

# International Summer School 2023

## Zagreb - Croatia

Summer School Term 1 (*July 3rd - July 16th, 2023*)

Summer School Term 2 (*July 17th - July 30th, 2023*)



# Zagreb School of Economics and Management

The Zagreb School of Economics and Management is Croatia's best business school according to Eduniversal's global ranking and the first AACSB accredited business school in Croatia. Also, ZSEM has been ranked within the TOP 200 in the QS Global MBA Rankings 2022, reaffirming its position as a truly international school recognized worldwide. The results rank ZSEM among the TOP 200 in the world and TOP 60 in Europe!

For many years, ZSEM has been educating Croatia's future economic and business experts and has become a center for thought and discussion on contemporary economic and business issues in Croatia and the wider CE region. With more than 1,000 students and more than 2,800 alumni, ZSEM's community is continuously growing.

ZSEM's strong focus on entrepreneurship coupled with excellence in education recently culminated in a huge international success – the **Erasmus Mundus Master in Impact Entrepreneurship (EMMIE)**, jointly delivered by ZSEM, HEC Liege (Belgium) and ISM University (Lithuania), was recently awarded the highly-coveted Erasmus Mundus status.

## International Summer School

International Summer School program hosts students from all over the world who are interested in spending 2 or 4 weeks learning and experiencing academic excellence in beautiful Croatia. Our Summer School program offers a variety of bachelor and master courses in English taught by renowned lecturers and researchers. Apart from the in-class academic program, our summer program offers a variety of educational and fun field trips and additional free courses such as Croatian studies and Introduction to the European Union.. The rich social program is done through the extensive ZSEM summer buddy program.



### 2 or 4 Week Program

1 course / 2 weeks – 5 ECTS  
2 courses / 4 weeks – 10 ECTS



### Bachelor & Master Courses in English



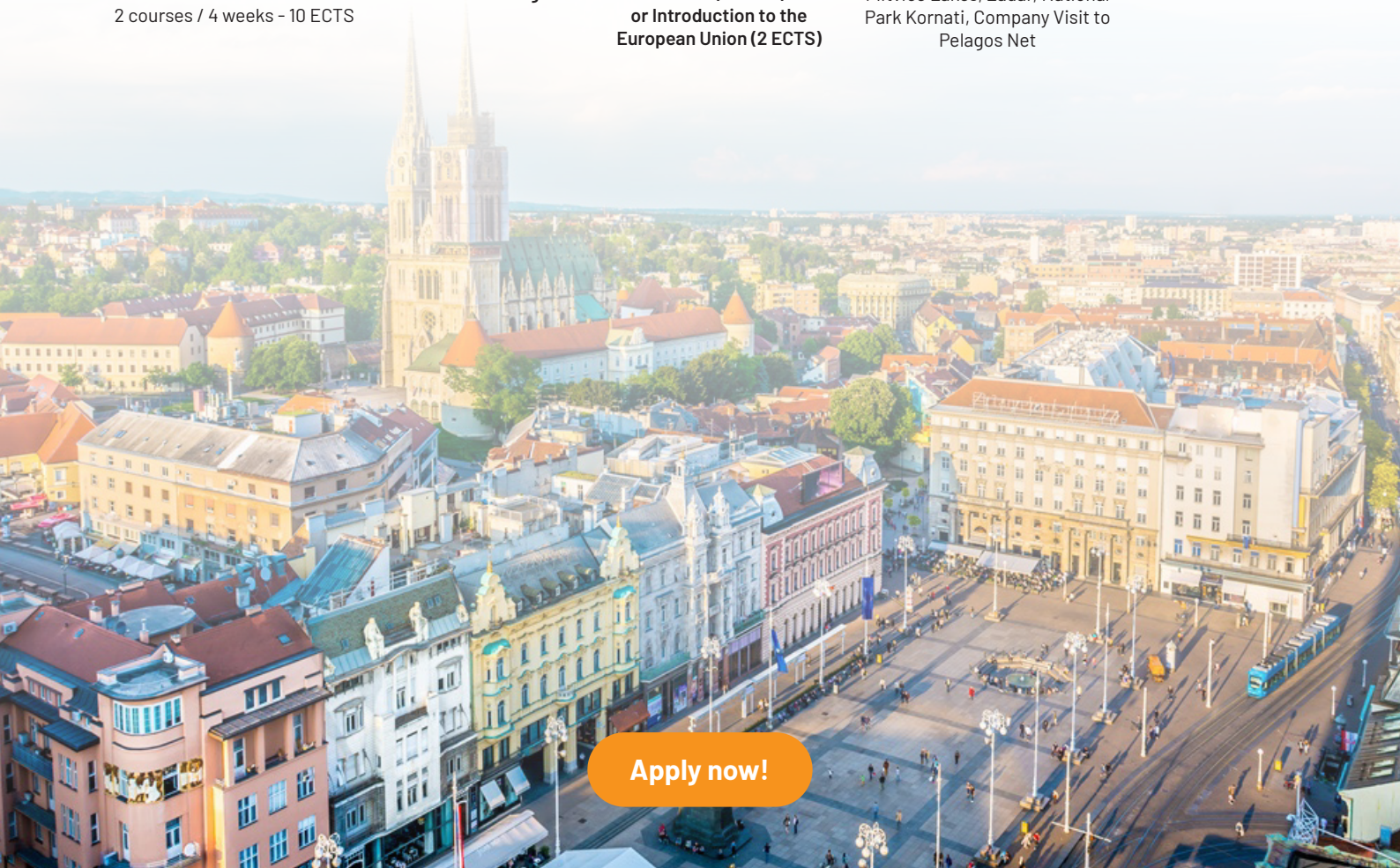
**Croatian Studies Course (2 ECTS)**  
or **Introduction to the European Union (2 ECTS)**



**Study trip:** National Park Plitvice Lakes, Zadar, National Park Kornati, Company Visit to Pelagos Net



### Networking



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# Program

ZSEM International Summer School Program offers courses on the bachelor and master levels of business administration. Students can choose one to two courses from the course list that are credited with 5 ECTS / 2.5 US credits. Students can choose to take courses either from the Summer School Term 1 or 2, or they can choose courses from both terms (it is possible to choose only one course per term). With the course of their choice, they have the option to choose an additional course (Croatian studies or Introduction to the European Union) that is credited with 2 ECTS / 1 US credits for free.

## Term 1

(July 3 to July 16)

### Introduction to Artificial Intelligence (5 ECTS)

Boris Debić, PhD

### International Business (5 ECTS)

Goran Oblaković, PhD  
Dubravka Kovačević, PhD

### Business Communication and Storytelling (5 ECTS)

Zdravka Biočina, PhD

### Operations Management (5 ECTS)

Goran Oblaković, PhD

### Introduction to International Relations (5 ECTS)

Zvonimir Stopić, PhD  
Kolinda Grabar-Kitarović  
(Executive in Residence, ZSEM)

### Leadership (5 ECTS)

Borna Jalšenjak, PhD

### Innovation Management (5 ECTS)

Vitaliy Roud, PhD

## Term 2

(July 17 to July 30)

### Machine Learning (5 ECTS)

Denis Lukić, PhD

### Marketing Practice Through Smart Data (5 ECTS)

Hrvoje Maljak, PhD

### Corporate Finance (5 ECTS)

Dina Vasić, MBA

### Design Thinking (5 ECTS)

Ivija Bernatović, MBA

### Digital Marketing (5 ECTS)

Nikol Njavro, MBA

### Behavioural Economics (5 ECTS)

Andrijana Mušura, PhD

### Data and decision making (5 ECTS)

Vitaliy Roud, PhD

Bachelor

Bachelor

Master

Master

## Learn from the President

**Kolinda Grabar-Kitarović**  
Former President of Croatia,  
Executive in Residence at the ZSEM



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## Tuition Fee Overview:

- 1 course from the International Summer School course list (Term 1 or Term 2) **5 ECTS / 2.5 US credits**
- Croatian Studies course or Introduction to the European Union **2 ECTS / 1 US credits**
- 3-4 day study trip to National Park Plitvice Lakes, the city of Zadar with a boat excursion to National Park Kornati and a company visit to Pelagos Net (tuna farm), accommodation in Zadar
- Moodle E-learning access
- All study materials

## Tuition Fee

	Regular Fee	Early Bird Fee (for payments until April 28th)	Partners Fee (for students of ZSEM partner Universities)
International Summer School	1.450 EUR	1000 EUR	800 EUR
Additional Course	550 EUR	450 EUR	400 EUR

**April 21st, 2023** Early-bird application deadline

**April 28th, 2023** Early-bird payment deadline

**June 3rd, 2023** Application deadline

**June 9th, 2023** Payment deadline

## Refund policy

For cancellations before April 28th, a full refund will be issued minus 10% administrative fees.

For cancellations after April 28th, a partial refund will be issued in the amount of 50% of the tuition fee.

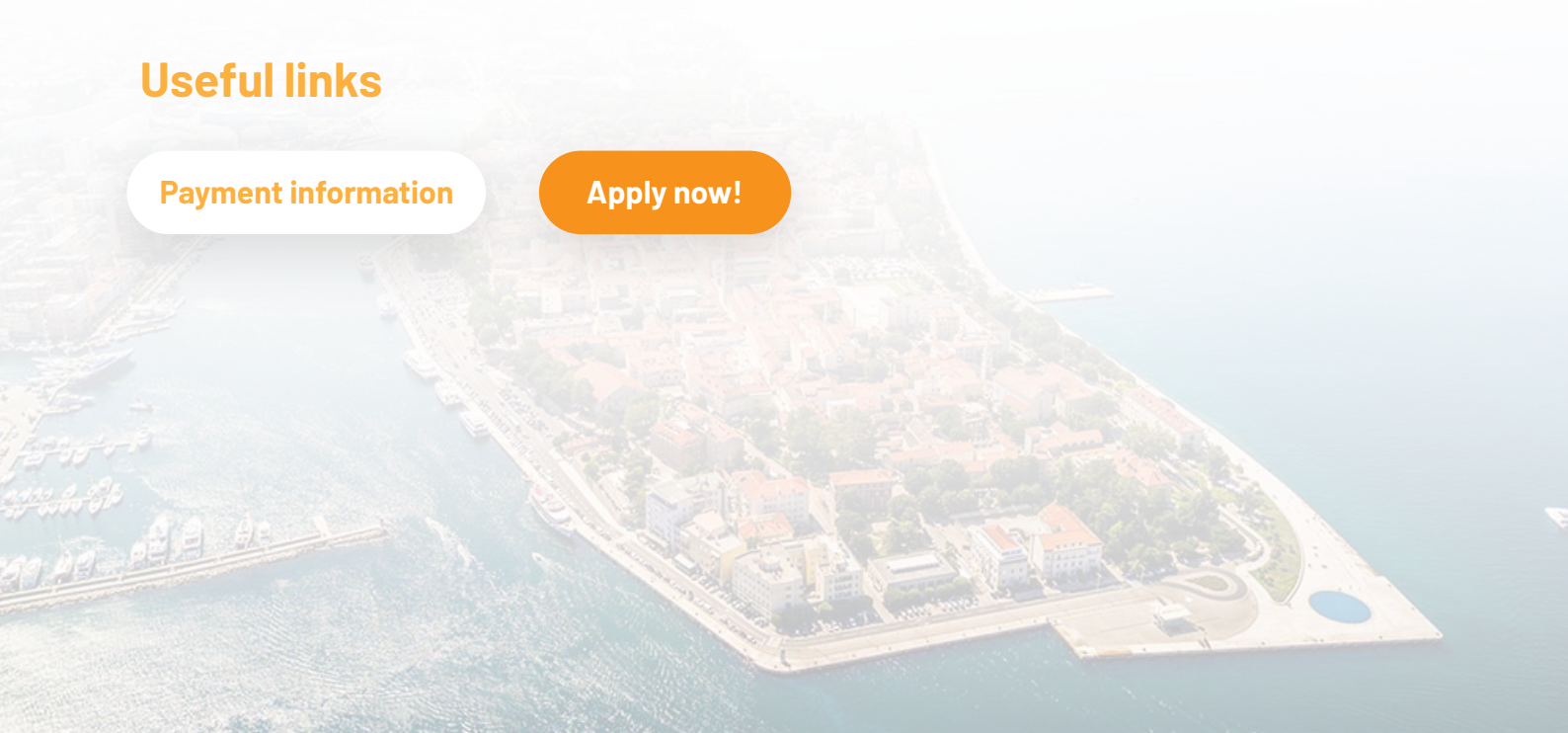
For cancellations after June 3rd, no refund will be issued.

ZSEM reserves the right to cancel a course in case there are not enough applicants.

## Useful links

[Payment information](#)

[Apply now!](#)







## Program coordinator:

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Short programs coordinator

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Economics and  
Management

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