

ZSEM

WE ARE PROBLEM SOLVERS.

Undergraduate Programs | Graduate Program | Doctorate program



AACSB
ACCREDITED



zagrebačka
škola ekonomije
i managementa
zagreb school
of economics
and management

www.zsem.hr

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.



A MESSAGE FROM THE DEAN

Dear friends,

Your choice of which business school to attend will impact your career, your employment prospects and your overall happiness. 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 classrooms listening to lectures or spending countless hours studying over a thick textbook; it is a transformational experience which should expand your horizons and help you develop not only as a business professional but as a global citizen as well.

Through ZSEM's international exchange program, our students study abroad at partner universities and institutions, where they excel in their academics alongside their foreign classmates. In addition to a modern technological infrastructure, the classroom environment at ZSEM is very favorable given small class sizes. We believe that students aren't just numbers; they're the foundation of our academic community.

Our programs stand shoulder to shoulder with the best business programs in the world. In 2013, ZSEM became the first AACSB-accredited business school in Croatia and Southeast Europe. As a result of this recognition, ZSEM placed Croatia on the world map of top business schools as only 5% of business schools are awarded this prestigious accreditation.

Let's take this first step in your professional career together.

Đuro Njavro, PhD
Dean



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 with other top business schools. Since AACSB ensures that standard of education are adopted and perfected by the world's best business schools, you can be assured that we strive for excellence and are truly dedicated to the quality of your education.

www.aacsb.edu



EDUNIVERSAL

ZSEM is one of the top 3 best business schools in Eastern Europe

The Zagreb School of Economics and Management is recognized due to the high quality of its programs, its adhering to international standards and the excellent employment statistics of our alumni.

We are particularly pleased that the business community has been among the first to recognize the quality of our work. Since 2008, the French portal Eduniversal - which ranks business schools worldwide – has declared the Zagreb School of Economics and Management the best business school in Croatia. Eduniversal arrived at these findings through the opinion survey of the deans of business schools and economics departments from around the world on what business school they regard as best.

We are proud to point out that ZSEM has, according to this research, been voted not only the best business school in Croatia, but it is also the only one included in the category of 4 Palms. This category represents the excellence of top business schools that have significant international influence. At the Eduniversal World Convention 2018, ZSEM was proclaimed the third business school in Eastern Europe, along with the School of Economics in Prague, the Corvinus University of Budapest and the Faculty of Economics of the University in Ljubljana. The Eduniversal ranking of the best MBA programs in the world includes ZSEM's MBA concentrations:

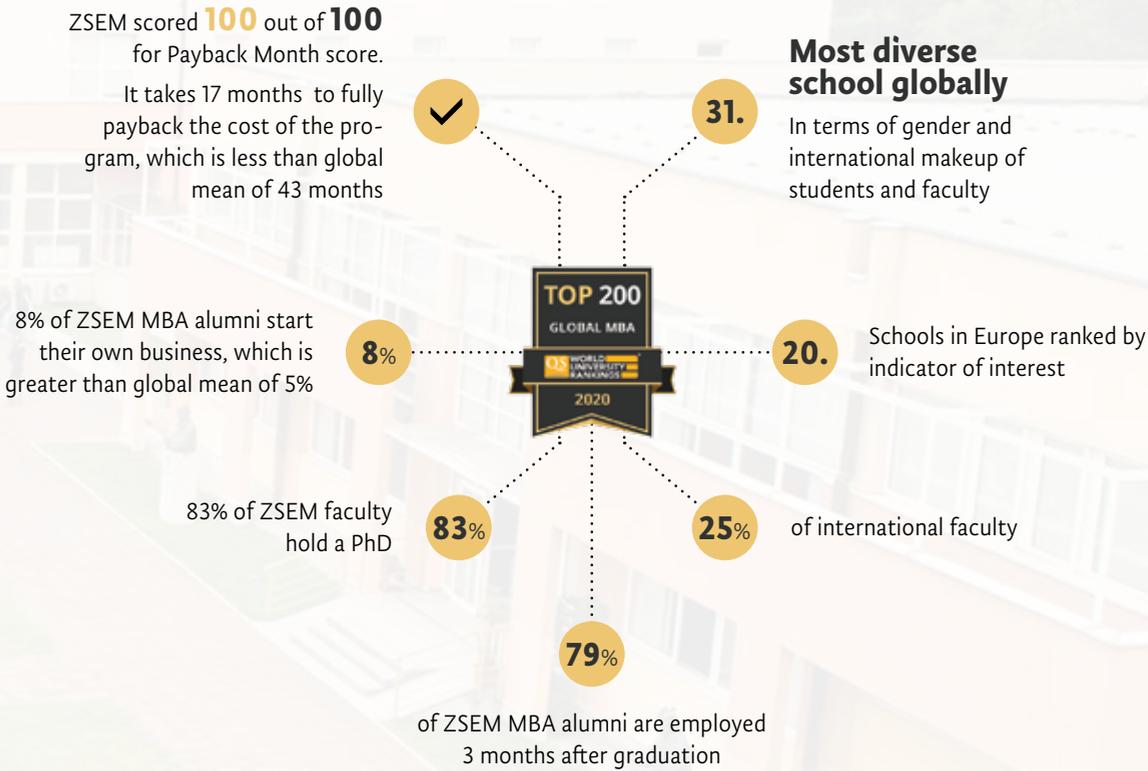
	RANK	STARS (MAX.4)
Corporate Finance	2	*****
Human Resource Management	3	*****
Marketing	3	*****
Finance and Banking	3	*****
Management	5	*****
Management of Information Systems	8	****
Executive MBA	7	*****
General MBA	16	*****
Quantitative Finance	55	****
Supply Chain Management	75	****

www.eduniversal-ranking.com

QS Global MBA ranking

The Zagreb School of Economics and Management has been ranked within the TOP 200 in the world and TOP 60 in Europe in the QS Global MBA Rankings 2020, reaffirming its position as a truly international school recognized worldwide.

The global ranking is the world's most-consulted independent university evaluation. The expert opinions of 200,000 academics in 60 countries around the world and 20,620 employers contributed to this year's rankings.



Economics & Management

Business Mathematics and Economics

Business Law & Economics

**Undergraduate
programs
(240 ECTS)**

**Doctorate
in Business
Administration**

PROGRAMS

Sheffield Hallam University /
Zagreb School of
Economics and Management

**Short
Programs
5 - 17 ECTS**

**Graduate
program
(60 ECTS)**

> MBA Program

> General MBA

> Accounting, Auditing and Taxes

> Corporate Finance

> Finance and Banking

> Human Resources Management

> Management

> Management of Information Systems

> Marketing

> Quantitative Finance

> Supply Chain Management

> Tourism

> Executive MBA

Summer School

Cross-Cultural Negotiations

Leadership in a Croatian Winterland

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.

Program in English | Program in Croatian

"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, student

YEAR 1

Principles of Economics 1	Principles of Economics 2
Information and Communication Technologies	Mathematics 2
English for Economists	Statistics 1
Mathematics 1	Introduction to Law
Introduction to Philosophy	First Elective Course
Critical Thinking	Second Elective Course

YEAR 2

Introduction to Accounting	Macroeconomics
Microeconomics	Public Finance
Business Communication	Financial Accounting
Rhetoric	Business Communication in English 2
Business Communication in English 1	Commercial Law
Statistics 2	Third Elective Course
Social Psychology	Internship

YEAR 3

Cost Accounting	Managerial Accounting
Financial Institutions and Markets	Managerial Economics
Corporate Finance 1	Corporate Finance 2
Organizational Behavior	Money and Banking
Marketing	Marketing Management
Legal Business Surroundings	Consumer Behavior
Management	Internship

YEAR 4

Operations Management	Strategic Management
Management of Information Systems	Human Resource Management
Introduction to the EU	Business Ethics and Corporate Social Responsibility
Personal Finance	Entrepreneurship
International Economics	Undergraduate Thesis

BUSINESS MATHEMATICS AND ECONOMICS

| 240 ECTS

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

Small and highly interactive groups, led by lecturers educated both in Croatia and abroad, ensure that students will get all of the support they need to succeed in their learning. The first two years of the program are dedicated to basic mathematics and economics courses, with insights into courses with applied mathematics in economics and business administration. This way, theoretical knowledge is acquired with intense use of information technology and existing software. During the last two years of the program, students learn to program mathematical algorithms independently in order to resolve problems in everyday business practice. The Capstone course allows students to take part in project creation as well as business case solution, using all of 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.

Program in English





"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, student

YEAR 1

Excel for Mathematical Modelling	Principles of Economics 2
Mathematical Analysis 1	Mathematical Analysis 2
Linear Algebra 1	Principles of Probability and Statistics
Principles of Economics 1	Application of Software Packages in Mathematics
Philosophy	Linear Algebra 2
Critical Thinking	
English Language	

YEAR 2

Statistics	Econometrics 1
Linear programming	Numerical Methods in Economics
Microeconomics	Mathematical Principles for Economic Analysis
Principles of Accounting	Principles of Financial Mathematics
Rhetorics	Macroeconomics
Social Psychology	Principles of Law

YEAR 3

Econometrics 2	Stochastic process
Optimisation	Game Theory
Ordinary Differential Equations	Financial Mathematics
Business Communication in Correspondence	Programming
Management	Economics for Managers
Marketing	Internship

YEAR 4

Dynamical Systems in Economics	Capstone
Graph theory	Public Finance
Corporate Finance	Second Elective Course
Financial Institutions and Markets	Third Elective Course
First Elective course	Undergraduate thesis

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.

Program in Croatian



“The Business 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, student



YEAR 1

Principles of Economics 1	Principles of Economics 2
Introduction to Accounting	Mathematics for Social Sciences
Business Communications and Correspondence	English Language 2
Information and Communication Technologies	Introduction to the State and Law
English Language 1	Financial Accounting
Philosophy of Politics and Law	Statistics for Social Sciences
Critical Thinking	

YEAR 2

Microeconomics	Macroeconomics
Administrative Law	Civil Law 2
Civil Law 1	Company Law
Civil Procedure	Labour Law
Social Psychology	Legal Informatics and Information Security
Rhetorics	Commercial Contract Law
Second foreign language	Public Finance

YEAR 3

Management	International Trade Law and International Payments Law
European Union and its Policies	Corporate Management
Payment Security Instruments	Economics for Managers
Marketing	Intellectual Property Law
Financial Institutions and Markets	Business Ethics
Corporate Finance	European Economic Law
European Company Law	Money and Banking

YEAR 4

Financial Law and Financial Science	First Elective Course
Legal Environment in International Business	Second Elective Course
Public Procurement Law	Third Elective Course
Bankruptcy Law and Enforcement Law	Internship
Insurance Law	Undergraduate Thesis
Project Management	
Methodology of Social Research	

MBA PROGRAM

| 60 ECTS

If you've already completed your undergraduate education and would like to advance your career, you can choose from ten MBA concentrations to gain a broader scope of knowledge.

The MBA program is also an option for candidates who completed their undergraduate education in an area other than business administration or economics. They can complete a preparatory semester at ZSEM before starting their MBA.

Concentrations:

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

Aside from ZSEM's professors and experts, renowned international professors from prestigious US and European universities such as the SDA Bocconi in Milan or the University of Michigan in Ann Arbor, USA, teach at the MBA program. Contemporary teaching methods, simulations, business cases, projects in collaboration with the business community and a supportive student environment provide students with the knowledge and skills to improve their business and career advancement. The program is tailored to suit employed people therefore classes are held on weekdays in the afternoon and on Saturdays. Upon completion of the program they acquire the knowledge of a professional specialist in business administration, which enables students to continue their education in doctoral studies.

Program in English





EXECUTIVE MBA

| 60 ECTS

The Executive MBA is designed for candidates who have a minimum of 3 years of professional experience and who wish to develop skills and knowledge attained through the 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 program has a dynamic structure which is achieved through a combination of 50% lectures and 50% learning carried out through group assignments and projects on an internet learning platform (LMS). 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.

Program in English

DOCTORATE PROGRAM

Sheffield Hallam University

The Doctorate in Business Administration (DBA) is held in cooperation with Sheffield Hallam University from Great Britain. Sheffield Hallam University is ranked among the most propitious modern universities in Great Britain, with a large research budget and international exchange experience.

The DBA program enables students to progress in management as well as develop and apply the latest business and management theory. The program makes it possible for participants to balance their career while simultaneously attending and succeeding in their study. The study lasts four years and consists of classes organized into three modules with self-studies under the supervision of a mentor. Class is held in English in Great Britain and Croatia. Teachers and mentors in the program are selected scientists and experts from ZSEM and Sheffield Hallam University with international experience. A mentor is assigned to every program participant in order to guide him or her through the study.

The DBA program is intended for everyone who wishes to scientifically and professionally improve after completed graduate-level studies, as it enhances and enriches participants' academic and practical knowledge. At the end of the doctorate program, the title of "Doctor of Business Administration (DBA) of Sheffield Hallam University" is acquired, which is equivalent to the highest doctoral level of formal education. The mentioned diploma opens many career opportunities both in the academic world- at numerous business universities and colleges, as well as in various positions in the economy where the best knowledge and specialization are required.

**Sheffield
Hallam
University**

Program in English





PROGRAMS WITH AN ADDITIONAL DEGREE

Students have the possibility of obtaining an additional degree through ZSEM's partner universities. You can customize your master degree program according to your interests and career goals. 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. This form of international cooperation has been developed with distinguished universities such as KEDGE in France, FU JEN Catho University in Taiwan, LUISS Business School in Italy, Tilburg University in the Netherlands, IIBN Business School in Russia, East China University of Science and Technology in China and Nagoya University of Commerce and Business in Japan.

Program in English

SUMMER SCHOOL | 10-16 ECTS

Every year in June and July the Zagreb School of Economics and Management offers participants of the Summer School a wide range of finance, management, marketing, entrepreneurship courses as well as innovative courses such as Design Thinking and Machine Learning. Renowned lecturers introduce students to areas of interest so they can acquire new knowledge and pass a course that carries 6 ECTS. Students can attend up to two elective courses in the three weeks of the program and can thereby greatly minimize the workload during the regular academic semester.

ZSEM International Summer School brings together around hundred students each year from more than 20 countries worldwide, such as Singapore, Mexico, Switzerland, Germany, Portugal, Morocco, and France.

The program is fully executed in English and attracts not only students from Croatia but also from abroad. Every year, a large number of students from universities in Singapore, Mexico, Switzerland, Germany, Portugal, Morocco, France, USA, Japan, Spain, Canada, as well as numerous other countries, attend the Summer School program.

In addition to compulsory courses, students can also attend the Croatian Studies course that makes them familiar with Croatian culture and the business environment in Croatia.

A four-day trip to Zadar is organized as part of the program. It includes a visit to the Plitvice Lakes National Park and a full-day boat trip to the Kornati National Park as well as guest lectures and company visits.

CROSS-CULTURAL NEGOTIATIONS | 5 ECTS

Every year, ZSEM hosts students from countries around the world during its Cross-Cultural Negotiations programs. Participants of the program are undergraduate and graduate students who are interested in new experiences, motivated in learning about cross-cultural negotiating and resolving disputes from a renowned professor from the University of Michigan. The program provides participants an opportunity to fully enjoy their experience in Croatia, through sightseeing in Zagreb, a field trip during the weekend to a coastal city and the National Park Plitvice Lakes and a farewell dinner party. Students visit Zagreb's culturally rich surroundings and several local and international companies in Zagreb.



Program in English

LEADERSHIP IN A CROATIAN WINTERLAND

| 5 ECTS

In this Leadership in a Croatian Winterland 2-week program, which takes place the first two weeks of January, the Zagreb School of Economics and Management and its partner St. Ambrose University, draw together a group of students from the US and a group of international students from around the world to gain insight into the challenges of entrepreneurial leadership. The program is carefully lined up with Zagreb Advent, ranked the “best Christmas Market” in all of Europe for the past two years, where students have many opportunities in the evenings for activities such as ice skating, snowboarding, skiing, classical concerts on Christmas balconies, pop-up winter garden concerts, gourmet food and drink sampling, souvenir shopping at the Christmas fair, and many more cultural activities.

INTERNATIONAL STUDENT EXCHANGE

The Zagreb School of Economics and Management is currently cooperating with 150 universities worldwide. Students can spend part of their studies at a partner university through going on an international student exchange. This enables them to study abroad at renowned universities, attend lectures held by foreign lecturers, study in an international environment, learn about other cultures and overall widen their horizons. Students can go on an exchange for a semester or year and experience what it’s like to study at different universities in the world. The compliance of the study programs of ZSEM and those of the partner universities allows students to get their courses recognized and to continue their regular study program at ZSEM after returning from their exchange.

Besides enabling ZSEM students to study abroad, the exchange program also allows students of partner universities to come and study at ZSEM. Due to high quality study programs, a large number of international students comes to ZSEM each semester and create an international environment on the campus of ZSEM.

Program in English

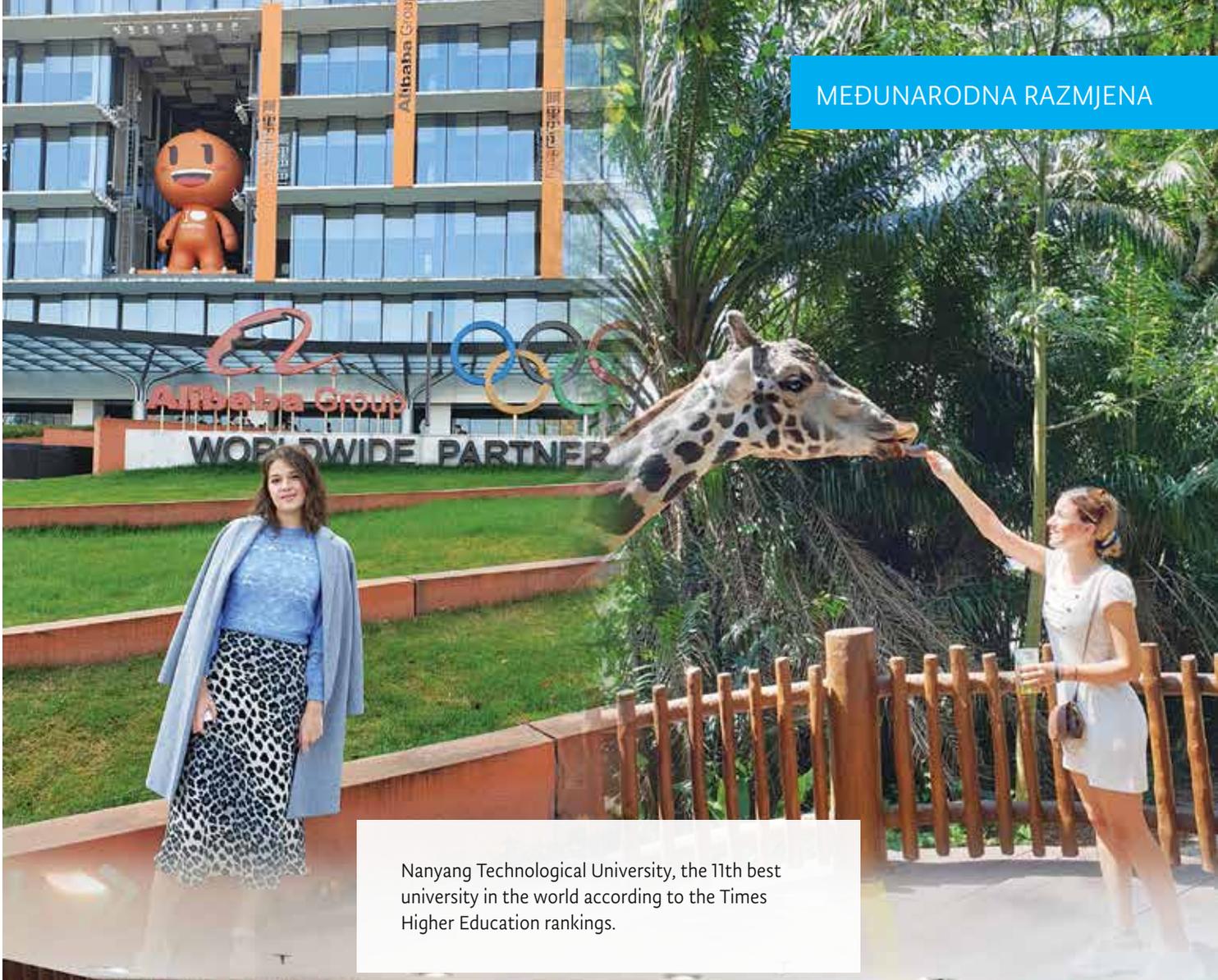
ERASMUS



The Zagreb School of Economics and Management is a proud holder of the Erasmus Charter through which ZSEM students receive funding from the European Commission during their mobility in Europe. When attending an international student exchange or doing an internship in Europe, ZSEM students receive an Erasmus scholarship - financial support which helps them in making the decision to go abroad.



ZSEM students on international exchange in Singapore.



Nanyang Technological University, the 11th best university in the world according to the Times Higher Education rankings.



NORTH AMERICA

 **Canada**

Concordia University
HEC – Montréal
Laurentian University
Ryerson University
University of Manitoba
Université du Québec à Montréal

 **Mexico**

IPADE Business School
Universidad de Monterrey (UEM)
Universidad Panamericana
Universidad Tecmilenio
Tecnologico de Monterrey ITESM

 **USA**

Anderson University
John Carroll University, Cleveland
Florida International University
St. Ambrose University
Texas Tech University
University of Louisville
University of Central Missouri
University of Michigan – Flint
University of North Florida

SOUTH AMERICA

 **Argentina**

Universidad Austral, Buenos Aires

 **Brazil**

COPPEAD Graduate School of Business,
University of São Paulo

 **Chile**

Universidad del Desarrollo

 **Peru**

Universidad del Pacifico
Universidad San Ignacio de Loyola

 **Albania**

University of Tirana - Faculty of Economics

 **Austria**

MCI Management Center Innsbruck
Upper Austria University of Applied Sciences

 **Belgium**

KU Leuven – Faculty of Economics
and Business
University of Antwerp
Université de Liege
Université Saint Louis Bruxelles

 **Bosnia and Herzegovina**

University of Sarajevo, Faculty of Economy

 **Czech Republic**

Masaryk University

 **Finland**

Jyväskylä University of Applied Sciences

 **France**

Audencia School of Management – Nantes
Burgundy School of Management
EDHEC Business School
EMLYON Business School
ESSEC Business School Paris
ICN Business School
KEDGE Business School
Neoma Business School
PSB Paris School of Business
Science Po Lille
SciencesPo Paris
Télécom Ecole de Management
Toulouse Business School

 **Ireland**

Limerick University

 **Italy**

LUISS Guido Carli University
Sapienza University of Rome
University of Modena and Reggio Emilia
University of Padova
University of Bologna
University of Torino

 **Switzerland**

Zurich University of Applied Science
University of St. Gallen

 **Ukraine**

Odessa National Economic University

 **United Kingdom**

Kingston University
Sheffield Hallam University
University of Northumbria

 **Latvia**

RISEBA University

 **Lithuania**

ISM University of Management
and Economics

 **Luxembourg**

Luxembourg School of Business

 **Macedonia**

Faculty of Economics-Skopje
Methodius

 **Hungary**

Corvinus University of Budapest

 **Netherlands**

The Hague University
Tilburg School of Economics
Management
University of Groningen

 **Norway**

BI Norwegian School of Management

AFRICA

 **Morocco**

ESCA Ecole de Management
Groupe ISCAE

ASIA



Germany

Cologne Business School
EBS University Business and Law
Frankfurt School of Finance Management
Goethe University Frankfurt am Main
HHL Leipzig Graduate School of Management
HSBA Hamburg School of Business Administration
Koblenz University
Mannheim University
Munich Business School
Pforzheim University
Reutlingen University
RWTH Aachen University
University of Hohenheim



Poland

Kozminski University
Warsaw School of Economics



Portugal

Catholic University of Portugal – Porto
ISCTE Business School
Nova School of Business and Economics



Russia

IIBN Business School
MGIMO University
Plekhanov Russian Academy of Economics Moscow
Saratov State Technical University
Higher School of Economics
Ural Federal University



Slovakia

Comenius University in Bratislava



Slovenia

Faculty of Economics; University of Ljubljana



Serbia

Faculty of Economics – University of Belgrade



Spain

Deusto Business School
TBS Barcelona
Universidad Carlos III
University of Murcia
University of Navarra
Universitat Internacional de Catalunya
University of Barcelona



Sweden

Mälardalen University
Umeå School of Business and Economics



Georgia

Tbilisi Business and Management Higher Educational Institution – College



Hong Kong

Hong Kong Baptist University
Hong Kong Polytechnic University



India

Institute of Management Technology



Japan

Akita International University
Meiji Gakuin University
Nagoya University of Commerce and Business
Ritsumeikan Asia Pacific University
Solbridge International School of Business
Sophia University



South Korea

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



Kazakhstan

KIMEP University



China

East China University of Science and Technology
Jiangxi University of Finance and Economics
Jilin University
Southwestern University of Finance and Economics
Xi'an International University
Zhejiang Wanli University
Zhongnan University of Economics and Law



Lebanon

Holy Spirit University of Kaslik



Pakistan

Lahore University of Management Sciences



Singapore

Nanyang Technological University
Singapore Management University
SP Jain School of Global Management



Thailand

Bangkok University



Taiwan

Fu Jen Catholic University
National Tsing Hua University
Southern Taiwan University of Science and Technology



Turkey

Özyegin University
Sabanci University



United Arab Emirates

S P Jain School of Global Management – Dubai

AUSTRALIA



Australia

Queensland University of Technology
S P Jain School of Global Management

CROATIA

ZSEM

LITERATURE

Students at the Zagreb School of Economics and Management use the standard international economic literature, which is translated to Croatian by the MATE Publishing House. Being accustomed to international literature makes it easier for students to study during their exchanges and confirms the compatibility of study programs with those of the world's best business school, who also use the same literature. In addition to the basic literature, ZSEM students have access to additional academic works, databases of scientific papers and professional journals.

Along with the well-equipped library "Juraj Habelić", located on the ZSEM campus, students have access to the online bookstore "Ebook024".

"Ebook024" is a portal that offers electronic versions of the best professional literature in the Croatian language from the field of economics, management, human resources, marketing, finance and other related fields. The portal offers works to students, professors, business people and anyone who wants to learn more and perfect their knowledge, techniques and business skills.

E-LEARNING

The Zagreb School of Economics and Management is the leading business school in Croatia in using new teaching technology. In addition to the numerous computer programs and simulations used in class, students also use the e-learning system on a daily basis. The e-learning system provides students with access to all study materials, which facilitates staying abreast with coursework, passing exams and communicating with lecturers and fellow students.





PROFESSORS

ZSEM's lecturers are top experts and managers from leading Croatian companies, as well as distinguished and acknowledged scientists from Croatia and abroad. What makes the faculty staff of ZSEM special is the number of lecturers who have obtained their doctorate and master's degrees at prestigious European and American universities. The ratio of lecturers and students at ZSEM is extremely favorable compared to other business schools and faculties of economics. Class sizes are small and each professor knows his or her students and is always available via email, phone or personal consultations. The Professors approachability goes beyond students' expectations.

SPOT MENTORING PROGRAM

Students Support Guide Study Train

The SPOT mentoring program is a program in which first-year students are given a mentor who is a successful student in the higher years of study at ZSEM. The mission of the mentors is to support the first-year students in smoothly acclimating to their studies at ZSEM. Mentors positively share their experience with their mentees in a friendly relationship built on providing support.

WHO ARE OUR STUDENTS?

They are creative, energetic, independent, courteous, intellectually curious and they have an immense role in the life of our business school. Most students stay strongly connected to ZSEM even after they graduate.

Students take part in various extracurricular activities including:

- > Student Council
- > Student Sport Association (SSA)
- > NEXT Junior Enterprise
- > Beta Gamma Sigma
- > Journalism Club and Sixsigma Magazine
- > Student Counseling Program
- > Student Financial and Investment Club
- > Ideja Student Marketing Club
- > IT Club

SPORTS AT ZSEM

Systemic use of e-learning supports ZSEM's active athletes by giving them the means to attain a quality education which is accessible to them despite their busy schedules and absences from class. Currently, ZSEM has student athletes who compete in 20 various sports, around 25 categorized athletes and about 15 national champions as well as several students who achieved medals at European and world championships. The circle of active athletes at ZSEM is quite widespread, thus about 10% of ZSEM students have at least 1 training session daily.

WHERE DO ZSEM ALUMNI WORK?

Upon graduation, ZSEM alumni lead successful careers at top multinational corporations as well as developing their own companies both locally and internationally. We are especially proud of our students and graduates and their success is also the success of ZSEM.

Croatian companies



International companies



CAREER CENTER

ZSEM offers all its students and alumni the services of its Career Center, which serves to help you find an internship and job. Through individual and group counseling, workshops, and through Croatia's leading career fair, Student Future Day, our Career Center helps students find employment relatively easily, even in these trying economic times. In fact, more than 94% of ZSEM students find employment within one year of graduating.

Thanks to our Career Center's extensive database of job openings, students are always informed about current opportunities on the labor market. This service can also assist students looking for internships, and an increasing number of ZSEM students are completing their internships and finding employment in Western Europe.

If you're planning to change jobs, companies, or just looking for advice on how to advance your career within your organization, ZSEM's Career Center will always be at your disposal



"Thanks to the Student Future Day, I got an internship at the respected pharmaceutical company PLIVA Ltd. which is a member of Teva Pharmaceuticals--one of the largest pharmaceutical companies in the world. I worked in the Department of Strategic Management and Finance where I was able to balance work and studies as a result of flexible working hours and a motivating team of colleagues. I am experiencing great advantages through being able to apply theory and practical knowledge parallelly."

Lara Lepušić, student

STUDENT FUTURE DAY

Student Future Day is a traditional one-day event which gathers a large number of leading companies in Croatia and ZSEM students who are at the end of their studies and will soon become valuable on the labor market.

At this popular career fair, students have the opportunity to introduce themselves to companies and highlight their knowledge and advantages. A large number of ZSEM students find internships or their first employment at the Student Future Day.



WE WANT TO BE
NEXT
Junior Enterprise
YOUNG ENTREPRENEURS



BUSINESS ACADEMY

ZSEM Business Academy as a part of the Zagreb School of Economics and Management organizes various vocational programs, seminars, courses and conferences in management, marketing, finance, accounting, human resource management, logistics, business process optimization, etc. In a time of rapid changes and challenges resulting from globalization, lifelong learning has become imperative. Our open seminars were attended by more than 3700 managers from various industries. These programs are intended for the business community in Croatia and the region. The programs are organized according to the model of the world's best business schools and provide modern knowledge and skills that can be acquired at top American and European business schools. Lecturers are from Zagreb School of Economics and Management, the only business school in Croatia that has been accredited by the prestigious AACSB international organization.

Basic characteristics of education at ZSEM Business Academy:

- > Quality lecturers with years of experience in academic work and work with the business sector
- > Small groups of participants (10-30, depending on the program) in order to achieve the maximum performance of the seminar
- > Modern equipped classrooms with contemporary teaching aids
- > E-learning
- > Collaboration with top universities and business schools
- > Best economic professional literature
- > Certificate of successful completion of the seminar
- > International networking of participants
- > Professional organization of seminars and focus on customer satisfaction
- > Tracking the development of participants after education
- > Professional organization of programme and focusing on clients' satisfaction



**New Europe
Business
Forum**

www.nebf.eu



Higher Education Institutions Conference

Innovation for Competitiveness in Higher Education

www.heic.hr

ABOUT CROATIA

Croatia will make you fall in love with its coast and sea, delicious cuisine and its cultural and natural heritage.

Among many natural wonders like Plitvice Lakes, Croatia is full of UNESCO world heritage sites, with one of the most famous being Dubrovnik which is on the Adriatic coast and has one of the world's most magnificent walled cities. Dubrovnik's Old Town has been a popular filming location in recent years; the Game of Thrones the Star Wars: Episode VIII, and Robin Hood were filmed there. With 1,244 islands, islets and crags to be exact, and every one of them surrounded by crystal clear waters, it's time to come aboard! Whether you're into climbing up mountains, descending rivers, scuba diving, swimming, hiking or biking, it's time to push yourself to the limit! And where better to do so than in a stunning natural environment unlike one you've ever experienced before? Are you up for the challenge?

With a population of 4 million, Croatia is considered a relatively small country; however, it is a great sporting nation. In 2018, Croatia became one of the smallest countries in the world to win the 2nd place in the football World Cup 2018. It's also famous for its tennis players Marin Čilić and Goran Ivanišević who won the Wimbledon. Croatia is considered the home of many inventions which have transformed everyday life such as the tie, ballpoint pen, parachute, torpedo, and light bulb. Nikola Tesla is one of the most famous Croatian inventors. When it comes to music festivals, like the Ultra Music Festival, Croatia is the place to be. Summer vibes are even more complete when you put the sun and the crystal clear sea in the mix with some fine tunes. Spread all over the coast, as well as the continental part of the country, each festival offers a wide range of genres set in breathtaking festival locations.

In 2013, Croatia became the 28th member of the European Union.

Source: Adapted from the Croatian National Tourist Board



LIVING IN ZAGREB



SAFE



**AVERAGE COST
OF LIVING**

Zagreb, the capital city, is also the largest city in Croatia. Zagreb is an old Central European city, located on the intersection of several important routes between the Adriatic coast and Central Europe. The city serves as the hub of the business, academic, cultural, artistic and sporting worlds in Croatia. It is also a travel hub as students can easily travel from Zagreb to other parts of Croatia and to popular European cities like Prague, Munich, Vienna, Budapest and Venice, amongst others. ZSEM's campus is located in a friendly, safe neighborhood in Zagreb, only a 5 minute walk from cafes, a grocery store, pharmacy and housing units. With the help of ZSEM's staff, students easily find suitable and affordable accommodation in Zagreb, either near campus or downtown Zagreb.

„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

„I chose ZSEM when I moved to Croatia from Syria. I could not speak the language and had to choose a school with lectures in English. I found ZSEM to be the best Business school in Croatia and the AACSB accreditation definitely strengthened my decision.“

**Shoukri Joukhadar
student**



„The program of Economics and Management in English most attracted me due to the large number of foreign students each semester which is always increasing. This gives me the opportunity to work in an international environment and meet other cultures and customs.“

Karla Vučković
Student

„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





ZSEM Ball

Zagreb School of Economics and Management annually organizes ZSEM Ball, a tradition modeled after prestigious world universities, which, along with a music and entertainment program, brings together ZSEM lecturers, students, alumni, parents, the business community and friends with an incentive to build an active community that will create positive change in the society. In this manner, ZSEM supports its students who are also talented musicians and encourages them to showcase their talents outside the educational framework. All surplus funds raised from ZSEM Ball are invested in scholarships for gifted and financially disadvantaged students through the Ivan Hodak Foundation.





ZSEM Alumni

ZSEM alumni: Stronger together is alumni's initiative to build an invaluable network of ZSEM alumni, nurture a strong and active community that will cultivate the successful collaboration of all ZSEM alumni. More than 2.800 students have graduated from ZSEM since 2002, and 1.000 are still studying and will soon become part of the alumni community. Alumni gather at engaging events throughout the year to share experiences, ideas, and associate as friends and potential business partners. It is a unique opportunity where they make new valuable acquaintances from both younger and older generations and strengthen the existing friendships.

Alumni Career Center

Career Center at ZSEM assists alumni in career planning and development, seeking new employment in Croatia or abroad, or career counseling.

Jobs Search Portal

Visit zsem.higheredtalent.org and discover access to exclusive jobs abroad, and soon a job offer in Croatia through our Career Center. Join the LinkedIn group ZSEM Alumni..

ZSEM for Alumni

Do you want to spread the word about your success or the success of your business in Croatia and abroad? ZSEM can provide you PR support through media posts and on Facebook with great reach.

Alumni for Alumni

Looking for co-workers as capable as you are? Recruit ZSEM students or alumni! Connect with alumni in the industry or the business you want and have a successful collaboration because we are stronger together.

Alumni 24/7

Would you like some advice from a professor or colleague at ZSEM? Professors and colleagues help solve business challenges. Contact us at alumni@zsem.hr.

Networking & Learning

Expand your sphere of influence by building a network of valuable acquaintances through numerous conferences and lectures. Admission for alumni is free. Enroll in the free MBA course of your choice and refine your knowledge.

Alumni know-how

Hold a workshop or lecture for students and share your experience and tips for success in their future careers.



alumni@zsem.hr

WHY ZSEM?

Accredited by



agency for science and higher education



AACSB accredited business school



The best business school in Croatia



66% lecturers with PhD's

33% lecturers attained doctorate degrees at prestigious European and American universities



Leader in educating
HR specialists

More than
150
expert
lecturers

2.800
+ alumni

Over
94%
of alumni find
employment w/in
1 year of graduation

Alumni
working in
36
countries
worldwide



Career Center –
cooperation with
business community



Over 150 partner
universities worldwide



2,200 students
in international
exchange

International
students of
30
nationalities
make up 34% of
the student body



George Yeo

Chairman of Kerry Logistics and former minister in Singaporean government



Jan Muhlfelt
Former Chairman for Microsoft Europe



Felix Winnekens
Associate director for Sovereign Ratings CEE and EMEA at S&P Global Ratings



Arturo Bris
Director of IMD world competitiveness center



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