaching

**Study mode:** online



You can find additional information about the study program and the contents of individual courses on the faculty's website.



“I chose DOBA Faculty because of its unique approach to personal growth and the exceptional flexibility of its online studies, which allowed me to successfully balance my professional, family, and academic responsibilities. The master's program gave me broad knowledge, with a strong emphasis on practical examples that I will be able to apply easily in my work. I am very happy to have met many wonderful people, and the interaction between students and professors was excellent.”

— Gorana Japelj Bežjak, Master's graduate



## Doctoral Degree Programme

# INNOVATION AND SUSTAINABLE BUSINESS MANAGEMENT IN DIGITAL SOCIETY

Do you want to deepen your expertise in innovation and sustainable business management and contribute to cutting-edge research in the digital society? Are you interested in applying advanced knowledge to solve complex theoretical and practical challenges in organisations and businesses? If so, the Doctoral Programme in Innovation and Sustainable Business Management in Digital Society is the perfect choice for you. This highly individualised programme combines professional, methodological, and research content in a modular structure, providing a solid foundation for independent work on your doctoral dissertation. With a focus on active learning, independent research, and problem-solving, this programme equips you with the skills and knowledge to become a leader in your field and make a significant impact in academia, business, and beyond.

## PROGRAMME STRUCTURE

### FIRST YEAR

#### Compulsory Courses

Research proposal preparation seminar	9 ECTS
Technological, social and economic sustainable challenges	15 ECTS
Fundamental aspects of research work	15 ECTS
Individual work 1: research topic and research proposal draft	21 ECTS

### SECOND YEAR

#### Compulsory Courses

Selected chapters in strategic management and innovation	15 ECTS
Advanced aspects of research work	15 ECTS
Paper for a scientific conference	9 ECTS
Individual work 2: research proposal	21 ECTS

### THIRD YEAR

#### Compulsory Courses

Dissertation preparation seminar	9 ECTS
Individual work 3: dissertation and defence	51 ECTS

**Duration of Programme:** Three years

**Degree:** Doctoral degree

**Language:** English

**Total Credits:** 180 ECTS credits

**Study mode:** online



You can find additional information about the study program and the contents of individual courses on the faculty's website.



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