



# ZSEM

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WHERE AMBITION LIVES.

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# CONTENT

**About ZSEM**

**About Zagreb and Croatia**

**Our Study Programs**

**Career Center**

**Scholarships**

**Our Campus**

**Activities For Students**

**Traveling**

**Do You Need a Visa?**

**Accommodation**

**Living Costs**

**International Office Team**

# ABOUT

- 2002 - ZSEM was founded by Mr. Đuro Njavro, PhD and Mr. Joseph Bombelles, professor emeritus at the John Carrol University, USA
- 2004 - ZSEM was for the first time accredited by the prestigious AACSB accreditation
- 2008 - EdUniversal for the first time proclames ZSEM the best business school in Croatia
- 2015 - EdUniversal awards ZSEM with 4 Palms of Excellence
- 2017 - ZSEM continues its internationalization, and becomes a proud partner of 150 universities worldwide
- 2019 - ZSEM was reaccredited by AACSB
- 2020 - QS ranks ZSEM's MBA specializations amongst the best 200 in the world
- 2020 - ZSEM moves to a new campus

eduniversal  
RANKING



4 PALMES  
TOP  
BUSINESS SCHOOL



# Located in Zagreb, Croatia





# About Zagreb and Croatia



- Croatia is located in South-Eastern Europe, on the Adriatic sea
- Member state of the EU
- It has about 4 million citizens
- Famous for the City of Dubrovnik (Game of Thrones, Robin Hood, Star Wars), the Plitvice Lakes National Park, the coast and more than 1000 islands, islets and reefs
- Famous for football - 2nd in the FIFA World Cup 2018
- Famous for festivals - Ultra Europe, Christmas market (3 times awarded as best in Europe), etc.
- Coffee culture
- Zagreb has about 800.000 citizens
- Transportation: mostly trams, buses, Uber is common
- many art and cultural events
- very safe - announced 3rd best country in the world in 2020 by The Times and Sunday Times (UK)





# Mission

Đuro Njavro, PhD  
**DEAN**

”

**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.**

”

# Study programs

## BBA

- 2 Bachelor programs completely held in the English language
- 4 years
- 240 ECTS
- Bachelor of Business Administration

## MBA

- 11 MBA programs completely held in the English language
- 1 year
- 60 ECTS
- Master of Business Administration
- Double Degree possibilities

## DBA

- Program held in collaboration with Sheffield Hallam University in the UK
- 4 years

# Economics & Management



**Finance**



**Accounting**



**Marketing**



**Management**





# Business Mathematics & Economics



**Quantitative Mathematics**

**Business Economics**

**Information Technology**







# Double Degree



- Kedge Business School, France (semester)
- Tilburg University, The Netherlands (year)
- East China University, China (year)



# Exchange

- Semester or year
- Minimum 3.5 GPA (out of 5)
- Take up to 30 ECTS
- Get Erasmus+ financial support
- Elective: Croatian language & Croatian studies







**150** partner universities

Co-funded by the  
Erasmus+ Programme  
of the European Union





# Short programs



## International Summer School

- In Zagreb and Zadar
- 5 - 6 ECTS courses
- Croatian studies (free)
- Trip to Plitvice lakes and Kornati islands
- Rich social program

## Leadership in Croatian Winterland (5 ECTS)

- Skiing and FIS Ski Championship
- Zagreb's Christmas Market
- Trip to Plitvice lakes and Split
- Rich social program



## Cross-Cultural Negotiations (5 ECTS)

- Trip to Plitvice lakes and the city of Split
- Company visits
- Rich social program



# ZSEM in numbers

- 1000 students
- 120 professors
- 20 administrative staff
- 83% of ZSEM faculty hold a PhD
- 31st most diverse school globally
- 8% of ZSEM MBA alumni start their own business

**35%**  
**of international  
students**

**Case studies**  
**Computer simulations**  
**Group projects**



**Class presentations**  
**International professors**  
**E-learning (Zoom, Loom, Loomen)**

**Practical orientation & close contact with the business  
community**

# How do we study?



# Career

Helps ZSEM students find job & internship in Croatia and abroad

**94%**  
ZSEM students get employed within a year after graduation

**40%**  
of ZSEM students get employed during their studies

**Student Future Day**  
ZSEM's student job fair



Co-funded by the Erasmus+ Programme of the European Union



# center





# Scholarships



## International Scholarship program

- 51 000 EUR fund
- tuition fee reduced by 1000 - 3000 EUR

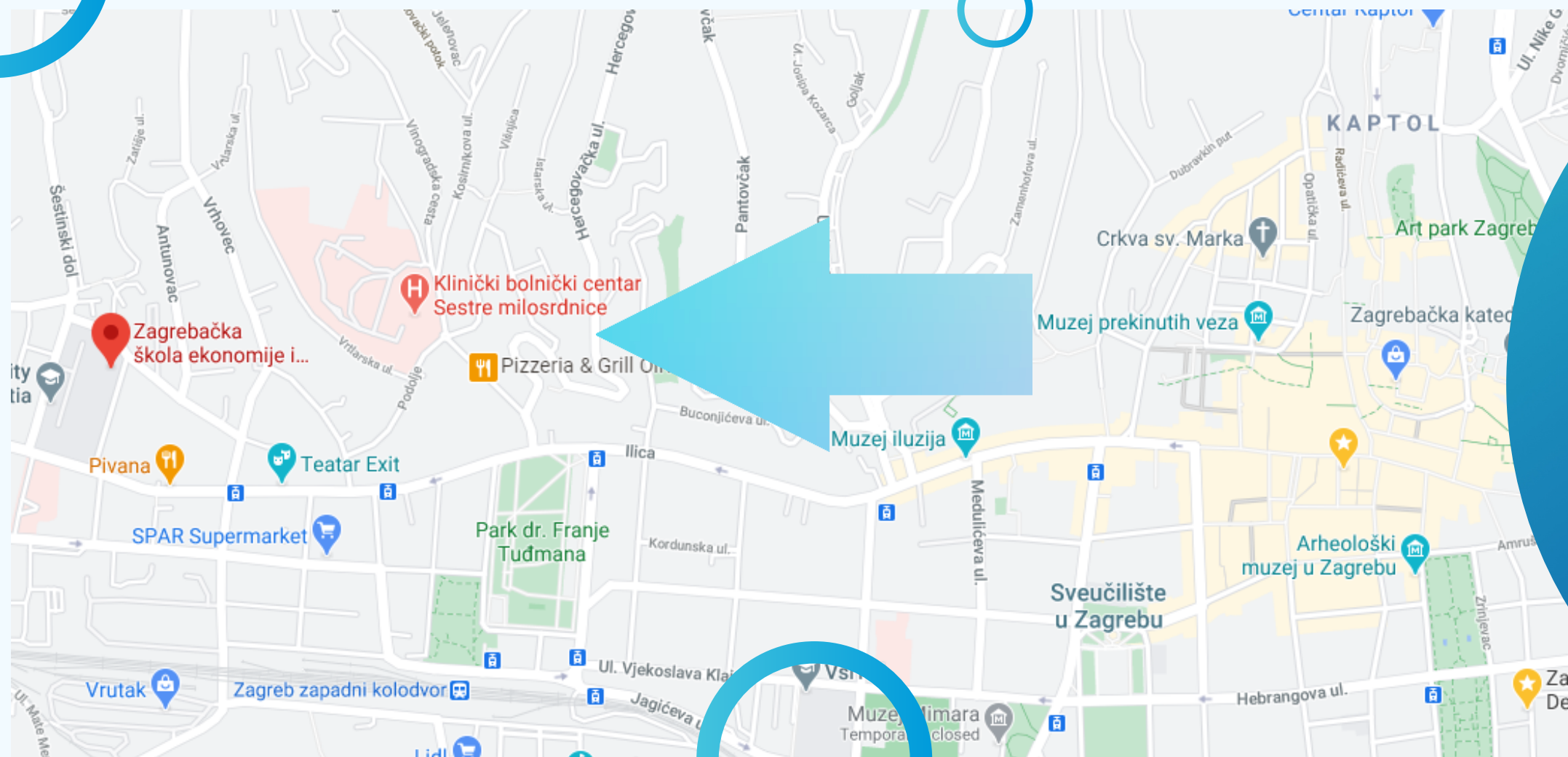




New Campus



# Around the Campus



- 15 min from the main square
- Surrounded by 2 hospitals and a health center
- Big grocery store
- Cafe
- Gym
- Restaurants
- Brewery



# Activities



**Buddy program**



**Field trips**



**Social Activities**







Do you want to  
study...



...and travel the world?





# Perfect for traveling!





# What do students like about ZSEM?

- International atmosphere
- Professors are more like mentors
- Friendly environment
- Students are not "just a number"
- Social activities





**Do you need a visa to study in  
Croatia?**

# Accommodation



grabAhome

Home  
in ZAGREB

# Living costs

Expenses	CNY Per Month
Accommodation	1600 - 4700 CNY
Transport	80 - 120 CNY
Meals	700 - 1600 CNY
Trips	200 - 1600 CNY
Parties	300 - 1600 CNY
Total	4674 - 7790 CNY

“

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I've spent a great semester here at ZSEM. I love the professional and patient professors, who taught me a lot theoretically and practically. I also had a great experience working with classmates coming from various continents and got to know different ideas through the discussion. ZSEM is like a big family. It is really small but caring and warm. Professors are so nice, we are all equal. International students are amazing. I had an amazing experience here.“

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**SHAO WANG (CHINA)**

# INTERNATIONAL OFFICE TEAM



**JAVIER AGUAYO**

Head of the International Office



**UNA BARKOVIĆ**

Incoming coordinator



**AMAL MALI**

Erasmus+ coordinator



**QUESTIONS? COMMENTS?**

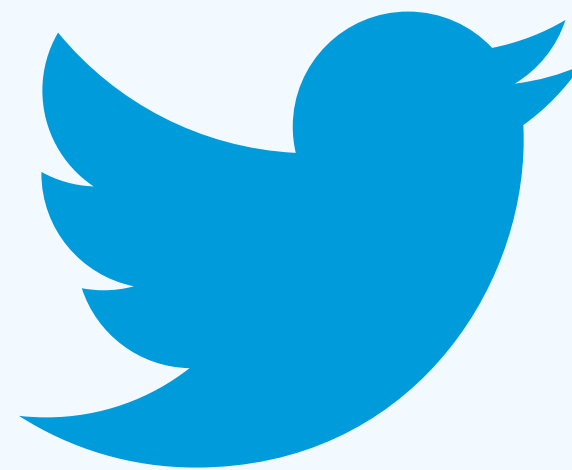
**LET ME KNOW!**

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**ubarkovi@zsem.hr**



## Follow ZSEM on Social Media



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





**Thank you!**