



zagrebačka  
škola ekonomije  
i managementa  
zagreb school  
of economics  
and management

# Summer School 2010

28 June - 16 July 2010

<http://summerschool.zsem.hr>



ZSEM campus, Zagreb, Croatia



Trip to Zadar, Adriatic, Croatia



HNK - Croatian National Theatre, Zagreb, Croatia



International Relations, ZSEM, Zagreb, Croatia



Trip to Kornati, Adriatic, Croatia



Trip to Kornati, Adriatic, Croatia



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# ZSEM Summer School 2010

Zagreb, June 28 - July 16, 2010

Zagreb School of Economics and Management (ZSEM)  
invites you to the Summer School 2010 at the premises of the  
Zagreb School of Economics and Management  
Jordanovac 110, 10000 Zagreb, Croatia

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# ZSEM Summer School 2010

## June 28 - July 16, 2010

No.	COURSE	ECTS	LECTURER
1.	International Relations	6	Josip Glaurdić, PhD
2.	Leadership	6	Judith Bachay, PhD
3.	Tourism and Hospitality Management	6	Maja Martinović, PhD
4.	International Management	6	Maša Magzan, PhD
5.	International Finance	6	Jurica Vukas, Msc
6.	Entrepreneurship	6	Tina Lee Odinsky- Zec, MSc
7.	International Marketing	6	Mirna Ćorić, MSc
8.	Investments	6	Igor Gvozdanović, MSc
9.	E-Business	6	Hrvoje Jerković, MSc
10.	Business Communications	6	Jagoda Poropat Darrer, MSc
ADD	Croatian Studies (Croatian history, culture and development)	3	Emil Heršak, PhD

Additional information	
<u>Each course:</u>	6 ECTS
	3 hours/day
	45 hours/ 15 days (3 weeks)
<u>ADD:</u>	Additional course (3 ECTS)
<u>Language:</u>	English

# GENERAL INFO

The Summer School will take place from June 28 to July 16, 2010. In a friendly atmosphere in the heart of Zagreb, students interested in expanding their knowledge during the summer are welcome to apply. In order to keep our high academic standards and due to a limited number of participants, ZSEM reserves the right to select participants of Summer School among applicants.

We invite you to increase your knowledge with the help of our faculty, with modern teaching materials, computer labs, and library available for your needs. Gain new knowledge, meet your colleagues, and make new friends from different countries, improve your English and make the best of Summer 2010 at ZSEM Summer School.

## Price

**980 EUR includes one course of your choice (6 ECTS) and additional course (Croatian Studies, 3ECTS)**

Price includes tuition and study materials, as well as two field trips to different parts of the country.

**Early Bird Price: 890 EUR, application deadline March 1, 2010**

Accommodation (at a student dormitory, or private apartments), transportation, food, and health insurance are not included in this price, but can be organized additionally, depending on applicants' interest. All international students must bring their own health insurance and send the copy of it to the Summer School staff prior to their arrival to Croatia.

Students in need of Croatian visa are required to pay in advance a non-refundable application fee of 100 EUR which will be deducted from the tuition amount, if their application is successful. Any postage costs are to be paid by the applicants.

## Approximate costs of living

- room at student dormitory per day: 7 EUR
- meals approximately 4-5 EUR in the student cafeteria
- public transportation 30 EUR monthly - student ticket

## Deadlines

Application deadline: June 1, 2010.

(Please, use the online application form on our website).

Payment deadline: June 7, 2010.

## Payment

Please, use our HRK account for payments in kunas (HRK) at Privredna Banka Zagreb, acc no: 2340009-1110073682

For Euro payments from abroad, please use EUR account:

*Bank Name:*

"Privredna Banka Zagreb", 10000 Zagreb, Croatia

*Account number:* 2500-021438

*Swift code:*

PBZGHR2X, IBAN: HR15 2340 0091 1100 7368 2

*Payment deadline:* June 7, 2010.

## Contact

*Summer School Coordinator:*

Ana Babić  
ababic@zsem.hr

*Summer School Director:*

Zrinka Mustapić  
zmustapi@zsem.hr

*Address:*

Zagreb School of Economics and Management  
Jordanovac 110  
10000 Zagreb, Croatia

For further details and the application form, please visit our website:

<http://summerschool.zsem.hr>



# course 1. INTERNATIONAL RELATIONS

## Lecturer:

Josip Glaurdić, PhD



**Josip Glaurdić** earned his PhD in Political Science from Yale University where he also taught introductory courses in international

relations and European politics. He is currently the Junior Research Fellow in Political Science at Clare College, University of Cambridge.

In 2008, he was a Robert Bosch Fellow at the Institut für die Wissenschaften vom Menschen in Vienna. His research interests are primarily related to the policies of the EU and the United States in Southeastern Europe.

## Course description:

The course is an introduction to the study of contemporary political issues that are international in scope: war, globalization, terrorism, human rights, immigration, development, and the environment. Topics include relations between states, international organizations such as the United Nations, the International Monetary Fund, and the World Bank, and nongovernmental bodies, including multinational corporations, nonprofit organizations, and armed groups. It is directed towards both political science majors and students with a more general interest in politics.



course  
**2. LEADERSHIP**

*Lecturer:*  
**Judith Bachay, PhD**



**Judith Bachay, Ph.D., L.M.H.C.** holds a doctorate in Leadership and Counseling from Barry University Miami, Florida. She

has taught interdisciplinary courses in Ireland, Germany, Spain, Scotland, and the U.S., to international business, counseling, business administration, and social work students.

She is the Director of graduate counseling programs at St. Thomas University, Miami Gardens, Florida USA where she holds lecturing position as well. She has also lectured in Ljubljana, Slovenia last year as a Fulbright Scholar through the University of Primorska. She is excited about returning to ZSEM one more time to teach Leadership, using a highly experiential approach relevant for all learning styles.

Dr. Bachay invites learners into an interactive learning community that explores the compelling need for the understanding and practice of leadership that is informed by our increasingly global complexity.

*Course description:*

**W**hat is leadership and how do leaders lead? Can leadership be learned? What skills do 21st century leaders need? This course provides an opportunity to examine leadership theories, to develop a personal understanding of leadership, and to explore the relationships of leaders and followers. The essential skills of effective leaders are explored, such as elaborating a vision, facilitating communication, working with groups and teams, overseeing finances, and facilitating change. Students will be encouraged to examine systematically their own leadership potential as they reflect on historical and contemporary examples of effective business and political leaders as well as leaders of causes and social movements.



# course

## 3. TOURISM HOSPITALITY MANAGEMENT

### Lecturer:

**Maja Martinović, PhD**



**Maja Martinović,** is an Associate Dean and the Head of the

Marketing and Communication Department at the Zagreb School of Economics and Management where she teaches courses in strategy and marketing. Previously, she worked as a marketing and sales manager for over ten years. Nowadays, she cooperates with Croatian and foreign managers and firms to draw up business plans, to carry out feasibility studies and market research and to run brand creation projects.

She has taught courses in brand building and marketing communications aimed at executive managers of the leading companies from East European countries. She has also participated in management training programs, and consulted numerous Croatian domestic and international companies.

She has edited several books in the field of marketing, among which there are MBA books of Strategic Marketing Management and Brand Management. She works on scientific and professional papers in the field of marketing, and works as a co-author of books such as Introduction to Business Ethics and Corporate Social Responsibility. She also teaches marketing courses at Barcelona Management Institute and Sarajevo Graduate School of Business. She has completed a postgraduate study course in Marketing Theory and Politics and received her M.Sc. at the University of Zagreb. She has also completed an International Faculty Development Program at IESE Business School (University of Navarra, Barcelona, Spain). She has a Doctor's degree in Economics (field: business and management) that she received from the Faculty of Economics & Business (University of Zagreb).

### Course description:

**T**ourism and Hospitality are among the fastest growing industries in the global service sector and offers a rich variety of career choices, suited to people having good communication skills, like to work as part of a team, and enjoy working in a dynamic and challenging environment. This course has been designed to provide a deep understanding of the major issues of Tourism and Hospitality and to reflect the new priorities, opportunities, and business strategies of this industry.

The course will explore the tourism industry from each angle. We will discuss the role of the industry in the larger society to the leadership and management of tourism organizations. We will analyze marketing concepts and strategies, and delve into tourism planning and product development. Emphasis and priority will be given to the Croatian reality.



# course 4. INTERNATIONAL MANAGEMENT

## *Lecturer:*

**Maša Magzan, PhD**



**Maša Magzan**, is an assistant professor at the Department of Marketing and Communications at the Zagreb School of Economics and

Management. She received both her Masters and Doctoral degree from Kent State University, USA. During her doctoral studies at KSU, she collaborated as a teaching assistant on the undergraduate courses and participated in various research projects for which she received awards and recognitions. Upon completing graduate coursework at KSU, she worked as a public relations representative for the Croatian National Tourist Office in New York City.

After coming back to Croatia in 2004, she lectured 2 seminars at "Cesar Ritz" Swiss International College for Management in Tourism and Hospitality. Since 2005 she holds several undergraduate and one graduate course at Zagreb School of Economy and Management.

## *Course description:*

**I**nternational Management is a course designed to increase awareness of major challenges facing organizations and managers in today's hypercompetitive global marketplace. By focusing on the international dimensions of management and organization, the course provides a framework for formulating successful strategies in an increasingly complex world economy. Through a multi-disciplinary approach drawing on social anthropology, psychology, management and organizational theory, the course deals with various issues related to complexity of culture, cultural orientation of different organizations and individuals and the mapping of world cultures through the different cultural dimensions. The goal of the course is to develop students' understanding of management and organizational behavior from an international and cross-cultural perspective.

The course will enable students to improve cultural sensitivity, develop skills of cross-cultural communications, managing cultural differences in a multicultural environment, and the art of negotiation so that international businesses can be effectively managed and business failures related to cultural blunders can be minimized. Finally, through various contemporary studies students will be able to understand the cultural dynamics that has been taking place globally.

# course 5. INTERNATIONAL FINANCE

*Lecturer:*  
**Jurica Vukas, MSc**



**Jurica Vukas**, completed his MSc in Banking and International Finance at Cass Business School in London. He also

completed an MSc in International Economics at Faculty of Economics in Zagreb. He was awarded the Chevening scholarship by the British government as a distinctive expert in economics. As the best undergraduate student at the University of Rijeka he was awarded the Rector's Award.

At the moment, he works for the Croatian National Bank on monetary and foreign exchange issues. He also lectures Money and Banking and International Finance at the Zagreb School of Economics and Management. He completed numerous courses at the International Monetary Fund, Bank of England, and Deutsche Bundesbank.

*Course  
description:*

The objective of this course is to develop understanding of international markets and instruments as well as basic principles of investment in the modern financial world. The students should familiarize themselves with all techniques of international investment and be capable to realize the appropriate instruments, markets and timing of investment in order to make efficient allocation of assets. During the course students will develop abilities to analyze and think critically about different approaches to foreign exchange determination, analysis of investment in bonds, equities and commodities through application of different theories, in particular case studies.

The students should be able to understand what drives the value of euro, dollar, and other major currencies, as well as to distinguish whether to invest money in fixed income securities or stocks. The course covers basic and modern theories of foreign exchange determination. The course is designed to explicitly explain monetary theory, portfolio balance theory, Mundell-Fleming model, as well as the modern approach to market microstructure which represents the foundation of most recent foreign exchange theories. The special emphasis is placed on financial crisis and their consequences through in-depth coverage of four generation of crisis.

# course 6. ENTREPRENEURSHIP

## *Lecturers:*

**Tina Lee Odinsky-Zec, MSc**



**Tina Lee Odinsky-Zec** has been working in higher education in Croatia for the past 10 years. Her fields of expertise include marketing,

entrepreneurship, and competitive intelligence. She has worked on business development projects in Asia, Europe, and the United States.

Career highlights include working for sports marketing entities like Ice Hockey in Harlem, Major League Baseball International, The US Open, and the Ryder Cup golf events. She holds undergraduate and graduate degrees from Rochester Institute of Technology where she concentrated in Communications and International Service Management.

## *Course description:*

**D**rive, Passion, Achievement. What motivates a person to start a new venture? What is the difference between new business success and failure? How do you define an entrepreneur? Not everyone agrees on a conclusive answer to any of these questions but there are plenty of people seeking the answers.

This is where we begin, on a quest. During this semester you will explore the entrepreneurial environment in the context of Croatia and beyond. You will discover first hand what makes an entrepreneur tick and develop skills and experience to either be one yourself or at least be a valuable, knowledgeable human resource to one in the near future.



# course 7. INTERNATIONAL MARKETING

## Lecturer:

Mirna Ćorić, MSc



Mirna Ćorić has been working in higher education for several years, in the fields of management, marketing, operations management, and strategic management.

Her career highlights include academic aspects of 8 years spent abroad, where she pursued education in the field of international management and economics at the University of Bocconi. At the same university she has also received her masters' degree in marketing management. Further experience concerns her work for the Chamber of Commerce of Milan and Siemens SpA.

Mirna Ćorić's research interests lie in fields that combine management and marketing with technological fields and digital developments, as well as human resource management, cross cultural aspects of management, and internationalization.

## Course description:

Today's successful companies have one thing in common. Their success comes from a strong focus on customers and heavy commitment to marketing. These companies share an absolute dedication to sensing then satisfying customers' needs in well-defined target markets. They motivate everyone in the organization to deliver high quality and superior value for their customers, which leads to high levels of customer satisfaction. These organizations know that if they take care of their customers, market share and profits will follow. Customers are an essential component of each business and creating customer value and satisfaction is at the very heart of modern business thinking and practice. A company must go to the market so that it delivers customer satisfaction at a profit.

In this course we will see how we can satisfy customers' needs and wants by offering 4Ps in order to make money. You already know a lot about marketing — it is all around you. You can see results of marketing in numerous products that line store shelves in your nearby shopping centre. You can see a part of marketing in TV advertising, in magazines and on Internet pages. You are exposed to marketing in almost everything you do. Yet, there is much more to marketing than meets the consumer's casual eye. Behind it there is a massive network of people and activities competing for your attention, trying to understand what you want, and striving to fulfill that want. This course will explain basic concepts and practices of contemporary marketing. In this course we will begin by defining the market and describing the major philosophies of marketing thinking and practice. Then, we will go through a range of activities that make up marketing: the research of the market and environment, the research of the consumer behavior, the process of segmentation and target market selection, the creation of positioning the statement, marketing planning and strategy, and finally the creation of the marketing mix or 4Ps (product and/or service, price, place and promotion) and the implementation of it.



course  
**8. INVESTMENTS**

## *Lecturer:*

**Igor Gvozdanović, MSc**



**Igor Gvozdanović** has been serving as Board Member and lately as CEO of Platinum Invest. Platinum Invest is a fund

management company that manages two equity funds (Platinum Blue Chip and Platinum JIE) and one money market fund (Platinum Cash). Mr. Gvozdanovic previously worked with a consulting group Development Agency International (DAI) on a USAID project of developing and increasing SME competitiveness. He also provided consulting services to reputable companies such as Roche Diagnostics. Prior to managing the Croatian office of the Financial Services Volunteer Corps, Igor Gvozdanovic worked with the Croatian Pension Fund.

He earned his MBA degree from the International University in Germany and as recipient of SAP Klaus Tschira scholarship gained further education in London in cooperation with the Canadian University of Newfoundland. Igor Gvozdanovic lectures at Zagreb School of Economics and Management and is working on his PhD at the Swiss Management Center.

## *Course description:*

**T**he course consists of two parts: the first part is theory-based lecturing on the basic principles of Investments, which will include introduction to investment theory, practical applications, and the review of case studies. The second part consists of a portfolio simulation exercise in which students professionally manage different asset classes.

While important theoretical concepts will be introduced, the emphasis of the course will be on the “real world”. The primary objective of the course is to help senior students learn the fundamentals of modern investment theory via lectures, presentations, discussions, case studies and portfolio management simulation.

**Portfolio Management Simulation** - This part of the course will expose students to the investment alternatives available on a global basis. Students will get a chance to apply the theoretical concepts of portfolio management process, understand implications of efficient capital markets for investments, and examine different evaluation methods of portfolio performance. The simulation will closely match and integrate investment practice in a global investment setting with the investment theory studied throughout the respective course. The students will be encouraged to apply both the fundamental and technical analyses.

# course 9. E-BUSINESS

## Lecturer:

Hrvoje Jerković, MSc



**Hrvoje Jerković** graduated in 2002 and completed a Master of Science in 2007, both at the Faculty of Electrical Engineering

and Computing in Zagreb, with the emphasis on usage of technology in e-learning. From August 2002, he has been working at the Zagreb School for Economics and Management as an assistant for the Introduction to ICT and Introduction to software projects courses. He planned, implemented, and maintained the e-learning system at ZSEM from its beginning.

He has set up and administered over 50 different videoconference events and also given a number of lectures and presentations for different audience. Also he worked as the system administrator and technical support at ZSEM. He has a degree of E-learning manager from the Croatian Academic Research Network where he worked and mentored number of e-learning courses. He is currently enrolled as a Ph.D. student at the Faculty of Electrical Engineering and Computing in Zagreb.

## Course description:

The course will primarily focus on e-business technologies and e-business theories. We'll cover development of the e-business throughout history and its beginnings with definition of mainstream fields of e-business. Students will have the opportunity to discuss a large number of cases of success and failure. The course will be heavily oriented towards practical implementations of web applications for e-business. At the end of the course students will gain basic practical knowledge for development of their own e-business ideas.



# course 10. BUSINESS COMMUNICATION

## Lecturer:

**Jagoda Poropat Darrer,**  
MA



**Jagoda Poropat Darrer** is a lecturer in the Department of Marketing and Communication and in the Department of Foreign Languages

at Zagreb School of Economics and Management. She graduated in Phonetics and Italian Language and Literature at the Faculty of Humanities and Social Sciences of the University of Zagreb, and is currently attending Ph.D. program at the same University. For the past few years has been holding several undergraduate courses at ZSEM such as Business Communication and Rhetoric. Took academic trip to John Carroll University, USA and attended undergraduate course of Business Communication. She also translated and participated in translation of several books on communication and business communication.

As ZSEM professor, she is a member of International Association of Business Communicators trying to show and lead her students through the best global communication practices, ideas and experiences that will enable them to develop highly ethical and effective performance standards in their professional lives always using the most recent and advanced information technology.

## Course description:

The course will primarily focus on written business communication, but will also cover some aspects of oral business communication. Fundamental to any communication course and especially to business communication is the idea that writers/ speakers need to know how to adapt to the rhetorical context, which includes audience, subject, purpose and media. In this course students will practice exercising critical reading, thinking and writing skills.



course

# 11. CROATIAN STUDIES, 3 ECTS

ADDITIONAL COURSE (included in the price)

## Lecturer:

Emil Heršak, PhD



**Emil Heršak** graduated in Italian language and literature and in anthropology at York University in Toronto, Canada.

He received his MA in sociology at the Faculty of Political Science, Journalism and Sociology of Ljubljana University and his doctoral thesis in 2000, in historical sociology, at the Faculty of Philosophy of Zagreb University. His major recent work was the study *Ancient Migrations*, Zagreb, 2005).

He has published over 200 scientific, professional and other papers, mostly in Croatian, but also in English, Russian, Slovenian, French and Turkish, and has participated in study missions to Sweden and Italy and in the organisational committees of major scientific conferences in Russia and Turkey.

## Course description:

The course will acquaint students with the general details of Croatian history, culture, geography, as well as with issues pertaining to Croatia's modern development. First students will be given an overview of the physical aspects of Croatia (basic details of the country's geography, natural ambient, vital statistics, etc.). This will be followed by lectures outlining key stages in Croatian history (Croatia before the Croats, the origins of the Croat people, language and state, mediaeval developments, the Ottoman expansion, the Habsburg period, the Yugoslav period, Independence). A broad definition of culture (as a blueprint for social behaviour) will be applied, with emphasis on the relationship between history, culture and society, and on cultural contacts (which is particularly relevant in the modern globalised world).

The overall approach in the course will be (socio) historical, sociological and anthropological, or rather holistic, and (importantly) an attempt will be made to explain why such an approach may be particularly useful for students of economics. Issues such as identity and globalisation, the meaning of "small nations", the transformation of comparative disadvantages into future advantages, etc. will be addressed. One particularly relevant social and economic example – i.e. the universal problem of corruption – will be presented in regard to the Croatian social history. The course will include field trips to historically and/or culturally significant locations in Zagreb, and possibly in the Zagreb region.



# ADDITIONAL INFORMATION

## Living in Zagreb

Zagreb, is the biggest city in the Republic of Croatia and the capital. City of Zagreb is the cultural, scientific, economic, political and administrative center of the Republic of Croatia with seat of the Parliament, President and Government of the Republic of Croatia. Zagreb is an old Central European city. It is located on the intersection of several important routes between the Adriatic coast and Central Europe.

Zagreb offers its guests the Baroque feel of the Upper town, picturesque open-air markets, various kinds of shops and delicious local cuisine.

Zagreb is also the hub of the business, academic, cultural, artistic and sporting worlds in Croatia. Many famed scientists, artists and athletes come from the city, or work in it. Zagreb can offer its visitors diverse shopping facilities, an abundant selection of crafts and a choice vernacular cuisine.

Zagreb is a city of green parks and walks, with many places to visit in the beautiful surroundings. In spite of the rapid development of the economy and transportation, it has retained its charm, and a relaxed feeling that makes it a genuinely human city.

Population: 779,145 (data from 2001)

## Weather

The climate of Croatia varies from Mediterranean along the Adriatic coast to continental inland. The coastal areas have hot, dry summers and rainy winters yet the inland areas are cold in winter and warm in summer.

The coast benefits from refreshing winds in the summer and the mountain ranges shield them from bitter winds in the winter.

Sea temperatures never fall below 10 degrees in the winter and in August it can be as high as 26 degrees, due to warm currents flowing north up the Adriatic coast.

In spring and early summer a sea breeze keeps the temperature down along the coast. This breeze that usually starts around 9am is perfect for sailing.

Winter temperatures range approximately from -5 to 3°C in the continental region, -10 to 0 °C in the mountain region and 5 to 12 °C in the coastal region. Summer temperatures range from 22 to 30 °C in the continental region, 15 to 21 °C in the mountain region and 26 to 35 °C in the coastal region.

# ADDITIONAL INFORMATION - cont.

## Entertainment and culture

### Cinemas

The cinemas play all the latest films, many of them in English, with Croatian subtitles.

### Theatres

The National Theatre is famous for the performances of opera or ballet, which can be

Entertaining even for the visitors not speaking Croatian.

### Concert Halls

Events of classical music follow one after another during the whole year in Zagreb. The Zagreb Philharmonic and the Zagreb Quartet have got very good reputation around the world.

### Nightlife

The centre of night life is the street of Tkalciceva in Gornji Grad, with the highest concentration of small bars and cafes in the city, overcrowded with guests looking for fun and amusement. Guests preferring music could relax in some of the numerous Zagreb discos or clubs, of which some are extremely popular. There are also jazz or swing clubs with rich program or some candle lit restaurant with rhythm of waltz, tango, rumba or samba. City of Zagreb is responsible for 38 cultural institutions which include 10 city museums, most significant of which are Zagreb Municipal Museum, Museum for Arts and Crafts and Museum of Contemporary Art.

## Food

Croatian cuisine is the unique representative of the harmony of interesting and tasty, often seemingly incompatible contradictions. The richness and generosity at Zagreb tables, full of tasty dishes and supporting drinks are recorded in many cookbooks.

Zagreb cuisine is the combination of rich heritage reflecting the troubled history. Zagreb citizens like home-cooked dishes, generating numerous traditional gastronomy events with presentations and ratings in the town and its vicinity. Surveys show that citizens of Zagreb are great admirers of Mediterranean cuisine.



# FAQ (Frequently Asked Questions)

## STUDENTS

### Who can apply?

Everyone who is interested; there are no formal conditions (besides motivation). The Summer School is targeted towards undergraduate students. The Summer School courses are conceived for those who need to deepen and widen their knowledge. The majority of the participants in the past were undergraduate students and young graduates (from academia and research institutions both public and private).

### Can graduate students attend?

Although the courses have been conceived to answer the needs of undergraduate students, graduate students motivated to follow the courses can apply as well.

I am 18 years of age and just finishing high school. Am I eligible to participate in ZSEM Summer School?

Unfortunately no, because our courses are designed for university students who have already studied for at least a few months.

### Do I need a visa to come study at ZSEM's Summer School?

For details whether or not you're required to obtain visa to enter Croatia, please refer to the web page of Ministry of Foreign Affairs : <http://www.mvp.hr> All cost incurred upon application and issuance of visa is on student's account.

### I want to do an internship in Zagreb. Can I apply for it?

No, ZSEM Summer School is purely an academic program, and it does not offer internships. If your intention is to do an internship during your summer in Zagreb, you will need to contact ZSEM's International Office at [jaguayo@zsem.hr](mailto:jaguayo@zsem.hr) or visit the website <http://international-office.zsem.hr>.

## COURSES

### What courses are offered during the Summer School?

From our homepage click on Courses or click here! (<http://summerschool.zsem.hr/index>)

### Does ZSEM Summer School offer language courses?

Although all of our courses are taught in English, they are not language courses. We are, however, offering a course that will cover Croatian culture (Croatian Studies).

### How many courses may I take?

Students are encouraged to take one course only along with Croatian Studies which is a mandatory course for all international students and is already included in the price. The program is quite intense with 3-5 hours of class every day, and choosing more courses might be too tedious.

### Can I earn ECTS credits from the Summer School?

Yes, every course is worth 6 ECTS credits. However, we always advise to check at your home institution to find out whether they recognize the Summer School. (Upon completion of the program, we deliver a Certificate, i.e. we certify your presence and the grade obtained through exams and/or projects).

### Do grades and credits count toward graduation?

For ZSEM students, credit hours and grades count the same as in fall or spring terms. For visiting students, transfer of grades or credit is determined by your home institution.

# FAQ (Frequently Asked Questions) - cont.

## How long is each session?

Summer courses are compressed into three-week sessions. Classes meet Monday through Friday for 3-hour periods unless otherwise specified.

## How much studying will I have to do?

The ZSEM Summer School is intended for mature and highly-motivated students who are prepared to do academic work. Students may expect to do 1-3 hours of study most days, not including the classes.

## Will I receive a certificate at the end of the ZSEM Summer School session?

Yes, after the session has ended we will award each student who has successfully completed their course a course diploma.

## How many students are there in each course, and where are they from?

The course sizes vary, but there are normally between 15 and 30 students per course. In 2009 we had a total of 105 students from 9 different countries.

## APPLICATION

### Can I apply via e-mail?

No. Please apply using the online application form available at <http://summerschool.zsem.hr>.

### When are Summer School online applications available?

Online applications will be accepted through June 1, 2010. Early bird price is valid for applications submitted by March 1, 2010.

### When is the application deadline?

The application deadline is June 1, 2010. However, the earlier you apply the better, as students are accepted on a first come, first served basis. If you would like ZSEM Summer School to arrange your accommodation, you should apply no later than the end of April.

### What happens if I send the form more than once?

We will only take into account the last form you have sent.

### I have a problem with the online application. What do I do?

Technical problems, like our server not working (problems, maintenance periods), disturbances on the Internet or in your local network, happen. Waiting some time usually makes the problem go away. If you experience other internet related problems (web browsing, e-mail) the problem might be local or even specific to the computer. If nothing helps, drop us a note.



# FAQ (Frequently Asked Questions) - cont.

## FEES AND PAYMENT

### How much does it cost?

The price for Summer School 2010 is 980 EUR, which includes tuition for one course of your choice and additional course (Croatian Studies), study materials, excursions, and field trips.

### Does the Summer School offer any grants or subsidies?

No, the Summer School is financed exclusively by participant's fee and has no resources of its own.

### My university has an exchange agreement with ZSEM. Do I still have to pay the Summer School course fee?

For this matter, please contact the International Relations office at your home university, or ZSEM Summer Coordinators directly.

### How can I pay?

Here (<http://summerschool.zsem.hr/index>) are the bank account numbers you can use to make the payment.

### Do I receive a confirmation of payment?

No. If you DO NOT hear from us, everything is ok. Note that if you do not pay by the deadline, your application will be cancelled.

If I should have to cancel my participation, will the fees I have already paid be refunded?

If you have paid the fee prior to the June 1, 2010 deadline, ZSEM Summer School will refund your money after deducting 10 % charge and banking fees.

### What other expenses will I have besides tuition?

Additional costs include, but are not limited to: accommodation, transportation, and food. The accommodation costs vary from 150 EUR (estimated cost of a room in a student dormitory; per person) to 350-400 EUR (per person, including overheads). Students wishing to be in private apartments need to apply by the latest by May 1, 2010. Transportation costs: all students can get a monthly student ticket (30 EUR and 2 photographs). Food and other costs can vary depending on lifestyle; meals in student cafeterias cost approximately 4-5 EUR. Also, students who need a Croatian visa are required to pay a non-refundable application fee of 100 EUR, which will be deducted from the tuition. Any postage costs are to be paid by the applicant."

### How can I handle money?

The best way to handle money is to take both a credit card and a bank debit card with ATM capabilities. There are numerous ATM machines in Zagreb from which you can withdraw cash. All cards should be checked before leaving home.

# FAQ (Frequently Asked Questions) - cont.

## ACCOMMODATION

### Where can I stay?

Accommodation is available at a student dormitory, youth hostels, hotels or private apartments.

## REGULATIONS

### What are the rules and regulations governing my participation?

Students are expected to conduct themselves at all times in such a manner as to represent their home country and to facilitate the success of the Summer School. Rules include but are not limited to the following: Students must be in class on time. The possession or use of alcohol and other drugs is strictly forbidden and will result in immediate dismissal from the Summer School. Smoking is forbidden on School grounds. Students must dress appropriately for classes and excursions. Independent travel outside of ZSEM must be approved by the Summer School Coordinators in advance.

## ABOUT CROATIA AND ZSEM

### Where can I find out more about Croatia and the Zagreb School of Economics and Management?

Useful information about Zagreb, Croatia, as well as School regulations can be found on <http://summer-school.zsem.hr>.

## COMMUNICATION

### Will I have daily computer access while attending the Summer School?

Yes, the computer labs at ZSEM are open and accessible Mon-Fri from 9 am till 5pm.

### Should I bring my own computer with me or can I use the computers at ZSEM?

ZSEM has excellent computer facilities, and you will have access to the computer labs. If you do bring your own laptop, ZSEM offers free WLAN Internet access. Internet access is normally not offered in the student dormitories.

### How can I keep in contact with my family?

The students have daily access to computer labs. All the computers have Skype installed so you can stay in touch with your loved ones. Please note that you will need your own Skype account and enough Skype Credit to contact mobiles or home numbers.

# FAQ (Frequently Asked Questions) - cont.

## TRANSPORTATION

### Will someone come and meet me at the airport?

Upon your arrival in Zagreb Airport, you will be requested to take an airport bus to the Central Bus Station (Autobusni Kolodvor). We will email all our students instructions on how to get from the airport to the city center. The Summer School Coordinators and their designees will make sure that all the students know how to find the accommodation, what to do on the first day, etc.

### How can I buy a monthly student ticket?

You will get your monthly ticket within 2-3 days of your arrival. The Summer School Coordinators will obtain the tickets for all students once the money and all photographs are collected, and the students have filled in the application form. Please make sure you have the application form, the money, and the photos ready as soon as possible after you arrive to Croatia so that we can provide you with the monthly tickets.

## INSURANCE

### Do I have to have travel insurance?

Yes. All applicants will need to send a copy of their travel insurance via e-mail or fax prior to their arrival to Croatia.

### Does ZSEM Summer School have insurance for its students?

No. We strongly recommend that all students obtain travel insurance prior to leaving their home country. Insurance claims must be filed by the patient with the health insurer in their home country.

For further details and application form please visit our website: <http://summerschool.zsem.hr>

## TESTIMONIALS

*I have already been to Croatia before, and I had fun, so I decided to come back. But this time, I wanted to learn something, too. During my stay in Croatia, I met new people and got a great international experience. The fact that I took International Management will look great in my CV.*

**Jenna Williams**  
Queensland University of Technology, Australia

*A Croatian student came to an exchange program to my university and told me stories about Croatia and this school. That got me interested and I decided to come here. The summer program is an opportunity to learn something new. I attended a few of them before, but this is the first time I travelled abroad. I want to learn, meet new people and improve my CV.*

**Yazmin Vallejo Sarmiento**  
University of Central Missouri, USA

*I was offered several options at my university, but ZSEM's Summer School seemed the best. I wanted to learn about Croatia and meet new people.*

**Humberto Urquiza**  
Tecnologico de Monterrey campus Querretaro, Mexico



zagrebačka  
škola ekonomije  
i managementa  
zagreb school  
of economics  
and management

# Summer School 2010

28 June - 16 July 2010

<http://summerschool.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.*

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ZSEM MEMBER  
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3 PALMES  
EXCELLENT  
BUSINESS SCHOOL