



zagrebačka  
škola ekonomije  
i managementa  
zagreb school  
of economics  
and management



Economics and  
Management  
(240 ECTS)



Master of Arts in  
Economics  
(120 ECTS)

Business  
Mathematics  
and Economics  
(240 ECTS)



Business Law  
and Economics  
(240 ECTS)



MBA program  
(60 ECTS)



## Study in Croatia

[www.zsem.hr](http://www.zsem.hr)

BEST  
BUSINESS  
SCHOOL IN  
SE EUROPE





The President of Croatia Ivo Josipović  
with dean of ZSEM Đuro Njavro





# Dean's Greeting

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 classrooms 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 shoulder with some of the best business programs in the world, and many of our programs 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 across 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.



Philip Kotler with the dean of ZSEM Đuro Njavro









# ZSEM – The Best in Croatia, The Most Prestigious



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.

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## 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!

# 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. All of our programs are available in English.

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.



Richard C. Koo,  
Chief Economist of Nomura Research Institute

Study program	ECTS	Duration	Title
Undergraduate Program in Economics and Management <ul style="list-style-type: none"><li>• Program in Croatian</li><li>• Program in English</li><li>• Part-time Program</li></ul>	240	4 years	B.A.
Undergraduate Program in Business Mathematics and Economics <ul style="list-style-type: none"><li>• Program in English</li></ul>	240	4 years	B.A.
Undergraduate Program in Business Law and Economics <ul style="list-style-type: none"><li>• Program in Croatian</li></ul>	240	4 years	B.A.
Graduate MBA program	60	1 year	MBA
Master of Arts in Economics	120	2 years	MA
Summer School		3 weeks	





# Undergraduate Program in Economics and Management – in Croatian and English – 240 ECTS

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](http://www.zsem.hr).

<b>First semester</b>	<b>Second semester</b>	<b>Third semester</b>
Principles of Economics 1	Principles of Economics 2	Introduction to Accounting
Economic Geography	Mathematics 2	Microeconomics
Information and Communication Technologies	Statistics 1	Business Communications
English language for Economists	Mathematics for Economists and Managers	Rhetoric
Mathematics 1	Principles of Law	Business Communications in English
Introduction to Philosophy	Business English	Statistics 2
Sociology		Social Psychology
<b>Fourth semester</b>	<b>Fifth semester</b>	<b>Sixth semester</b>
Macroeconomics	Cost Accounting	Accounting for Managers
Public Finances	Financial Institutions and Markets	Economics for Managers
Financial Accounting	Corporate Finance 1	Corporate Finance 2
Business Communications in English 2	Management	Money and Banking
Principles of Commercial Law	Organisational Behaviour	Marketing Management
Internship	Marketing	Consumer Behaviour
Elective course	Business Legal Environment	Internship
<b>Seventh semester</b>	<b>Eighth semester</b>	
Entrepreneurship	Strategic Management	
Management of Information Systems	Business Ethics and Corporate Social Responsibility	
Introduction to the EU	Management of Production Operations	
Family Finances	Human Resources Management	
International Economics	Second foreign language II	
Elective Course	Undergraduate Thesis	
Second Foreign Language		



# Undergraduate Program in Business Law and Economics – in Croatian – 240 ECTS

The Undergraduate Program of Business Law and Economics is intended to prepare students for a successful career in corporate law, that have an excellent understanding of today’s business world in the area of business law, business administration and economics. The programme is taught in Croatian and English, in small groups of an interactive character, with lecturers educated both in Croatia and abroad. All the necessary literature for the programme is secured. Students can go to an exchange programme to one of 120 of partner universities around the world, where they may take up a semester or a year without any additional costs. ZSEM also has a Career centre, with the task of helping student to plan their careers, look for internships and employment, resulting in an excellent percentage of student employability. Aside from the quality of business law, economics and business administration knowledge, students acquire an international experience, cooperation with the business community, as well as values and skills necessary for the success in the business world, differentiating them from other lawyers, economists and managers. Business law and economics is a study programme that, in a modern manner, prepares future corporate lawyers for challenging careers in the institutions of the European Union, international corporations, insurance companies, public and private sector, for-profit and non-profit organisations, but also gives strong foundations for an academic career.



<b>First semester</b>	<b>Second semester</b>	<b>Third semester</b>
Introduction to the State and Law	Principles of Economics 2	Microeconomics
Principles of Economics 1	Mathematics for Social Sciences	Commercial Contractual Law
Methodology of Social Research	English Language 2	Company Law
Information-Communication Technologies	Administrative Law	Civil Procedure
English Language 1	Civil Law	Economics for Managers
The Philosophy of Politics and Law	Labour Law	Statistics for Social Sciences
	Sociology	
<b>Fourth semester</b>	<b>Fifth semester</b>	<b>Sixth semester</b>
Macroeconomics	Management	International Trade Law and International Payments Law
Legal Environment in International Business	European Union and its Policies	Public Finances
Business Communications and Correspondence	Payment Security Instruments	Project Management
Legal Informatics and Information Security	Financial Law and Financial Science	Intellectual Property Rights
Introduction to Accounting	Financial Institutions and Markets	Business Ethics
Social Psychology	Public Procurement Law	European Economic Law
	Financial Accounting	European Company Law
<b>Seventh semester</b>	<b>Eighth semester</b>	
Money and Banking	First optional course	
Marketing	Second optional course	
Business Finance	Third optional course	
Corporate Management	Internship	
Bankruptcy Law and Enforcement Law	Writing and Defending Undergraduate Thesis	
Insurance Law	Undergraduate thesis	
Rhetorics		
Second Foreign Language		





# Undergraduate Program in Business Mathematics and Economics – in English – 240 ECTS

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 programme is taught in Croatian and English, in small groups of an interactive character, with lecturers educated both in Croatia and abroad. The first two years of the programme 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 the information technology and the existing software. During the senior years of the programme, students learn to programme mathematical algorithms independently, in order to resolve problems in the business everyday practice. The Capstone programme 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 programme 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.

<b>First semester</b>	<b>Second semester</b>	<b>Third semester</b>
Elementary Mathematics	Mathematical Analysis 2	Statistics
Mathematical Analysis 1	Principles of Economics 2	Numerical Methods in Economics
Linear Algebra 1	Principles of Probability and Statistics	Linear Programming
Principles of Economics 1	Applicability of Software Packages in Mathematics	Microeconomics
Sociology	Philosophy	Principles of Accounting
English Language	Linear Algebra 2	Rethorics
<b>Fourth semester</b>	<b>Fifth semester</b>	<b>Sixth semester</b>
Econometrics 1	Econometrics 2	Random Processes
Mathematical Foundations of Economic Analysis	Optimisation	Game Theories
Principles of Financial Mathematics	Excel for Mathematical Modulating	Financial Mathematics
Macroeconomics	Ordinary Differential Equations	Marketing
Principles of Law	Principles of Management	Economics for Managers
Social Psychology	Business Communications and Correspondence	Programming
	Internship	European Company Law
<b>Seventh semester</b>	<b>Eighth semester</b>	
Dynamic Systems in Economy	Capstone Course	
Graph Theory	Optional course – Mathematics	
Public Finance	Optional course – Mathematics	
Business Finance	Undergraduate Thesis in Mathematics	
Financial Institutions and Markets		
Optional course		

# Graduate MBA Program – 60 ECTS

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, Human Resource Management, Marketing and many more.

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 also offered as part of our undergraduate program (international exchange, work in small study groups), you will take part in simulations that will test your ability to apply theory in practical business situations, and you will have the opportunity to learn from some of the best professors available. 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 <http://mba.zsem.hr>!



# Master of Arts in Economics – 120 ECTS

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 <http://econ.zsem.hr>.





## ZSEM's Summer School — A Perfect Combination of Educa- tion and Recreation!

If you're 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  
**<http://summerschool.zsem.hr/>**

### **Petra Sušac, Graduate MBA Coordinator:**

Our program is open to all those that want to develop their managerial capabilities, so that they may plan and act better, and advance their skills as managers and leaders!



Zoran Milanović, Prime Minister of Croatia

## Our Programs Are Available in English!

If you're considering enrolling at Zagreb School of Economics and Management, please keep in mind that as all of our programs are available in English, we require a high level of English language proficiency.

**For more information please contact  
us on: [admissions@zsem.hr](mailto:admissions@zsem.hr)**

# 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.



Šiniša Krajnović,  
Ericsson, Vice President

# Who Are Our Students?

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 through our Journalism Club IT Club, Marketing Club, and others. They take part in sporting events through our Student Sports Union and represent ZSEM at different athletic competitions, including the Universiade.

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.



Sport achievements

2012.

Olympic games in London  
3 medals: waterpool, athletics and handball



# Why



1. and only



accredited institution in  
Southeast Europe

eduniversal



3 PALMES  
EXCELLENT  
BUSINESS SCHOOL

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



# ZSEM's Technology - Guarantee for Modern Education

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 for 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 on 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.







## The World's Best Textbooks - Available for all our Students

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.



# ZSEM is Your First Step into 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 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, and 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
- Tecnológico de Monterrey ITESM - Campus Querétaro, Mexico
- IPADE Business School, Mexico
- BI Norwegian School of Management, Norway



More than  
120 universities  
around the world

**Jurica Iviček, University of  
Michigan, Flint, USA:**

It was always a goal of mine to go on 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.





- 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



**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!



**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!



# Our Students Find Employment Easily!

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.



**Mario Puljiz, Cleveland Clinic:**

After two semesters spent in the USA I got the opportunity to work at the Cleveland Clinic, one of the best medical centers in the world. These experiences motivated me to continue my education. I am sure that with ZSEM I can accomplish my goals.

**Vedrana Bogdan, SAP:**

Thanks to ZSEM, during my last year as a undergraduate student I had the opportunity to spend an entire semester in Germany on a student exchange and spend an entire semester at SAP! It was a great opportunity to start my career at SAP!

**Krešimir Lokas, Zvijezda:**

ZSEM's undergraduate program, as well as all the experiences I gained, have successfully prepared me for the challenges I'm now facing. I am now planning to enroll in ZSEM's Graduate MBA Program!







## 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!

opportunity to work in one of the top medical  
ed me to strive for even higher goals which

ergraduate, I had the opportunity to go for  
r in Germany. As a ZSEM student, I received

e extracurricular activities ZSEM offers, suc-  
v facing every day at work. I'm now planning



Some of the companies in which our students have found employment include SAP, Phillip Morris, Agrokor, KPMG, the Croatian National Bank, Bank of America, and many others!





# 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 to 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 (eg, Ross Business School, University of Michigan, SDA Bocconi, etc.), with years of experience.

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

Basic characteristics of education on 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 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.
- A professional organization of seminars and focusing on customer satisfaction.

<http://businessacademy.zsem.hr/>









# 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 banka and Erste banka, 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 <http://www.zsem.hr>.



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[www.zsem.hr](http://www.zsem.hr) | <http://mba.zsem.hr>



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- Program in Economics and Management
- Program in Business Law and Economics **NEW!**
- Program in Business Mathematics and Economics **NEW!**

Taught in Croatian and English

### 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

Taught in Croatian and English

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

Taught in Croatian and English



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