

Undergraduate Study

Learn from the best. Create a better world.

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A message from the Dean



Mato Njavro, PhD
Dean

Dear friends,

Your choice of study will affect your career, your employment, and your overall life satisfaction. If you are looking for a unique, world-renowned educational experience, ZSEM is the right place for you and your future business development.

We believe that education today is a dynamic process and continuous interaction between major stakeholders - students, professors, student services, and the business community. Through ZSEM's program council, the business community significantly influences the formation and modification of our study programs. The program council consists of eighteen successful leaders, managers, and entrepreneurs with international experience who, with their selfless contribution, provide important information about trends and needs in the labor market.

More than a thousand ZSEM students studied with students from the world's leading business school through the international exchange program. This experience is crucial in forming a confident and independent individual who will make important decisions in business and in their private life.

Personalizing education is a crucial step towards developing a successful career. The favorable ratio of lecturers and students allows us to work with small groups so that professors can approach each student individually. We have recently gone a step further, allowing our students to choose one of four areas of interest already at the undergraduate level. All of this is crucial in shaping the individuals who will work future jobs in the positions that will emerge over the next 40 years.

In 2013, ZSEM's quality was confirmed by AACSB accreditation, and we established our position in the re-accreditation process in 2019. This recognition results from many years of effort we have invested in implementing the educational standards of the best business schools around the world. This is also great recognition for the Croatian educational system because ZSEM has included Croatia on the world map of the best business schools. Only 5% of business schools globally have prestigious AACSB accreditation, and ZSEM is part of that elite society.

Let's start your professional career together.

Mato Njavro, PhD
Dean

Zagreb School of Economics and Management

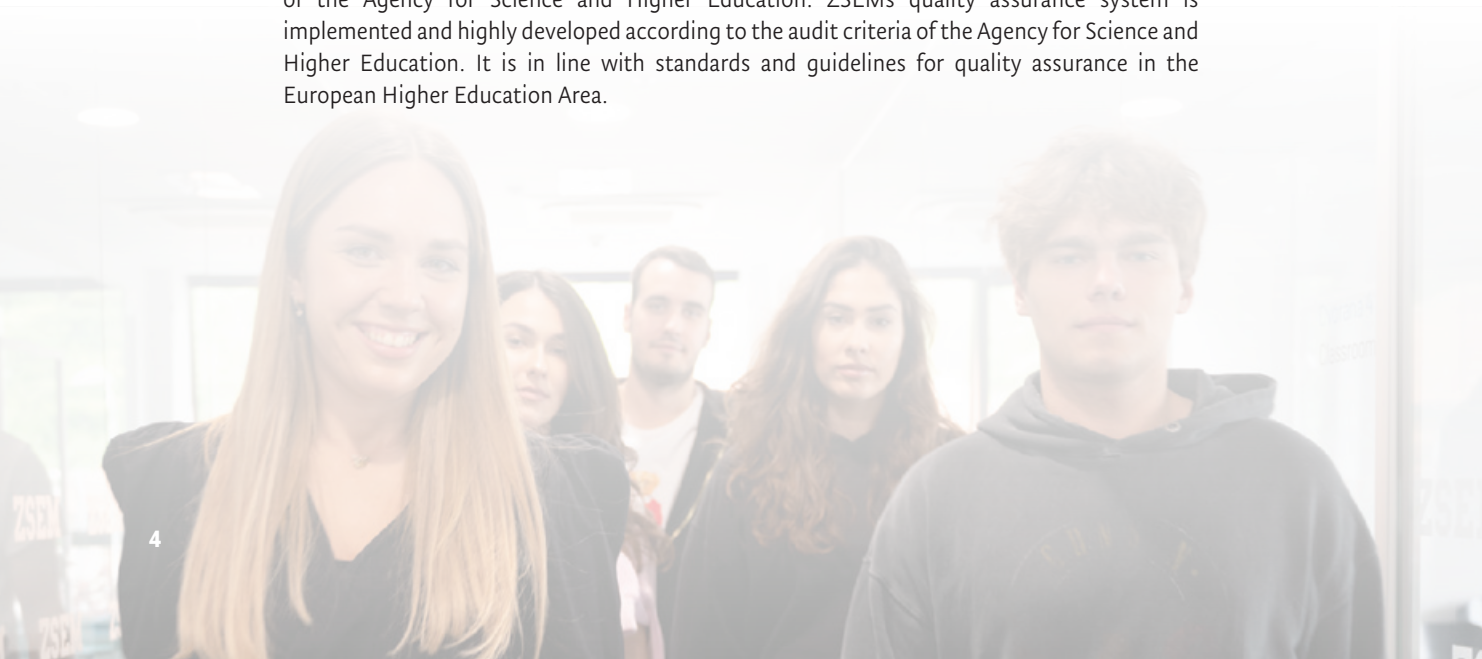
The Zagreb School of Economics and Management is the best Croatian business school according to the Eduniversal global scale. For many years, ZSEM has been educating future Croatian economic and business experts and has become a center for discussion on contemporary economic and business issues in Croatia and the broader region of Central Europe. With 500 students and more than 2,800 alumni, the ZSEM community is constantly growing. Every large corporation and institution in Croatia employs ZSEM graduates, and many of them contribute to society through entrepreneurship and research.

Reputable professors, researchers, and experts from all over the world teach at the Zagreb School of Economics and Management. ZSEM's professors are represented in the world media, and many lecturers hold high positions in the world known, but also Croatian corporations and public institutions.

With more than 150 partner universities worldwide, many ZSEM students spend a semester or an entire academic year abroad without paying additional tuition fees. ZSEM also welcomes more and more students every year to do an international exchange and organizes the International Summer School Program and the International Winter School Program.

In 2013, the Zagreb School of Economics and Management became an AACSB accredited business school, thus joining the elite group of 5% of the world's business schools with this prestigious accreditation. Six years later, ZSEM confirmed its high quality of work by achieving the re-accreditation of the AACSB.

To confirm the quality at the national level, ZSEM has successfully passed the re-accreditation of the Agency for Science and Higher Education. ZSEM's quality assurance system is implemented and highly developed according to the audit criteria of the Agency for Science and Higher Education. It is in line with standards and guidelines for quality assurance in the European Higher Education Area.



Nationally recognized diploma and quality

#1 in Croatia

According to reports of the Expert Commission, Zagreb School of Economics and Management is the best-rated institution among private and public colleges and faculties in the field of economics. According to the reports of the Expert Committee Agency for Science, ZSEM also achieves the best grades in the insurance quality system and higher education.



Agency for Science and Higher Education

Internationally recognized diploma

AACSB accreditation

ZSEM has been among the TOP 5% of the best business schools in the world since 2013



AACSB
ACCREDITED

World reputation

QS Global MBA ranking

The MBA program is in the TOP 200 best programs in the world and TOP 60 in Europe



Programs

Undergraduate Studies

240 ECTS

Economics and Management
Business Mathematics and Economics

Graduate Studies

60 ECTS

MBA program

MBA in Accounting, Auditing, and Taxes
MBA in Finance and Banking
MBA in Human Resource Management
MBA in Management
MBA in Marketing
MBA in Supply Chain Management
MBA in Tourism, Hospitality, and Events

Executive MBA program

Executive MBA program
Global Executive MBA program

Doctoral Studies

In collaboration with the Sheffield
Hallam University of Great Britain.

Short Programs

International Summer School
International Winter School



ZSEM Zagreb School of
Economics and
Management

zag
Economics and Management
ZSEM
CROATIA

UNDERGRADUATE PROGRAMS

Economics and Management

240 ECTS

 In English and Croatian Languages

The undergraduate study of economics and management was designed in collaboration with the best Croatian and foreign experts with enviable business and academic careers. Students gain practical knowledge through theory and real business challenges that allow more quality involvement in the business community. The knowledge acquired at ZSEM goes beyond the predefined ones academic areas, extending to a range of relevant areas. Throughout the four-year study, students master courses in economics, management, accounting, finance, entrepreneurship, marketing, and business law, which helps guide them towards their future careers. It is essential to understand the fundamental areas of economics in order to acquire interdisciplinary insight and competencies necessary for successful management of departments corporations, starting your own, or taking over your family business. In addition to compulsory courses, students also receive the additional knowledge from elective courses in areas of their interest. Students can learn how to adapt to the global business world and acquire communication skills through interactive tasks, projects, and company visits during their studies.

① First Year

First Semester:

Principles of Economics 1
Information and Communication Technology
English for Economists
Mathematics 1
Introduction to Philosophy
Social Psychology

Second Semester:

Principles of Economics 2
Mathematics 2
Statistics 1
Management
Critical Thinking
Business Communications

② Second Year

Third Semester:

Introduction to Accounting
Microeconomics
Rhetorics
Statistics 2
Marketing

Fourth Semester:

Macroeconomics
Public Finance
Financial Accounting
Marketing Management
Consumer Behavior
First Elective Course
Internship

③ Third Year

Fifth Semester:

Cost Accounting
Financial Institutions and Markets
Corporate Finance 1
Business Communications in English 2
Introduction to Law
Organizational Behavior
Second Elective Course

Sixth Semester:

Managerial Accounting
Corporate Finance 2
Money and Banking
Legal Business Surroundings
Human Resource Management
Third Elective Course
Second Internship

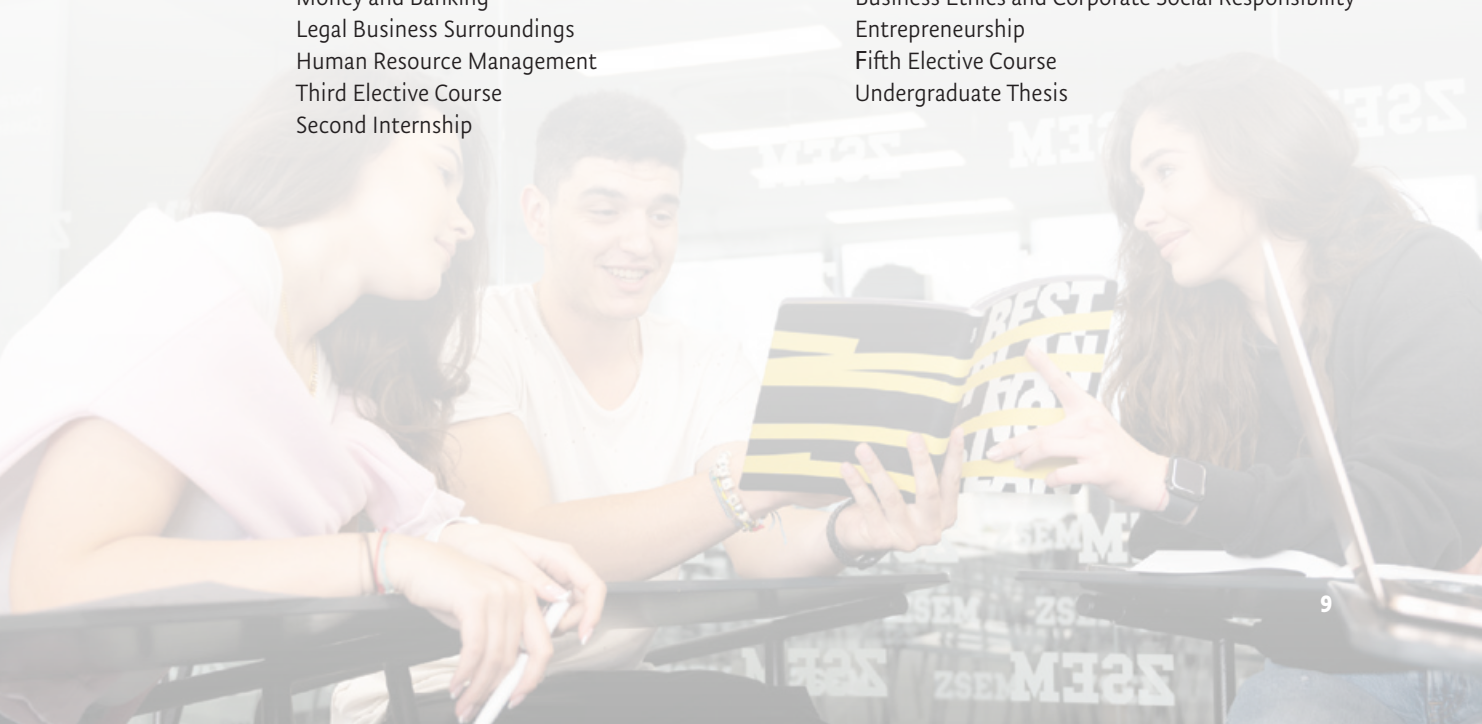
④ Fourth Year

Seventh Semester:

Operations Management
Management of Information Systems
Commercial Law
Personal Finance
International Economics
Fourth Elective Course 4

Eight Semester:

Strategic Management
Introduction to the EU
Business Ethics and Corporate Social Responsibility
Entrepreneurship
Fifth Elective Course
Undergraduate Thesis



Business Mathematics and Economics

240 ECTS

 In the English Language

The undergraduate study of business mathematics and economics prepares students for successful business careers in today's globalized world. With intensive use of information technology and existing software, students acquire theoretical knowledge that provides a business-economic-mathematical-quantitative basis for successful work in Croatia, Europe, and the rest of the world. Students are prepared to work in banks, insurance companies, financial institutions, administration, production, distribution, logistics, telecommunications, sovereign, and other companies. The first two years of study are devoted to basic mathematical and economic subjects. With the intensive use of information technology and existing software, students adopt theoretical knowledge. In the senior year of study, students learn to program mathematical problem-solving algorithms in business practice independently. A Capstone course was also created in which students participate in project design and business case resolution using all acquired knowledge from their course of studies. Through the intensive use of information technology and software, students adopt theoretical knowledge, learn to independently program mathematical algorithms to solve problems in business practice, and thus deepen their knowledge in the direction of financial mathematics and optimization.

① First Year

First Semester:

Excel for Mathematical Modeling
Mathematical Analysis 1
Linear Algebra 1
Principles of Economics 1
Philosophy
Critical Thinking
English Language

Second Semester:

Principles of Economics 2
Mathematical Analysis 2
Principles of Probability and Statistics
Application of Software Packages in Mathematics
Linear Algebra 2

② Second Year

Third Semester:

Statistics
Linear Programming
Microeconomics
Principles of Accounting
Rhetorics
Social Psychology

Fourth Semester:

Econometrics 1
Numerical Methods in Economics
Mathematical Principles for Economic Analysis
Principles of Financial Mathematics
Macroeconomics
Principles of Law

③ Third Year

Fifth Semester:

Econometrics 2
Optimization
Ordinary Differential Equations
Business Communication in Correspondence
Management
Marketing

Sixth Semester:

Stochastic process
Game Theory
Financial Mathematics
Programming
Economics for Managers
Internship

④ Fourth Year

Seventh Semester:

Dynamic Systems in Economics
Graph Theory
Corporate Finance
Financial Institutions and Markets
First Elective Course

Eight Semester:

Capstone
Public Finance
Second Elective Course
Third Elective Course
Undergraduate Thesis



Concentrations

Personalizing your education is an essential step towards developing a successful career. Students doing their undergraduate studies at the Zagreb School of Economics and Management can choose between four concentrations. Concentrations are packages of five elective courses, two of which are conducted in English and three in Croatian. Students can choose their desired concentration of undergraduate studies in their first year or postpone the selection until their final years of study. Students at the undergraduate level can specialize in areas of international business, marketing in the digital age, artificial intelligence, finance, financial technologies as well sports management.

International Business

A concentration in international business prepares students for a successful international career. An internationally accredited business school with award-winning business professors, leaders, and a developed alumni network encourages a global mindset. Students will understand global business, the international economy, and the multicultural environment and learn how to be a leader or team member.

Courses:

- Business in Global Environment
- International Finance
- Global Growth and Start-Up Companies
- Digital Business and Platform Ecosystems
- Intercultural Negotiation and Sales

Marketing in the Digital Age and Artificial Intelligence

Marketing is an imperative of any successful business strategy. Students learn how to use some of the most powerful digital tools and learn from real-world examples of marketing campaigns. Concentration marketing in the digital age and artificial intelligence teaches students new skills, concepts, and tools to help them build competitive brands and execute successful digital marketing strategies.

Courses:

- Digital and Social Media Marketing
- Digital Trends and Analytics in Marketing
- Competitive Advantage through Efficient Branding
- Experience in Economics
- Inspirational Speeches and Storytelling

● Finance and financial technologies

This concentration prepares students for a career in the financial industry - one of the most significant and exciting global industries. Choosing this concentration brings you a step closer to becoming an ACCA-qualified financial expert. ACCA is a global institution for professional accountants with a worldwide reputation for excellence and rigorous qualifications recognized worldwide. Multinational companies around the world are looking for experts trained for ACCA because they are qualified for strategic thinking, technical skills, and professional values.

Courses:

- Advanced Financial Accounting
- Advanced Accounting for Managers
- Intermediate Corporate Finance
- Taxes
- Auditing

● Sports Management

The sports industry dominates the media and the entertainment industry. In 2020, it was worth more than 500 billion dollars and continued to grow. This concentration gives you an insight into the most successful business models in the global sports industry and is an excellent choice for professional athletes, former athletes, or individuals wishing to work in the sports industry. Sports management focuses on leadership, organization and event management, and entrepreneurship and marketing in sports.

Courses:

- Introduction to Sports Management
- Management and Leadership in Sports
- Sports Event Management
- Marketing in Sports
- Entrepreneurship in Sports

Active Athletes

Playing professional sports, which include numerous training, preparations, and competitions is often difficult to reconcile with a desire for further education. In order to allow professional athletes to continue their education, we organized undergraduate studies according to their obligations. The systematic use of e-learning in education for athletes at ZSEM provides excellent prerequisites for quality education so that student-athletes can easily make up for any absences from classes. Any missed lectures by student-athletes compensate through individual consultations with professors on campus or online, as well as demonstrations. Currently attending ZSEM are athletes from about 20 sports, 25 categorized athletes, 15 national champions, and several holders of medals from the world and European Championships. The circle of active athletes is quite broad, so about 10% of ZSEM students do at least one workout every day.



Support System

Lecturers

ZSEM lecturers are often among the leading Croatian business and economic experts. Most lecturers have acquired at least one educational qualification abroad, most often in Western Europe or the United States. Many of them are affirmed in the business community, and because of that, they can transfer their experiences and practical knowledge to students.

150
Lecturers

E-learning

ZSEM is the leading business school in Croatia, applying new technologies in teaching. Each course at ZSEM has its own page, where all information and teaching materials are available, and evaluations of lecturers and courses are conducted through this system.

10:1
student
lecturer ratio

Literature

The best world literature in economics and business administration is included in the cost of study. Students learn from the books of the world's most famous and recognized economics authors, used by universities worldwide. This choice of literature has also facilitated international student exchange. All literature is also available in the digital bookstore eBook024.

28
average
class size

Demonstrations

ZSEM's policy is that no student should lag behind their colleagues with studies. Hence, every course has its own demonstrator, who gives group or additional individual lessons to students who have difficulties with certain materials. The demonstrators have demonstrated exceptional knowledge from specific courses and were selected by lecturers to help their colleagues with learning.

81%
of professors
hold a PhD

SPOT Mentoring Program

Studying in a new environment and moving to another city can be a challenging but enjoyable experience. That is why ZSEM has developed a SPOT mentoring program, whose name stands for Students Help Orient and Train. Every ZSEM student is given a mentor - a senior student who advises first-year students on all courses and extracurricular activities as part of the program.

48%
of our professors
acquired their
doctorate abroad

Academic Honesty

ZSEM encourages team and practical work through many individual and group projects. ZSEM teaches their students academic honesty and integrity and verifies the authenticity of every project written by the student.

Student Rights

Undergraduate students have the status of full-time students and have all student rights such as the right to an x card, student residency, etc.

International Experience

Students gain international experience through exchanges at our 150 partner universities, without additional tuition costs, and on our campus in Zagreb, where we have more than 300 international students studying. In a world where business is global, an international perspective becomes crucial for all those who want to build successful careers in Croatia or abroad. The international experience greatly influences personal and professional development, comparative advantage in the labor market, learning foreign languages, and creating new friendships.

Students usually go on exchange for one semester or a year, and it is possible to experience exchange at several universities in the world during the course of your studies. The coherence of the ZSEM study program and partner universities allow students to recognize passed courses and continue studying after returning from the exchange.

By going on an international exchange, students further develop in their field of interest at the world's best universities. The International Office advises students on exchange based on their areas of interest. Frankfurt School of Finance is recommended to students interested in finance, Tilburg University for those particularly interested in economics, and KEDGE Business School for those who want to develop in logistics and supply chain. The International Office guides students through the process of applying for student exchange helps in the process of obtaining a visa, residence permits, and Erasmus scholarships, which, depending on their grade point average, each student at ZSEM has the right to.

150

partner
universities
around the world

34%

of international
students

1.216

international experience
was gained through
student exchange



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 that helps them decide to go abroad.

International Summer School

10-16 ECTS

 In English

The International Summer School at Zagreb School of Economics and Management brings together about a hundred students from more than 20 countries, such as Singapore, Mexico, Switzerland, Germany, Portugal, Morocco, and France. The International Summer School students are offered a wide range of courses in finance, management, marketing, entrepreneurship, and innovative courses such as Design Thinking and Machine Learning. During the three weeks of lectures, an excellent team of renowned professors introduces areas of interest in order for students to acquire new knowledge and skills. In addition to the mentioned courses, students can also listen to the Croatian Studies course to get to know the Croatian culture and business environment in Croatia. Also part of the program is an organized four-day trip to Zadar, which includes a visit to the Plitvice National Park lakes and a boat trip to the Kornati National Park.

International Winter School

5-14 ECTS

 In English

Every January, popular and creative courses that are part of the International Winter School gather students worldwide. Attendees can choose from four topics from different areas in economics while enjoying the beautiful winter in Zagreb. During the two weeks, participants have the opportunity to visit Croatian companies, listen to lectures taught by world-renowned professors and guest lecturers and learn about doing business in Croatia and the European Union. In addition, a one-day trip to the National Park Plitvice Lakes and skiing is organized for the participants. International Winter School is an excellent opportunity to get to know students from all over the world. Quality education, cultural experience, and new acquaintances guarantee the participants an unforgettable experience.





International Partners

North America

Canada

Laurentian University
Universite du Quebec a Montreal
Concordia University
HEC Montréal
Ryerson University
University of Manitoba

Mexico

Universidad Panamericana
Universidad Tecmilenio
Universidad de Monterrey (UEM)
UPAEP
Tecnologico de Monterrey ITESM –
Campus Querétaro

USA

St. Ambrose University Davenport
University of Louisville
University of Michigan – Flint
University of Minnesota Duluth
St. Cloud State University
University of Central Missouri
University of North Florida
John Carrol University, Cleveland
Anderson University
Texas Tech University
Tulene Univeristy

South America

Argentina

Universidad Austral

Brasil

University of Sao Paulo

Chile

Universidad del Desarrollo
Universidad de los Andes

Peru

Universidad San Ignacio de Loyola
Universidad del Pacifico

Europe

Austria

Management Center Innsbruck
Upper Austria University of Applied Sciences,
School of Management
Management Center Innsbruck

Belgium

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

Bosnia and Herzegovina

Sveučilište u Mostaru
Sveučilište u Sarajevu

Czech Republic

Masaryk University

Finland

Jyväskylä University of Applied Sciences

France

France Business School – Amiens
Burgundy School of Business
Institute Mines – Telecom Business School
Science Po Lille (Institute for Political Studies of Lille)
EDHEC Business School
EMLYON Business School
ICN Business School
PSB Paris School of Business
Sciences Po Paris
Neoma Business School
Toulouse Business School

Germany

RWTH Aachen University
Cologne Business School
Goethe University
Frankfurt School of Finance Management
University of Mannheim
Munich Business School
EBS University for Business and Law
Pforzheim University
Reutlingen University
University of Hohenhei
Leuphana University

Hungary

Corvinus University of Budapest

Ireland

Limerick University

Italy

University of Bologna
Universita degli Studi di Modena e Reggio Emilia
University of Padova
LUISS Business School
Sapienza Università di Roma, Facoltà di Economia
University of Torino

Latvia

RISEBA University

Lithuania

ISM University of Management and Economics

Netherlands

Stenden University
Groningen
The Hague University
Tilburg University

Northern Macedonia

Faculty of Economics –
Skopje, SS. Cyril and Methodius

Norway

BI Norwegian School of Management

Africa

Morocco

ESCA School of Management
Groupe ISCAE

Europe

Poland

Warsaw School of Economics

Portugal

University of Minho
ISCTE-IUL Business School
Catholic University of Portugal

Russia

Ural Federal University
Plekhanov Russian Academy of Economics Moscow
HSE University
MGIMO University
Saratov State Technical University

Serbia

Faculty of Economics, University of Belgrade

Slovakia

Comenius University Bratislava

Slovenia

University of Ljubljana
Catholic Institute, Faculty of Business Studies

Spain

Universitat Ramon Llull – La Salle Campus Barcelona
University of Barcelona
Universitat Internacional de Catalunya
TBS Barcelona
Deusto Business School
Universidad Carlos III de Madrid
University of Navarra

Sweden

UMEA School of Business and Economics

Switzerland

University of St. Gallen
ZHAW Zurich University of Applied Science

Turkey

Sabanci University
Ozyegin University

Ukraine

Odessa National Economic University

United Kingdom

Kingston University
Northumbria University
Sheffield Hallam University

Asia

China

Jilin University Changchun
Southwestern University of Finance and Economics Chengdu
Hong Kong Baptist University
The Hong Kong Polytechnic University
Jiangxi University of Finance and Economics
Zhejiang Wanli University Ningbo
East China University of Science and Technology
Zhongnan University of Economics and Law

Japan

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

Kazakhstan

KIMEP University

Lebanon

Holy Spirit University of Kaslik

Pakistan

Lahore University of Management Sciences

Singapore

Nanyang Technological University
Singapore Management University
S P Jain School of Global Management

South Korea

Pusan National University
Solbridge International School of Business
Chonnam University
Sogang University
Kyung Hee University
Sungkyunkwan University

Taiwan

National Tsing Hua University
Southern Taiwan University

Thailand

Bangkok University

United Arab Emirates

Ajman University
S P Jain School of Global Management

Azerbaijan

ADA University

Australia

Australia

Queensland University of Technology
S P Jain School of Global Management

Croatia

ZSEM

Career Center

The main activities of the Career Center are career planning, student self-assessment, professional orientation, cooperation with companies, and helping students find an internship and job placement.

Career

To prepare students for success in the global business environment exposed to constant technological changes, the Career Center organizes several educational and practical career development workshops. In the workshops, students learn to write a resume and cover letter correctly, behave at a job interview and get to know the other stages and processes to make it easier to stand out as an ideal candidate. Students can arrange an individual appointment consultation with us for all necessary information on market employment opportunities, required competencies, and counseling when choosing areas of interest.

94%

of students at ZSEM
are employed within
one year of graduating

300

guest lecturers from
the business
community every year

36

ZSEM alumni work in
36 countries across
the world

Professional Practice

One of the teaching obligations at ZSEM is the implementation of professional practice during undergraduate study. The company in which the student wants to do an internship can be found in person or with the help of the Career Center. The educational goal of professional practice is to prepare and train students for practical situations. Through student work, students are introduced to trends and business strategies as well as acquire and apply new knowledge and professional skills, and work habits.

Internship

ZSEM provides the opportunity to conduct student internships abroad from 2 to 12 months. Student internships abroad are fully tailored to graduate students in their final years and graduates as their first work experience and provide numerous opportunities for professional improvement.

Student Future Day

Student Future Day is a traditional one-day event that brings together many presenters, companies, and students from ZSEM who are nearing graduation and will soon become valuable capital in the labor market.

- SFD is a project initiated by ZSEM students
- The first SFD was held in 2006 and has been successfully held every year since
- The goal of SFD is to get to know, inform and cooperate with ZSEM students and business communities
- Each year, SFD has more than 30 participating companies from different sectors and is visited by undergraduate students, graduate students, and ZSEM alumni
- ZSEM students at SFD come with prepared CVs, looking for internships
- According to students, SFD is one of the highest quality and most efficient channels of recruitment of candidates for occasional and permanent jobs and professional practices



Alumni Community

The ZSEM Alumni Project is an initiative of alumni who believe they can create a solid and active community that will encourage the success and joint cooperation of all ZSEM alumni. Since 2002, over 2,800 students graduated from ZSEM, and 500 of them are still studying and will soon become part of the alumni community. Representatives of the student generation help with gathering colleagues at interesting events during the year with the aim of exchanging experiences and ideas as well as just reconnecting as friends, but also as potential business partners. It is a unique opportunity to make new, valuable acquaintances and refresh friendships. Monitoring the success of alumni from each generation, maintaining contact, connecting alumni with students through mentoring, internships, and employment, alumni as guest lecturers at ZSEM, promoting alumni who have their own companies - these are just some of the goals for the alumni community. Alumni gather at ZSEM's traditional conferences, lectures, after-work gatherings, the annual ZSEM ball, and Student Future Day.



Ivana Hodak Foundation

There are a significant number of young, talented people in Croatia who, due to unfortunate living conditions in which they grew up, do not have the opportunity to continue their education at higher education institutions. The Ivana Hodak Foundation was created in memory of Ivana Hodak, a young and intelligent lawyer that had unfortunately passed away at the beginning of her career. The purpose of this foundation is to raise funds for young people struggling and in need of financial assistance. The Ivana Hodak Foundation was founded in 2009 and has greatly facilitated education to many students so far, either in the form of tuition fees or living expenses.



Zaklada
Ivana
Hodak

ZSEM Ball

Zagreb School of Economics and Management annually organizes ZSEM Ball, a tradition modeled after prestigious world universities, which, along with music and an 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. All surplus funds raised from ZSEM Ball are invested in scholarships for gifted and financially disadvantaged students through the Ivan Hodak Foundation. The Ivana Hodak Foundation has so far donated more than 100 undergraduate scholarships.



Program Council

The ZSEM Program Council consists of eighteen successful leaders, managers, and entrepreneurs from different sectors - financial industry, ICT, tourism, FMCG, car, and fashion industry with international experience. The ZSEM Program Council strengthens the link between its educational programs and the real needs of the business community, and the global economic trends.



Valentina Antill

Solution Manager for cross-border and public sector Citigroup, New York



Ivan Artuković

Chairman of the Board, Franck d.d., ZSEM alumni



Ivan Bartulović

Member of the Management Board and General Manager of human resources, Hrvatski Telekom d.d.



Joško Bobanović

Partner, Industrial Biotechnology Funds Partner



Alan Đurić

Founder and CTO, Wire Swiss



John Gašparac

Main partner for Croatia, PwC



Tanya Golesic

Director, Mackage, Montreal



Nouras Haddad

Vice President for Partnerships, Firebolt, San Francisco, ZSEM alumni



Anton Kovačev

Head of Zagreb office, European investment bank



Siniša Krajnović

Executive Vice President and head of digital department Northeast services Asia, Ericsson



Davor Lukšić

Chairman of the Board, Luksic Group Croatia



Krešimir Marušić

Managing director and head of financial planning, Deutsche Bank, New York



Vesna Nevistić

Founder and CEO, VereNovo GmbH



Marko Nožica

Founder and CEO, Aretins d.o.o., ZSEM alumni



Krešimir Penavić

Director, Algorithms at TECLens, former Senior scientific researcher, Renaissance Technologies LLC.



Dolly Predovic

CEO, Career Paths, professor, Bocconi University, Milan



Iva Vukina

Managing director, Goldman Sachs



Ana Tanić Fox

Entrepreneur, ZSEM alumni



Emil Tedeschi

CEO, Atlantic Group d.d., ZSEM alumni



Ivan Zubak

Chairman of the Board, Zubak grupa d.o.o., ZSEM alumni

Little TALKZS

The Zagreb School of Economics and Management has launched a new initiative to share the success stories and experiences of its students, alumni, and professors - Little TalkZS. These are podcasts in which viewers have the opportunity to hear inspiring stories from people in the business and academic community. Little TalkZS already hosted many successful alumni who shared their experience from student benches to the world's business. Combining their passions and knowledge gained in lectures, mandatory practices, and through the exchanges offered by ZSEM, they have provided a solid foundation for successful business careers.



After my family returned from America to Croatia, I was delighted to continue learning in the American way in Zagreb, so I decided to study at ZSEM. The fondest memories that bind me to ZSEM left me with the organization of various events and numerous travels, which provide a good foundation for the friendships that remain until today.

Nikola Meteš



I am studying business mathematics and economics at ZSEM and research physics at the Faculty of Science, and due to the accessibility of professors, this is possible without delay. Studying business mathematics and economics is an interesting career, and I enrolled in it because it interdisciplinary connects physics and economics.

Dorian Wild



We enrolled in ZSEM because our sisters told us about great experiences with study, and we saw how satisfied they were. We were at Summer school in Moscow, where we listened to Management and Finance courses. The whole application process for the Summer school went quickly and simply thanks to the International Office.

Klara Džida and Veronika Zovko



We both took advantage of the opportunity for student exchanges. Lucija studied at the University of St. Gallen in Switzerland, and I left a little further - at Nanyang Technological University in Singapore. We are delighted with the experience and knowledge we have gained over the years.

Karla and Lucija Dujčić



As a professional athlete and car racing driver, I spend a lot abroad. I manage to balance professional sports and study thanks to ZSEM's professors, who are always there for me. If it weren't for them, I don't know if I would have opted for it studying, and this is how they encourage me, and I enjoy learning.

Martin Kodrić



Little TalkS podcasts are available on
ZSEM's **YouTube channel**.

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