Zagreb School of Economics and Management



Undergraduate Programs Graduate Programs Summer Programs



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.



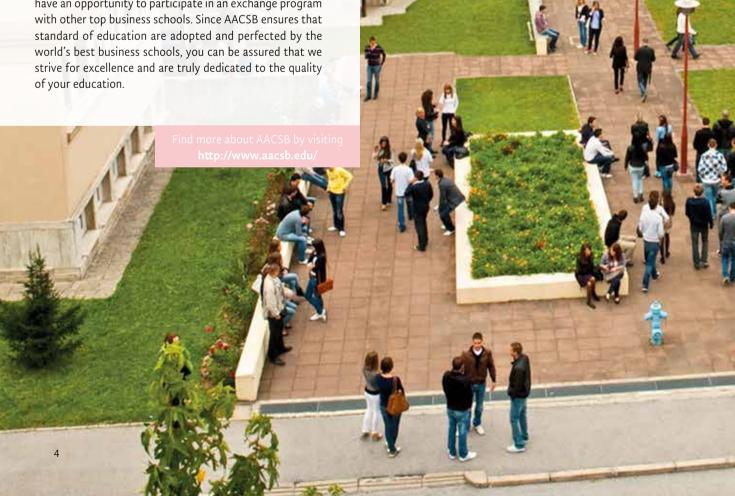


AACSB

ZSEM is the first and only business school in Croatia and the first business school in Southeast Europe to have achieved the prestigious AACSB accreditation (The Association to Advance Collegiate School of Business), placing it amongst an elite group of only 5% of the world's business schools that also hold this accreditation.

The AACSB accreditation is given to business schools dedicated to continued improvement of quality in education. With this, ZSEM has joined the ranks of leading business schools like Columbia University, Yale University, Harvard University, University of California, ESSEC Business School, INSEA and SDA Bocconi.

Why is the AACSB accreditation important for you? First and foremost it means that at ZSEM you will earn an internationally recognized diploma. It also means that you have an opportunity to participate in an exchange program





EDUNIVERSAL

The Zagreb School of Economics and Management has once again been awarded the prestigious title of **Best Business School in Southeast Europe** according to **Eduniversal!**

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.

Eduniversal has ranked most of ZSEM's MBA tracks amongst the best in Eastern Europe:

Human Resource Management

Management of Information Systems

1st place

I 3rd place



- > General MBA
- > Accounting, Auditing and Taxes
- > Finance and Accounting
- > Finance and Banking
- > Human Resource Management
- > Management
- > Management of Information Systems
- > Marketing
- > Quantitative Finance
- > Supply Chain Management

Executive MBA (60 ECTS)

MBA Programs (60 ECTS)

Executive MBA in HRM (60 ECTS)

Master of Arts in Economics (120 ECTS)

Summer School (9-12 ECTS)

Summer Negotiations (4 ECTS)

ECONOMICS & MANAGEMENT| 240 ECTS

Do you want to work in marketing, finance, or do you want to be an entrepreneur? The **Undergraduate Program in Economics and Management**, taught by leading Croatian and international experts, will give you the foundation you need to take your first step towards a successful career. You will take courses in a wide range of areas including economics, marketing, management, accounting and finance as well as elective courses of your choice.

This program is designed to educate you in the areas of business, economics and management whereby you will be able to put theory into practice. Students will learn how to adapt to today's dynamic globalized business world by acquiring communication skills through interactive assessments, projects and site visits. Even the best business ideas can go sour unless you successfully convey them to others. Through this program, you will grow not only as young Economics graduates and business experts, but as human beings as well, with business ethics at its core.

Students will have lectures and seminar classes as a part of small study groups that guarantee a high level of interaction with your colleagues and professors. Graduates of this program enter a diverse range of fields, from banking, accountancy, financial management, insurance and marketing, to positions in general management.

Program in English | Program in Croatian For more information. please visit www.zsem.hr

"This program exposed me to a wealth of technical knowledge and enabled me to seize the opportunities to gain practical skills and I can honestly say that I feel well prepared for the career world. Thanks to ZSEM's reputation as an AACSB accredited business school and my interesting candidate profile, I was accepted to the Copenhagen Business School in Denmark after which I hope to start a career in a top tier management consulting firm."

Ivan Neumann, ZSEM alumnus



"The best part about being in the Economics and Management program in English is that it is a small group. Everything is more on a one to one relationship, the professors know you and what area each student needs to work on. We also get to have classes with international students which makes it even more interesting."

Karolina Hajman, 3rd year student

YEAR 1

Principles of Economics 1

Economic Geography

Information and Communication

Technologies

English language for Economists

Mathematics 1

Introduction to Philosophy

Sociology

Principles of Economics 2

Mathematics 2

Statistics 1

Mathematics for Economists

and Managers

Introduction to Law

Business English

YEAR 2

Introduction to Accounting

Microeconomics

Business Communication

Rhetoric

Business Communications

in English Statistics 2

Social Psychology

Macroeconomics
Public Finance

Financial Accounting

Business Communication in

English 2

Commercial Law

Internship

Elective course

YEAR 3

Cost Accounting

Financial Institutions and Markets

Corporate Finance 1

Management

Organizational Behaviour

Marketing

Legal Business Surroundings

Accounting for Managers

Economics for Managers

Corporate Finance 2

Money and Banking

Marketing Management

Consumer Behaviour

Internship

YEAR 4

Entrepreneurship

Management of Informatio

Systems

Introduction to the EU

Personal Finance

International Economics

Elective Course

Second Foreign Language

Strategic Management

Business Ethics and Corporate

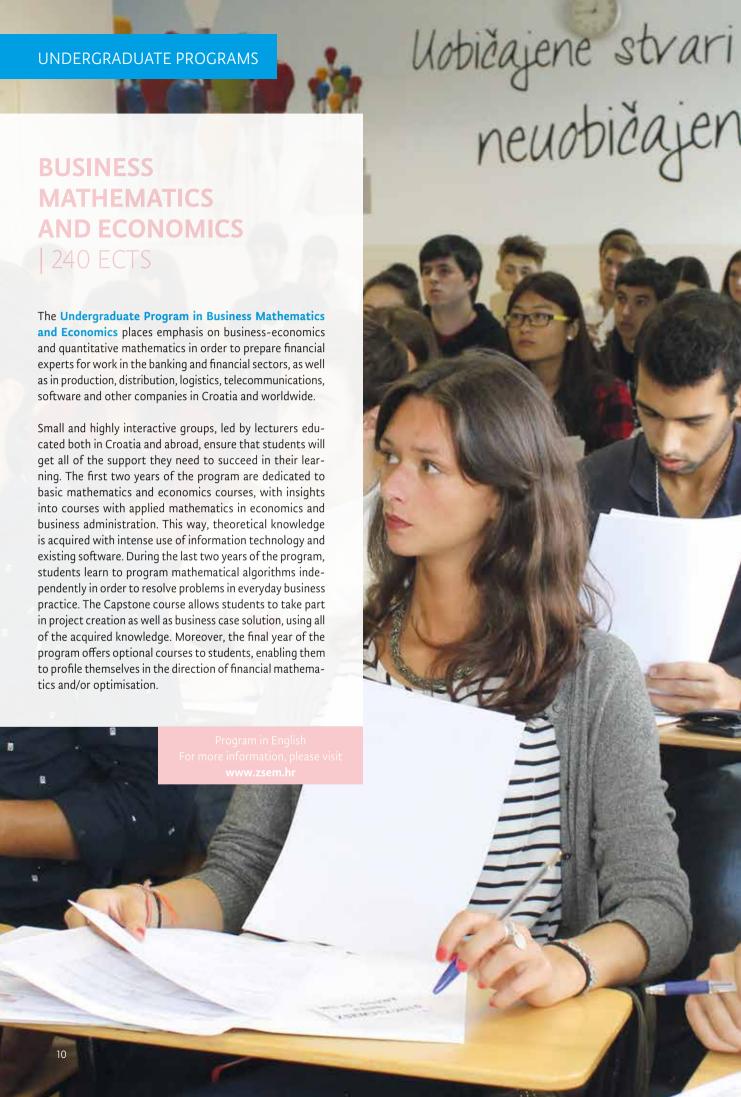
Social Responsibility

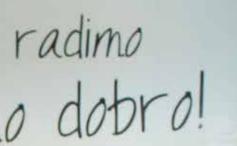
Operations Management

Human Resource Management Second foreign language II

Undergraduate Thesis

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"I am incredibly impressed by the way that the professors communicate content to students, using real world scenarios. For example, we examined how the bakery Dubravica uses research to make projected models for increasing sales. The program has had a great influence on me as it has given me a wider spectrum of careers I can choose from."

Mile Grbavac, 1st year student



YEAR 1

Elementary mathematics
Mathematical analysis 1
Linear algebra 1
Principles of economics 1
Sociology
English language

Mathematical Analysis 2
Principles of Economics 2
Principles of Probability
and Statistics
Application of Software Packages
in Mathematics
Philosophy
Linear Algebra 2

YEAR 2

Statistics
Numerical methods in economics
Linear programming
Microeconomics
Principles of accounting
Rethorics

Econometrics 1

Mathematical principles for economic analysis

Principles of financial mathematics

Macroeconomics

Principles of law

Social psychology

YEAR 3

Econometrics 2
Optimisation
Excel for mathematical modeling
Ordinary Differential Equations
Principles of Management
Business communications and
correspondence
Internship

Stochastic processes
Game theory
Financial mathematics
Marketing
Economics for managers
Programming

YEAR 4

Dynamical systems in economics
Graph theory
Public finance
Business finance
Financial institutions and
markets
Elective course

Capstone course
Elective course - mathematics
Elective course - mathematics
Undergraduate thesis in
mathematics

BUSINESS LAW & ECONOMICS | 240 ECTS

The **Undergraduate Program in Business Law and Economics** is intended to prepare students for a successful career in corporate law, while having an excellent understanding of today's business world in the areas of business law, business administration and economics. The program is taught in Croatian and English, in small groups of an interactive character, with lecturers educated both in Croatia and abroad.

Aside from the quality of business law, economics and business administration knowledge, students acquire an international experience, cooperation with the business world, differentiating them from other lawyers, economists and managers.

The Business Law and Economics program is a study program that prepares future corporate lawyers for challenging careers in institutions of the European Union, international corporations, insurance companies, public and private sector, for-profit and non-profit organizations, but also gives a strong foundation for an academic career.





"The Busines Law and Economics program is a fusion of two dynamic and interesting subject areas. Given that today's business world has an increasing demand for interdisciplinary skills, I believe that I made the right choice."

Janko Brlečić, 1st year student

YFAR 1

Principles of Economics 1
Introduction to Accounting
Business Communications and
Correspondence
Information-Communication
Technologies
English Language 1
The Philosophy of Politics and Law
Sociology

Principles of Economics 2
Mathematics for Social Sciences
Financial Accounting
Statistics for Social Sciences
Introduction to the State and Law
Principles of Economics 2

YEAR 2

Microeconomics
Civil Law
Public Finances
Civil Procedure
Company Law
Administrative Law
Social Psychology
Rethorics
Legal Informatics and
English Language 2
Information Security

YEAR 3

Business Finance
Financial Institutions and
Markets
Payment Security Instruments
Financial Law and Financial
Science
European Union and its Policies

Management

Marketing

European Company Law Money and Banking Economics for Managers Business Ethics

YEAR 4

Methodology of Social Research
Project Management
European Economic Law
Legal Environment in
International Business
Insurance Law
Bankruptcy Law and
Enforcement Law
Corporate Management

First Optional Course Second Optional Course Third Optional Course Internship Writing and Defending Undergraduate Thesis

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International Trade Law and

International Payments Law

Intellectual Property Rights

Public Procurement Law



EXECUTIVE MBA & EXECUTIVE MBA IN HRM

The Executive MBA and Executive MBA in Human Resource Management Programs (MBA in HRM) are designed for candidates who have a minimum of 3 years of professional experience and who wish to develop skills and knowledge attained through a General MBA Program. The programs, modeled after some of the most successful programs in the world, offer a unique possibility to study at weekends without neglecting professional and family commitments.

The programs consist of two parts: compulsory courses and writing the graduate thesis. Both programs have a dynamic structure achieved through a combination of 50% of lectures and 50% of learning carried out through group assignments and projects on the Blackboard internet learning platform.

Students are provoked to think about current and future challenges in management and the business world, while their leadership skills are developed through multiple dimensions including development of strategies, operations, organizational behavior and leading an ethical enterprise. Through the practical project carried out during their studies, students concurrently develop their skills and knowledge, their professional careers, and contribute to their organizations.

The MBA in HRM is a combination of business acumen and specific courses tailored for international HR specialists. This program holds a certificate issued by the American organization Society for Human Resource Management (SHRM), confirming that the program curriculum is fully aligned with guidelines issued by SHRM. This puts ZSEM on the list of only 16 schools outside the United States of America holding this certificate.



MA IN ECONOMICS 120 ECTS

The Master of Arts in Economics Program is designed for those individuals who plan on pursuing a career in higher education, in scientific research, as well as in research departments of large institutions. This program serves as a bridge between an undergraduate education in economics and a doctorate degree.

Program in English
For more information, please visit

mha.zsem.hr

SUMMER SCHOOL | 9-12 ECTS

Every year in June and July, students from some 20 countries worldwide attend ZSEM's 3-week Summer School Program, thus spending their summer learning and experiencing academic excellence in beautiful Croatia. The program offers a variety of bachelor and master level courses taught in English by renowned lecturers and researchers. Additionally, as a part of the (included) Croatian studies course, students take educational and leisure field trips to:

- > Croatian cultural, business and political institutions
- > Zagreb's hillsides, the region of Zagorje
- > UNESCO protected Plitvice Lakes National Park
- > Coastal city of Zadar on the Adriatic Sea

Upon completion of the program, students earn between 9-12 ECTS.

SUMMER NEGOTIATIONS | 4 ECTS

Taught by a professor from the University of Michigan's Ross School of Business, a top ten business school in the USA, ZSEM offers a shorter Summer Negotiations program in August, during which students learn about cross-cultural negotiations and dispute resolution. Students from the University of Michigan are paired with students from numerous countries around the world to engage in role-playing negotiations, drawing on what they are learning throughout the course.

Company visits to local and international companies, are organized by ZSEM's Career Center. Another highlight of the **Summer Negotiations** Program is a weekend excursion to the Croatian coast, including a visit to the UNESCO protected Plitvice Lakes National Park

Upon completion of the program, students earn 4 ECTS.



STUDY ABROAD AT ZSEM

Would you like to study and live in Croatia for 1-2 semesters while earning college credits from an AACSB-accredited institution? By drawing up a personalized selection of courses, ZSEM's **Study Abroad** program will enrich your worldview and help you lead a more meaningful career!

ZSEM's Study Abroad Program will not only give you the opportunity to experience quality learning in an international setting, but you will also have the chance to immerse yourself into Croatian culture and explore Croatia's history and stunning landscape. Zagreb's prime location in the heart of Croatia makes it easy 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

Courses taught in English | Croatian For more information, please visit

"I love Croatia!! It is safe and has beautiful places. Travelling was a great experience in Croatia. It is very unique and you shouldn't miss the opportunity to come here! ZSEM & Croatia were perfect!!"

Shin Hee Park, Sungkyunkwan University, South Korea "I highly recommend doing your Erasmus experience at ZSEM, which allows every exchange student to take courses from experienced professors and choose courses with a wide range of choices."

Julien Jirikoff, Universite Saint-Louis, Belgium



DOUBLE DEGREE MASTER PROGRAMS

The Zagreb School of Economics and Management offers you the possibility of customizing your master degree program according to your interests and career goals through our Double Degree Programs. These programs, enriched by their diverse nature, are aimed at preparing future business leaders for the global marketplace; students will take on a global perspective and acquire international management skills.

The Double Degree Programs take place both at ZSEM and another selected partner university outside of Croatia. Students who successfully finalize both programs will attain two diplomas, one from ZSEM and a second diploma from another internationally recognized university.

These flexible programs enable students to combine various disciplines, choosing similar or different specializations in Croatia and abroad. In this way, students will get a competitive advantage in order to better prepare them for the labor market.

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INTERNATIONAL STUDENT EXCHANGE

Would you like to expand your horizons, gain valuable international experience, learn about other cultures and meet new friends and contacts during your studies at ZSEM?

Every academic year, we send more than 17% of our students abroad on international exchange. Students choose from over 120 of our partner institutions and universities around the world, where they do not need to pay additional tuition!

However, at ZSEM, you don't have to leave our campus in order to experience an international atmosphere, as every year we have an increasing number of international students from all around the globe choose ZSEM as their study destination.



INTERNATIONAL PARTNERS

NORTH AMERICA

Canada

Laurentian University Université du Québec à Montréal University of Manitoba

- Concordia University
- * HEC Montréal
- * Okanagan College
- * Ryerson University

● Mexico

Tecnológico de Monterrey - Querétaro Universidad de Monterrey Universidad Panamericana, Bonaterra Universidad Panamericana, Guadalajara Universidad Panamericana, Mexico City Universidad TecMilenio

** IPADE Business School

USA

John Carroll University, Cleveland St. Ambrose University St. Thomas University, Florida University of Central Missouri University of Louisville University of Michigan — Flint

- * Anderson University
- Texas Tech University
- ** Florida International University

SOUTH AMERICA



Argentina

Universidad Austral, Buenos Aires



Brazil

University of São Paulo

- ** COPPEAD Graduate School of Business, UFJR
- ** University of São Paulo



Chile

Universidad del Desarrollo



Peru

Universidad del Pacifico Universidad San Ignacio de Loyola

Austria

Upper Austria University of Applied Sciences School of Management (Steyr)

Belgium

KU Leuven - Faculty of Economics and Business University of Antwerp University of Liège

* Saint-Louis University, Brussels



BIH

University of Sarajevo, Faculty of Economy



Czech Republic

Masaryk University



JAMK University of Applied Sciences Laurea University of Applied Sciences

France

EMLYON Business School
France Business School - Amiens,
ICN Business School
KEDGE Business School
Neoma Business School
PSB Paris School of Business
Science Po Lille (Institute for Political Studies of Lille)
SciencesPo Paris

Télécom Ecole de Management Toulouse Business School

- * EDHEC Business School
- * ESSEC Business School Paris
- * Groupe ESC Dijon Bourgogne** Audencia School of Management Nantes
- ** KEDGE Business School (Dual Degree)

Georgia Georgia

Tbilisi Business and Management Higher Educational Institution

Germany

Cologne Business School
EBS University Business and Law
Frankfurt School of Finance Management
Goethe University Frankfurt am Main
Hamburg School of Business Administration
Munich Business School
Reutlingen University

- * Fachhochschule Koblenz
- * Pforzheim University
- * University of Hohenheim
- ** HHL Leipzig Graduate School of Management
- ** Reutlingen University
- ** University of Hohenheim

Latvia

RISEBA University



Lithuania

** ISM University of Management and Economics

Luxembourg

** Luxembourg School of



Macedonia

Ss. Cyril and Methodiu Skopje, Faculty of Eco



Norway

BI Norwegian School o

Poland

Kozminski University Warsaw School of Eco



Hungary

Corvinus University of



Netherlands

The Hague University Stenden University



AFRICA



Morocco

ESCA Ecole de Manager Groupe ISCAE

Sapienza University of Rome — Faculty of Economics University of Modena and Reggio Emilia University of Padova

- University of Bologna
- University of Torino

Italy

* LUISS Guido Carli University

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Business

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nomics

Budapest

Croatia

Zagreb School of

Economics and

Management

University in

f Management

Portugal

Catholic University of Portugal - Porto **ISCTE Business School** Nova School of Business and Economics

Russia

MGIMO University Plekhanov Russian Academy of Economics Moscow University – Higher School of Economics **Ural Federal University**

Serbia

Faculty of Economics - University of Belgrade

Slovenia

Faculty of Economics, University of Ljubljana

Spain

- Deusto Business School
- TBS-Barcelona
- Universidad Carlos III de Madrid
- Universidad de Murcia
- Universidad de Navarra in San Sebastian
- Universitat Internacional de Catalunya
- University of Barcelona
- University of Navarra, Pamplona

Sweden

Mälardalen University

** Umeå School of Business and Economics

Switzerland

Zurich University of Applied Science

University of St. Gallen

Ukraine

Odessa National Economic University

United Kindom

Northumbria University

- Bradford College
- University of Sussex

China

East China University of Science and Technology Jiangxi University of Finance and Economics Jilin University

Southwestern University of Finance and Economics Zhejiang Wanli University

Zhongnan University of Economics and Law

Hong Kong

Hong Kong Polytechnic University

Hong Kong Baptist University

India

Institute of Management Technology

lapan

Nagoya University of Commerce and Business Ritsumeikan Asia Pacific University

Kazakhstan

KIMEP University

Lebanon

Holy Spirit University of Kaslik (USEK)

Singapore

Nanyang Technological University Singapore Management University

* SP Jain School of Global Management — Singapore

(6) South Korea

Chonnam National University Kyung Hee University Pusan National University Sogang University Sungkyunkwan University

Thailand

Bangkok University

Taiwan

National Tsing Hua University Southern Taiwan University of Science and Technology

United Arab Emirates

- S P Jain School of Global Management Dubai
- The Emirates Academy of Hospitality Management

AUSTRALIA

Australia

Queensland University of Technology

S P Jain School of Global Management - Sydney

st ZSEM partner only at the undergraduate level $_{21}$

** ZSEM partner only at the graduate level

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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.

OUR STUDENTS TODAY & TOMORROW

ZSEM students are the next generation of **global citizens**. They are creative, energetic, independent, courteous, intellectually curious and they have an immense role in the life of our business school. Students take part in various extracurricular activities including:

- > SPOT Mentorship Program
- > Student Counseling Program
- > Student Council
- > Student Sport Association (SSA)
- > IT Club

- > Journalism Club and Sixsigma Magazine
- > Student Financial and Investment Club
- > NEXT Junior Enterprise
- > Ideja Student Marketing Club















Upon graduation, **ZSEM alumni** maintain strong ties to their alma mater through our alumni network. They lead successful careers at top multinational corporations as well as developing their own companies both locally and internationally.



































Globalization, Technology and Human Development

FINANCING YOUR STUDIES

We have a payment system that 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 the banks Zagrebačka banka 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.





ABOUT CROATIA

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Capital City: Zagreb Population: 4.39 million Currency: Kuna (HRK) Official language: Croatian

Croatia is a small country recognized worldwide for it's natural beauty and stunning diversity of landscapes—with plains, rivers, high mountains and hills and a spectacular Dalmatian coastline featuring over 1,000 islands and islets of the crystal clear Adriatic Sea. The country offers a Mediterranean climate and is well known for the famous cities of Dubrovnik, Split and the island of Hvar.

As a part of some courses, ZSEM students take **company visits** and **field trips** in and around Zagreb, allowing for cultural immersion.

In 2013, Croatia became the 28th member of the European Union. Even before Croatia joined the European Union, it was often considered to be a part of Central Europe and well over half of its citizens speak English—a pleasant surprise for tourists.











1st accredited institution in SE Europe



Best Business School in Croatia



SRM SOCIETY FOR HUMAN

Leader in educating HR specialists

More than 150 expert lecturers

2,200

Over

94%

of alumni find employment w/in 1 year of graduation Alumni working in

25

countries worldwide



Career Center - cooperation with business community



Over 120 partner universities worldwide



1,700 students in international exchange

International students of

30

nationalities make up 17% of the student body





















zagrebačka škola ekonomije i managementa zagreb school of economics and management Zagreb School of Economics and Management Jordanovac 110, Zagreb, Croatia admissions@zsem.hr / tel: +385 1 2354 289 www.zsem.hr