Study in Croatia
Dear friends,

The goal of this publication is to introduce you to ZSEM, and to make the choice you face regarding your further education a little easier. Your choice of which business school to attend will impact your career, your employment prospects, your marketable skills, as well as your overall happiness. Therefore, we would like to introduce you to all the advantages ZSEM can offer you, and we’re convinced that if you’re looking for a unique global educational experience, ZSEM is the right place for your undergraduate and graduate studies.

We believe that a modern business education doesn’t just include sitting in class-rooms listening to lectures, or spending countless hours studying over a thick textbook or in front of a computer screen. We believe that a modern business education is supposed to be a transformational experience in which you expand your horizons, and grow not only as business professionals but also as global citizens. For this reason, ZSEM offers much more than just a business education.

It’s with great pride that we often state that our programs stand shoulder to shoul-der with some of the best business programs in the world, and many of our pro-grams have been included in relevant global rankings. Through our international exchange program, more than 500 of ZSEM students have gone abroad for a semester or two at our partner universities and institutions, where they have proven themselves to be, at the very least, worthy equals in terms of knowledge with their foreign colleagues. However, more often than not, our students excel on exchange.

Our technological infrastructure offers you complete real time communication with your colleagues and professors, and the ratio of students to lecturers is very favorable. You will always work in small groups, and you’ll have direct access to all of your professors. At ZSEM students aren’t numbers; they’re the foundation of our academic community.

In 2013 ZSEM became the first AACSB accredited business school in Croatia and Southeast Europe. This recognition is a result of many years of efforts we invested in the implementation of the best educational standards for business schools ac-cross the world. This is a great recognition for the Croatian educational system as well, as ZSEM placed Croatia on the world map of top business schools. Only 5% of business schools are awarded the prestigious AACSB accreditation, and now ZSEM is a part of the elite circle.

This is all just a small part of what ZSEM can offer you during your undergraduate studies, as more detailed information on our advantages and services is presented in the following pages.

Dean
Đuro Njavro, Ph.D.
Zagreb School of Economics and Management has once again been awarded the prestigious title of Best Business School in Southeast Europe according to Eduniversal!
This is the sixth consecutive year that ZSEM has received this honor. Eduniversal’s ranking encompasses the result of a survey of over a thousand business school deans from all over the world, and ranks business schools by country.

ZSEM is the first business school in Croatia as well as in Southeast Europe which received the prestigious AACSB accreditation (The Association to Advance Collegiate School of Business). Only 5% of business schools all around the world have this accreditation and the AACSB accreditation is given to business schools dedicated to continuing improvement of quality of education. Some of the accredited schools include Columbia University, Yale University, Harvard University, University of California, ESSEC Business School, INSEAD, SDA Bocconi.

What does this mean for you? It means that we aspire to standards of education adopted and perfected by the world’s best business schools. It means that we strive for excellence, and are truly dedicated to the quality of your education.

ZSEM’s MBA Specializations among the Best in Eastern Europe!

If you’ve already completed your undergraduate education and want to continue onto graduate school, we have terrific news for you — most of ZSEM’s MBA specializations have been included in Eduniversal’s list of the best in Eastern Europe!

Eduniversal ranked over 12,000 MBA programs at more than 1,000 business schools all over the world based on program esteem, graduate salaries after program completion, and student satisfaction. Once again, our Quantitative Finance specialization was included among the best 100 in the world, while our Finance and Banking (10th place); Accounting, Auditing, and Taxes (5th place); Management of Information Systems (3rd place); Marketing (5th place); and Management (9th place) were all included in Eduniversal’s top ten for Eastern Europe.

Also, our Human Resource Management MBA specialization was voted the best in Eastern Europe!

The mission of ZSEM is to transfer values, knowledge, and skills that students need for long-term success in a globalized business world undergoing constant technological and market transformations.
Our Programs – A Guarantee for Success

Our programs were developed according to principles practiced by top universities in Europe and North America, with unique additions that make it perfect in Croatia’s economic context. The result is a program that has been recognized for its quality and depth all over the world and after completing it, you will be ready to face the challenges of today’s dynamic business world. We currently offer an Undergraduate Program in Economics and Management, in Business Mathematics and Economics and in Business Law and Economics, a Graduate MBA Program and a Master of Arts Program in Economics. Our programs are available in English and Croatian.

What is required of you as a student? Just a lot of initiative, hard work on individual assignments and group projects and proactive use of the Internet. This is understandable considering that we were one of the first business schools in Croatia to completely incorporate the Internet into program coursework.

Undergraduate Program in Economics and Management – 240 ECTS

- Program in English
- Program in Croatian

Are you finally ready to take that first step on the road to a successful business career? Do you want to work in marketing, finance, or do you want to be an entrepreneur? Take that decisive step that will give you the right foundations for a successful career and enroll in our Undergraduate Program in Economics and Management! During this program you will take courses in the areas of economics, marketing, management, accounting and finance that will be taught to you by leading Croatian and international experts. However, you will also have courses in the area of public speaking and business ethics, that will help develop your soft skills. Take advantage of our outstanding international exchange program and expand your horizons at one of more than 100 partner universities and institutions spread all over the globe. Attend lectures and exercises that take place in small study groups that guarantee a high level of interaction with your colleagues and professors. Finally, earn a degree from the best business school in Croatia and build your career with the help of experts from ZSEM’s Career Center.

More than 1,500 satisfied graduates have completed this program and are currently working for companies of all sizes, as entrepreneurs and for government institutions. Applicants for our entrance exam must have completed a four-year high school program. If you’re currently studying at another university or business school and would like to transfer to ZSEM, please contact our staff, who will be more than willing to assist you throughout the entire process.

For more details on this program, including course descriptions and lecturer biographies, please visit www.zsem.hr.

Study program | ECTS | Duration | Title
--- | --- | --- | ---
Undergraduate Program in Economics and Management | 240 | 4 years | B.A.
- Program in Croatian
- Program in English
- Part-time Program

Undergraduate Program in Business Mathematics and Economics | 240 | 4 years | B.A.
- Program in English

Undergraduate Program in Business Law and Economics | 240 | 4 years | B.A.
- Program in Croatian

Graduate MBA program | 60 | 1 year | MBA

Master of Arts in Economics | 120 | 2 years | MA

Summer School | 3 weeks

First semester
- Principles of Economics 1
- Economic Geography
- Information and Communication Technologies
- English language for Economists
- Mathematics 1
- Introduction to Philosophy
- Sociology

Second semester
- Principles of Economics 2
- Mathematics 2
- Statistics 1
- Mathematics for Economists and Managers
- Principles of Law
- Business English

Third semester
- Introduction to Accounting
- Microeconomics
- Business Communications
- Rhetoric
- Business Communications in English
- Statistics 2
- Social Psychology

Fourth semester
- Macroeconomics
- Public Finances
- Financial Accounting
- Business Communications in English 2
- Principles of Commercial Law
- Internship
- Elective course

Fifth semester
- Cost Accounting
- Financial Institutions and Markets
- Corporate Finance 1
- Management
- Organisational Behaviour
- Marketing
- Business Legal Environment

Sixth semester
- Accounting for Managers
- Economics for Managers
- Corporate Finance 2
- Money and Banking
- Marketing Management
- Consumer Behaviour
- Internship

Seventh semester
- Entrepreneurship
- Management of Information Systems
- Introduction to the EU
- Family Finances
- International Economics
- Elective Course
- Second Foreign Language

Eighth semester
- Strategic Management
- Business Ethics and Corporate Social Responsibility
- Management of Production Operations
- Human Resources Management
- Second foreign language II
- Undergraduate Thesis
The Undergraduate Program in Business Law and Economics places an emphasis on the business-economics and quantitative mathematics element, in order to educate financial experts for work in the banking and financial sector, as well as in the production, distribution, logistics, telecommunications, software and other companies in Croatia and worldwide. The program is taught in Croatian and English, in small and highly interactive groups, with lecturers educated both in Croatia and abroad. The first two years of the program are dedicated to the basic mathematics and economics courses, with insights into courses with applied mathematics in economics and business administration. This way, theoretical knowledge is acquired with an intense use of information technology and existing software. During the senior years of the program, students learn to program mathematical algorithms independently, in order to resolve problems in business everyday practice. The Capstone program was created, for students to take part in project creation as well as business case solution, using all the acquired knowledge. Moreover, the final year of the program offers optional courses to students, enabling them to profile themselves in the direction of financial mathematics and/or optimisation. All the ZSEM resources and services can be used by the students, starting from international exchange to one of the 120 partner universities, the help of the Career Centre for finding internships and employment, as well as the use of the library, computer rooms and online databases.

The Undergraduate Program in Business Mathematics and Economics places an emphasis on the business-economics and quantitative mathematics element, in order to educate financial experts for work in the banking and financial sector, as well as in the production, distribution, logistics, telecommunications, software and other companies in Croatia and worldwide.

The program is taught in Croatian and English, in small and highly interactive groups, with lecturers educated both in Croatia and abroad. The first two years of the program are dedicated to the basic mathematics and economics courses, with insights into courses with applied mathematics in economics and business administration. This way, theoretical knowledge is acquired with an intense use of information technology and existing software. During the senior years of the program, students learn to program mathematical algorithms independently, in order to resolve problems in business everyday practice. The Capstone program was created, for students to take part in project creation as well as business case solution, using all the acquired knowledge. Moreover, the final year of the program offers optional courses to students, enabling them to profile themselves in the direction of financial mathematics and/or optimisation. All the ZSEM resources and services can be used by the students, starting from international exchange to one of the 120 partner universities, the help of the Career Centre for finding internships and employment, as well as the use of the library, computer rooms and online databases.
MBA Program – 60 ECTS
• Program in English

If you’ve already completed your undergraduate education and would like to advance your career, look no further than our Graduate MBA Program. You can decide to specialize in many different areas including Management, Marketing, Finance, Accounting and many others.

Along with professors from ZSEM, lectures are held by professors from our partner universities. Our impressive list of professors also includes Prashant Kale, who was recently included in Bloomberg Businessweek’s list of the 10 best business professors in the world.

If you completed your undergraduate education in an area other than business administration or economics, you can still take advantage of this program to advance onto management positions in your organization. You can also enroll in our Graduate MBA Program, provided you complete a preparatory semester.

Along with all the advantages of studying at ZSEM you will have the opportunity to spend one semester studying abroad at more than 120 partner universities in more than 40 countries. If you’re currently employed, our Graduate MBA Program is catered to your schedule, as all lectures take place in the afternoons and on weekends, so that you don’t have to sacrifice your career in order to receive an MBA.

In the field of:
• Marketing
• Management
• Human Resources Management
• Finance and Banking
• Finance and Accounting
• Accounting, Auditing and Taxes
• Quantitative Finance
• Management of Information Systems
• Supply Chain Management
• General MBA
• Flex MBA

Applications are currently being accepted. For additional information on our specializations, courses and lecturers, please visit mba.zsem.hr.

Elizabeta Ivančević, Graduate MBA Coordinator:
The MBA program is perfectly suited to both recently graduated undergraduate students and employed professionals who are keen on developing their abilities and advancing within their organizations.

ZSEM’s Summer School – Where Education and Travel Meet

If you are currently an undergraduate student looking to travel and meet new friends from other countries, but also take some interesting elective courses, our Summer School is an ideal choice. While you have the opportunity to take interesting elective courses for credit, we also aim to introduce all our participants to the beauties of Croatia by organizing tours of popular tourist hotspots.

If you’d like to take part in this unique program with students from all over the world, please visit the following website: summerschool.zsem.hr.

Master of Arts in Economics – 120 ECTS
• Program in English

This program is designed for those individuals that plan on a career in higher education, in scientific research, as well as in research departments of large institutions. As such, this program serves as a bridge between an undergraduate education in economics and an eventual doctorate. Courses take place exclusively in English. Please be advised that due to the advanced nature of this program, the admission process for candidates is very selective.

For more information about this program, please visit econ.zsem.hr.
They’re creative, energetic, independent, courteous, intellectually curious and they have an immense role in the life of our business school. Many of our students maintain strong ties to ZSEM even for years after they graduate. They take part in different extracurricular activities though our Journalism Club, IT Club, Marketing Club and others. They take part in sporting events though our Student Sports Union and represent ZSEM at different athletic competitions, including the World University Games.

Many of them choose to continue their education abroad and many of them excel in doing so. Those that choose to find employment often do so without difficulty. They speak more than one foreign language and many of them have the experience of going on student exchange in another country. They are the next generation of global citizens.

They are our greatest pride and you can join them.

Who Are Our Students?

Who Are Our Professors?

ZSEM’s lecturers are top experts and managers from Croatia’s largest and most respected companies, as well as esteemed and renowned researchers from Croatia and abroad.

However, what also makes our faculty special is the high number of professors and lecturers that earned at least one higher academic qualification at prestigious European and American universities.

Zagrebačka škola ekonomije i managementa zagreši school of economics and management

Why

1st and only

AACSB

ACCREDITED

accredited institution in
Southeast Europe

Best business school in
Southeast Europe

Worldwide student exchange

More than 700 students participated in the student exchange

International students

26 nationalities, make up

17% of the student body

Constant cooperation with the business community

Sport achievements

2012

Olympic games in
London
3 medals: water polo, athletics and handball
We often proudly state that we’re Croatia’s leading business school in regard to the implementation of new technologies in coursework. As a student, you will have access to our Blackboard system, which will allow you to quickly obtain all of your course materials, as well as to communicate with your classmates and professors. Our courses will also present you with the knowledge needed to take the ECDL (The European Computer Driver’s License), a truly valuable addition to any resume. Also, our entire campus is equipped with a Wi-Fi network, while our Student IT Club brings together all students with a love and interest in new technologies.

We are also the only business school in the region which provides its students with access to Bloomberg Professional Terminals. This system is used by the world’s largest financial institutions and commercial banks, where finance professionals make important decisions based on the information in this system. If you’re interested in entering the world of high finance, knowledge of this system will give you a decisive edge in the labor market. Also, through ZSEM you will have the option of applying to obtain a Bloomberg certificate, which is also another valuable addition to any resume.

ZSEM’s Technology – Guarantee for a Modern Education

As a ZSEM student, you will never need to worry about your class literature, considering that all textbooks are available for students. All textbooks will be secured for your study during the academic year. Also, the textbooks we provide are the same textbooks used at many of our partner universities and institutions. They are often considered the standard for economics and business administration programs and are written by recognized and respected international experts.

Also, you will have access to Emerald and Ebsco bases for researching the literature. If you’d like to learn more, our library is well stocked with the most modern economic and business literature from Croatia and the world.
Having a truly international education is easier than ever thanks to our international student exchange program. If you’ve ever wanted to spend some time living and studying in Japan, the United States of America, China, Australia, or other exotic locations such as Thailand or Brazil, ZSEM is the ideal choice for you. Every academic year we send more than 15% of our students abroad on international exchange. You can choose from over 100 of our partner institutions and universities around the world and in this way expand your horizons, gain valuable international experience, learn about other cultures and meet new friends and contacts.

Don’t forget, if you decide to go on an international exchange through ZSEM, you don’t need to pay additional tuition! However, as a ZSEM student you’ll never need to leave our campus in order to experience an international atmosphere, as every year more and more international students from all around the globe choose ZSEM as their destination of choice for exchange. You can also take part in one of our many study trips, which can take you to destinations such as Tokyo, Victoria Falls, or the heart of the Amazon rainforest. Our last study trip took students to Kenya and Tanzania.

Our students often choose to continue their education abroad, in which we aim to provide them with full support. In a world without borders an international experience can make all the difference in your career development and can also make your student life that much more fulfilling. For a complete list of our partner universities and institutions, please visit our official web page at [www.zsem.hr](http://www.zsem.hr).

Some of our partner universities are:

- Universidad Austral, Buenos Aires, Argentina
- Queensland University of Technology, Australia
- Solvay Brussels School of Economics Belgium, Belgium
- COPPEAD Graduate School of Business, UFJR, Brazil
- University of Sao Paulo, Brazil
- Concordia University, Canada
- HEC- Montreal, Canada
- Southwestern University of Finance and Economics, China
- Hong Kong Baptist University, China
- ESSEC Business School Paris, France
- EDHEC Business School, France
- Audencia School of Management – Nantes – Master Dual Degree, France
- KEDGE Business School, France
- SciencesPo Paris, France
- HHL Leipzig Graduate School of Management, Germany
- EBS Universität für Wirtschaft und Recht, Germany
- Goethe University Frankfurt am Main, Germany
- Frankfurt School of Finance & Management, Germany
- Corvinus University of Budapest, Hungary
- LUISS Guido Carlo University, Italy
- Ritsumeikan Asia Pacific University, Japan
- Nagoya University of Commerce and Business, Japan
- ISM University of Management and Economics, Lithuania
- Universidad Panamericana, Mexico
- Tecnologico de Monterrey ITESM – Campus Querétaro, Mexico
- IPADE Business School, Mexico
- BI Norwegian School of Management, Norway

- Nova School of Business and Economics, Portugal
- Warsaw School of Economics, Poland
- Kozminsky University, Poland
- Plekhanov Russian Academy of Economics Moscow, Russia
- University – Higher School of Economics, Russia
- MGIMO University, Russia
- Nanyang Technological University, Singapore
- Faculty of Economics, University of Ljubljana, Slovenia
- Sogang University, South Korea
- Universidad Carlos III de Madrid, Spain
- Deusto Business School, Spain
- University of Navarra, Spain
- University of Barcelona, Spain
- Umea University, Sweden
- University of St. Gallen, Switzerland
- Koc University, Turkey
- University of Northumbria, United Kingdom
- University of Central Missouri, USA
- University of Michigan-Flint, USA
- John Carroll University, Cleveland, USA

**ZSEM is Your First Step into the World**

Jurica Ivček, University of Michigan, Flint, USA

“It was always a goal of mine to go on an international exchange to the United States. After talking to the Dean and taking into consideration his recommendations, I decided to go to UM in Flint. I can honestly say I’m very pleased that I spent some time studying abroad. I would recommend the same thing to all my colleagues.”

Tiana Novak, Instituto Benjamin Franklin, Alcala de Henares, Spain

“I have to admit that I’ve learned a lot more about myself, the world, but also about my perceptions of my homeland than I ever expected to. Thank you ZSEM for this unique experience!”

Marina Vulin, Kyung Hee University, South Korea

“All I can say is that I’m more than pleased and at the same time I’m happy that ZSEM can offer me unique possibilities such as this one. My English is already better after spending some time here and I’ve started to learn Korean!”
If you’re often worried about your ability to find employment after you graduate, you shouldn’t be. More than 70% of ZSEM students find employment within four months of graduation. Many of our students find internships and employment in Western Europe and the United States. This is all possible thanks to the outstanding work of our Career Center, whose only goal is to prepare you for the labor market.

How to write a resume? How to approach a job interview? How to decide which career path would suit you best? Where to search for your ideal job? These are all questions our Career Center can help you answer, through workshops and individual consultations. Our courteous staff will follow your career advancement long after you’ve graduated from ZSEM, they will inform you of special offers for further education and training and they will always be available should you need additional career consulting.

But, that’s not all. You will receive information about new job openings on a daily basis through our Career Center’s online database, to which you will have access. Often, these job openings haven’t yet been advertised publicly yet, as many employers first look to our rich pool of students and alumni for future employees.

Our Students Find Employment Easily!

Mario Puljiz, Cleveland Clinic:
After two semesters spent in the USA I got the opportunity to work in one of the top medical centers in the world. These experiences motivated me to strive for even higher goals which I am sure that with ZSEM I can accomplish.

Vedrana Bogdan, SAP:
Thanks to ZSEM, during my last year as an undergraduate, I had the opportunity to go for student exchange and spend an entire semester in Germany. As a ZSEM student, I received an opportunity to start my career at SAP!

Marko Fulir, L’Oreal Adria
Thanks to SFD I was invited to work at L’Oreal Adria d.o.o., the company which recognized my hard work and effort during the study!

Student Future Day

Every year, our Career Center holds Croatia’s best career fair according to the leading Croatian business daily Business.hr, Student Future Day. This event is attended by many large Croatian and international corporations and institutions. Students can ask representatives of each company questions about that company’s hiring procedures and they can submit their resumes for job openings and internship programs. Some of the companies that attended last year’s Student Future Day included Coca-Cola Croatia, Ernst & Young, Hewlett Packard Croatia, KPMG, Phillip Morris, and many more. If you have the opportunity, feel free to join us at this year’s Student Future Day!

Some of the companies our students work are:
ZSEM Business Academy

ZSEM Business Academy as a part of the Zagreb School of Economics and Management organizes various vocational programs, trainings, courses and conferences in marketing, management skills, finance, accounting, etc. These programs are intended for the business community in Croatia and the region.

In a time of rapid changes and challenges brought about by globalization, continual training has become an imperative. Open courses were attended by more than 1,300 executives from Croatian and neighboring countries.

Courses are organized on the model of the world’s top business schools and provide contemporary knowledge and skills that can be acquired at top American and European business schools. The lecturers are quality speakers from the top business schools in the world (e.g., Ross Business School, University of Michigan, SDA Bocconi, etc.), with years of experience.

Courses are held in the Croatian or English language through interactive work of professors and participants, through several case studies and discussion.

Basic characteristics of education at ZSEM Business Academy:
- Contemporary knowledge and skills,
- Quality trainers with years of experience in academic work and work with the business sector,
- Small groups of participants (10-30, depending on the program),
- Rooms are equipped with modern teaching aids,
- E-learning by using the Blackboard platform,
- Collaboration with top universities and business schools (University of Michigan, Ross Business School, SDA Bocconi, John Carroll University, etc.),
- Best economic professional literature,
- Certificate of successful completion of the seminar,
- International networking of participants.

businessacademy.zsem.hr.

Study Abroad ▶ Study at ZSEM

1 semester / 1 year
(30 ECTS) (60 ECTS)

Are you a student who would like to study and live in Croatia for 1-2 semesters? Do you want to experience personal growth while earning college academic credit from an AACSB-accredited institution for courses taken abroad? The Study Abroad program at the Zagreb School of Economics and Management is intended just for you!

Regardless of your academic discipline, you will benefit from this experience by learning about globalization and intercultural perspectives, which is needed for long-term success in today’s constantly changing business world.

During this Study Abroad program, you will not only experience quality learning in an international setting, but you will also have the opportunity to immerse yourself into the Croatian culture and explore Croatia’s history and stunning landscape. Because of Zagreb’s prime location in the heart of Croatia, you will be able to take weekend excursions or day trips to the Adriatic Sea for some beach time, the Dinaric Alps for some skiing or snowboarding, or the Plitvice Lakes National Park for an easy stroll amidst cascading waterfalls. Students who prefer to spend more time in Zagreb can escape to the capital city’s many parks or take a hike up the Medvednica mountain, the trails of which can be quickly and easily reached by public transport from the city. If you wish to cross borders during your stay in Croatia, the popular European cities of Prague, Munich, Vienna, Budapest and Venice, amongst others, are all within several hours from Zagreb by bus, train or car.

You will share this unforgettable experience with ZSEM’s many foreign exchange students, thus enriching your worldview and helping you lead a more meaningful career. Study Abroad at ZSEM is affordable and well worth your time and money.

Study Abroad      Study at ZSEM
1 semester   /   1 year
(30 ECTS)           (60 ECTS)
ZSEM is an Affordable Investment

You don’t have to be wealthy in order to earn your business degree at Croatia’s best business school, the Zagreb School of Economics and Management. Our payment system has been designed to be as flexible and affordable as possible.

Tuition at ZSEM can be paid in cash, by credit card, or by using extremely affordable student loans that are offered through our partner banks. In cooperation with Zagrebačka bank and Erste bank, ZSEM can offer you the option of paying your tuition with student loans that include a grace period – you start repaying the loan 12 months after you graduate and with very low interest rates.

Isn’t the most valuable investment you can make in your own education, in developing your own skills and capabilities?

For more information on tuition and payment plans, please visit www.zsem.hr.
Your business career starts here.

**Undergraduate study programs** (240 ECTS)
- Program in Economics and Management
- Program in Business Law and Economics
- Program in Business Mathematics and Economics

**Graduate MBA program** (60 ECTS)
- Marketing
- Management
- Human Resources Management
- Banking and Finance
- Accounting and Finance
- Accounting, Audit and Taxes
- Quantitative Finance
- Management of Information Systems
- Distribution Management
- General MBA
- Flex MBA

**Master of Arts in Economics** (120 ECTS)

Apply online at [www.zsem.hr](http://www.zsem.hr)