



ERASMUS+ presentation



Introduction - location

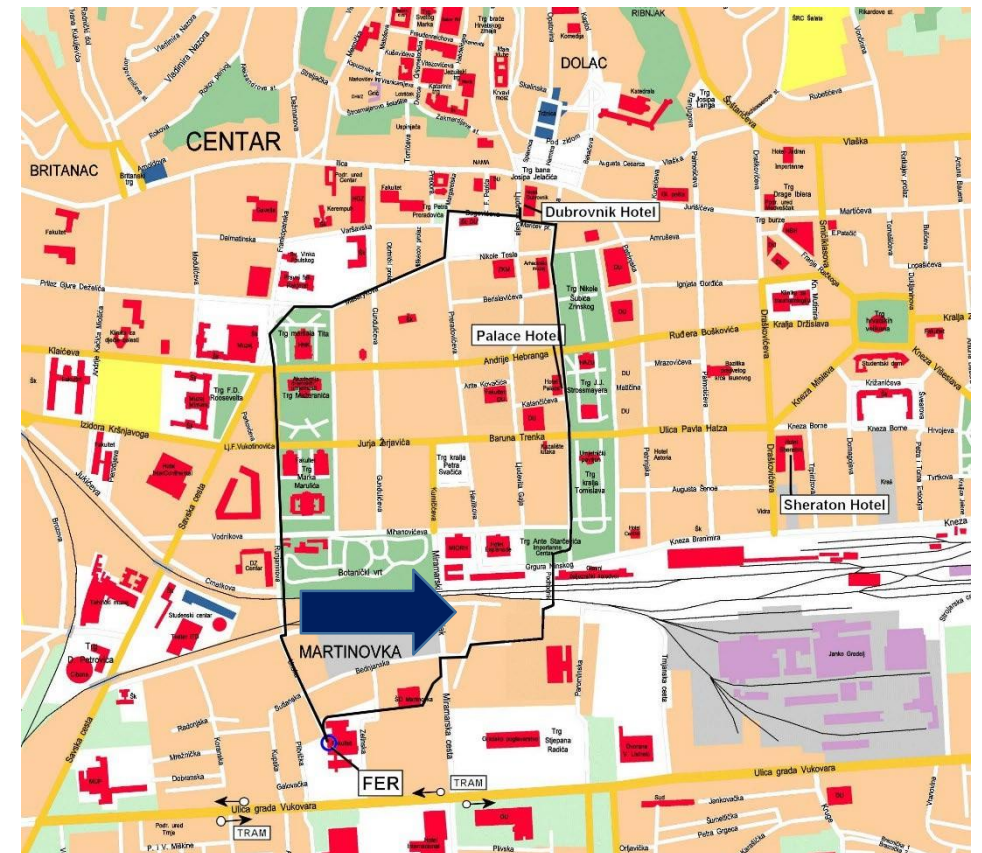
Zagreb School of Business (*Poslovno veleučilište Zagreb*) is located in **Zagreb**, the capital of Croatia (aprox. 800.000 inhabitants). It was founded in **2006**.

- **Zagreb** is well connected by plain and train. It is a typical central-european town with rich history. It is also the cultural, scientific, economic, political and administrative centre of the Republic of **Croatia**.
- It is located in the continental region and its distance from the Adriatic coast is approx. 160 km.
- **Croatia** is well know for its **beautifull** coast with long beaches and many islands.



Zagreb School of Business - location

Zagreb School of Business is located in the wider center of the city well connected with public transport (tram), but there is also taxi service or Uber.

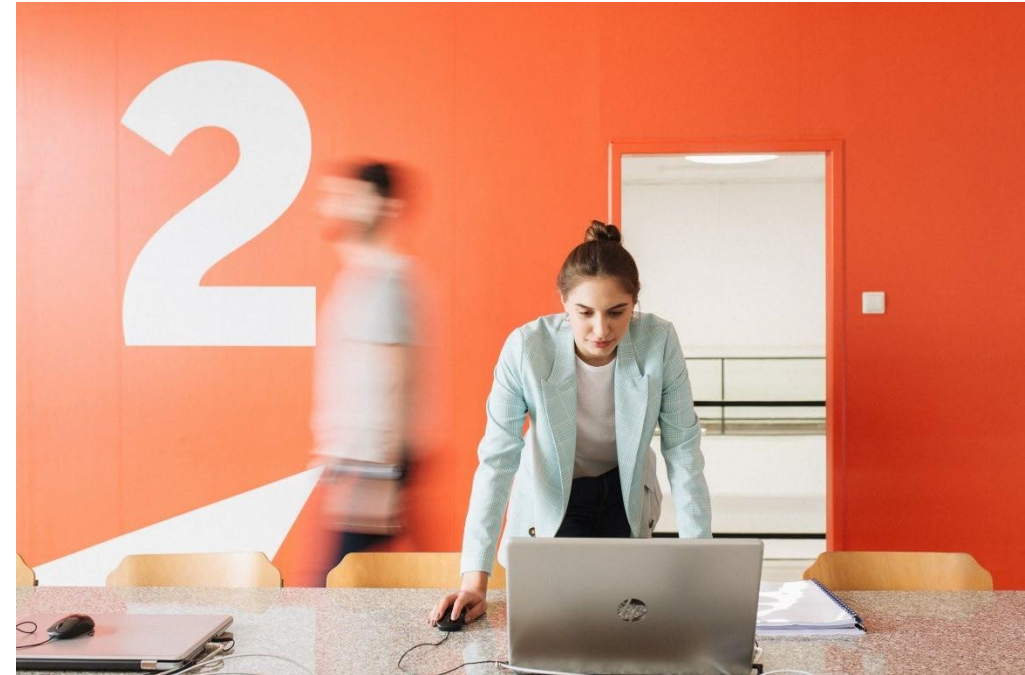


About Zagreb: <https://www.infozagreb.hr/&lang=en>



STUDY PROGRAMS AT ZSB / PVZG

- **Zagreb School of Business** carries out three undergraduate professional study programmes:
 - Marketing and Communication
 - Cultural Management and Production
 - Supply Chain Management and
- **one graduate study programme:**
Marketing and Communication.
- Our website: www.pvzg.hr/en



MARKETING AND COMMUNICATION STUDY PROGRAMS AT ZSB / PVZG

- The **undergraduate** programme lasts three years (6 semesters) and provides **180 ECTS** credits. Upon its completion, students are awarded the Bachelor degree.
- We also offer a **graduate** professional study of Marketing and Communication, which lasts two years (4 semesters) and ensures **120 ECTS** credits. Graduate students are awarded the Master degree.
- The particularities of **Marketing and Communication** studies are their interdisciplinary approach which connects and integrates the marketing discipline as economic science to the marketing profession, public relations, media and journalism.



CULTURAL MANAGEMENT AND PRODUCTION STUDY PROGRAM AT ZSB / PVZG

- We also offer the **undergraduate** programme of **Cultural Management and Production**, which lasts three years (6 semesters) and provides **180 ECTS** credits. Upon its completion, students are awarded the Bachelor degree (bacc.cult.).
- We are working on the **graduate** degree in the future.
- The particularity of **Cultural Management and Production** studies is their interdisciplinary approach which integrates management and marketing of non-profit organisations with production of art projects in general, and then further to specific fields. Students learn about management and production of institutional and independant projects from professionals: theatre and music production, exhibitions in museums and galleries, film and video production etc.



SCM - Supply Chain Management

STUDY PROGRAM AT ZSB / PVZG

- We also offer the **undergraduate** programme of **Supply Chain Management**, which lasts three years (6 semesters) and provides **180 ECTS** credits. Upon its completion, students are awarded the Bachelor degree (bachelor/engineer of economic logistics).
- The particularity of **Supply Chain Management** study programme is a new and contemporary integrated approach to educating engineers of economic logistics.
- We are working on the **graduate** degree in the future.



INTERNATIONAL PARTNERS OF ZSB / PVZG

EU partner institutions for Erasmus+ programme:

- KDG Karel de Grote Hogeschool Antwerpen (Belgium), ICART L'école du management de la culture et du marché de l'art (France), L'école des nouveaux métiers de la communication (France), Istanbul AYDIN University (Turkey), Breda University of Applied Sciences (Netherlands), University of Malta (Malta), Doba University (Slovenia), Varna University of Management (Bulgaria), Basilicata University (Italy), University of Granada u Ceuti (Španjolska), FON University (Makedonija), Ludwigshafen University of Applied Sciences (Germany), Cyprus Institute of Marketing (Cyprus), Alanya University (Turkey), Klaipeda State University of Applied Sciences (Lithuania), Romanian-American University (Romania), Novi Sad School of Business (Serbia), GEA College Ljubljana (Slovenia), University of Veliko Tarnovo (Bulgaria), Kaunas University of Applied Sciences (Lithuania).

Special strategic partner: Swiss UMEF University of Applied Sciences

Other international Erasmus+ programme partners: Universidade Paulista (Brazil), Center for Business Studies (Bosnia & Herzegovina), University College of Business (Albania), National Aviation University (Ukraine).



ERASMUS PLUS AT ZSB / PVZG

The European Commission awarded Zagreb School of Business the Erasmus Charter for Higher Education on 1 December 2014.

APPLICATION PROCEDURE FOR ERASMUS+ MOBILITY

To take part in the **Erasmus Exchange Programme** at Zagreb School of Business, you have to **first contact** the International or Erasmus Office **at your home institution**. This is in order to express your interest and examine if you are eligible to applying for an Erasmus Study Mobility.

Once the home institution has approved your application and officially nominated you for a study mobility at Zagreb School of Business, we can then **initiate the application procedure**.



Language Requirements & deadlines

The languages of instruction at Zagreb School of Business are Croatian and English.

Students meet the minimum English language requirements if their level of English is at least B2. The school offers English courses at various levels to help students with the language requirements.

Nomination: 30 June (Semester 1/winter semester and entire academic year)

Application deadline: 31 July

Nomination: 30 September (Semester 2/Spring semester)

Application deadline: 30 October



The procedure of application

- In order to enrol on courses at Zagreb School of Business, you have to **choose from the list of courses offered** in the upcoming semester (published at our website for every academic year).

Each student must:

- Ensure that the selected courses are compatible with the ones offered at his/her home institution;
- Obtain the approval of the sending institution's academic supervisor or Erasmus coordinator;
- Ensure that there is no scheduling conflict between the elected courses and pre-requisites.



Learning Agreement

- When planning your study schedule at ZSB, you should first check the **requirements** of your **sending institution** (and your academic supervisor) and then fill in the Learning Agreement. The **Learning Agreement** is a list of courses a student can elect and it makes the credits-transfer easier.
- The student, the sending institution, and Zagreb School of Business must **sign the agreement before the mobility**.

To find out more details about the Erasmus application procedure, please click here: <https://pvzg.hr/en/erasmus/how-to-apply/>



Studying at Zagreb School of Business

- Every **academic year** starts on **1 October** and ends on **30 September** of the next year. Academic calendars are published on the website.

TEACHING LOCATIONS

- Classes are held at the facilities of Zagreb School of Business, at the address Ul. grada Vukovara 68 in Zagreb - center (so-called „University avenue“), in lecture halls on the first and second floor.

ATTENDING AND COMPLETING COURSES

- The content of each course is defined in its syllabus, which includes the basic information on the course, the ECTS credits, the course instructor, learning outcomes, content divided into weekly sessions, student requirements, examination requirements, and a list of core and additional literature.
 - **MARKS / EXAMS:** Students' course assessment is expressed on a numerical scale ranging from 5 to 1: excellent (5), very good (4), good (3), sufficient (2), and insufficient (1).



Accommodation in Zagreb

- **Zagreb School of Business** can help students find **accommodation** using its signed lease agreements with landlords.
- There are apartments, Airbnb, rooms for renting as well as possible accommodation in hostels for the first days of stay.
- **Rents vary** greatly according to location, room size, facility etc. Overhead expenses are sometimes included in the price, and sometimes are paid by the consumer.
- The best way to find accommodation is to search for different offers on the web-portals which we can provide to the incoming students on their request.
 - *Please note that regardless of whether students choose the proposed accommodation or find housing on their own, ZSB is not responsible for the actual booking, housing conditions, or contracts and landlords.*



Cultural life in Zagreb

- You can find some interesting museums and galleries in Zagreb that other cities don't have, for instance:
- Museum of Broken Relationships / Museum of Illusions / Museum of Contemporary Arts / Chocolate Museum or Cannabis Museum, but still most of *historical museums* are closed because they have been damaged during the earthquake two years ago.



Social life in Zagreb

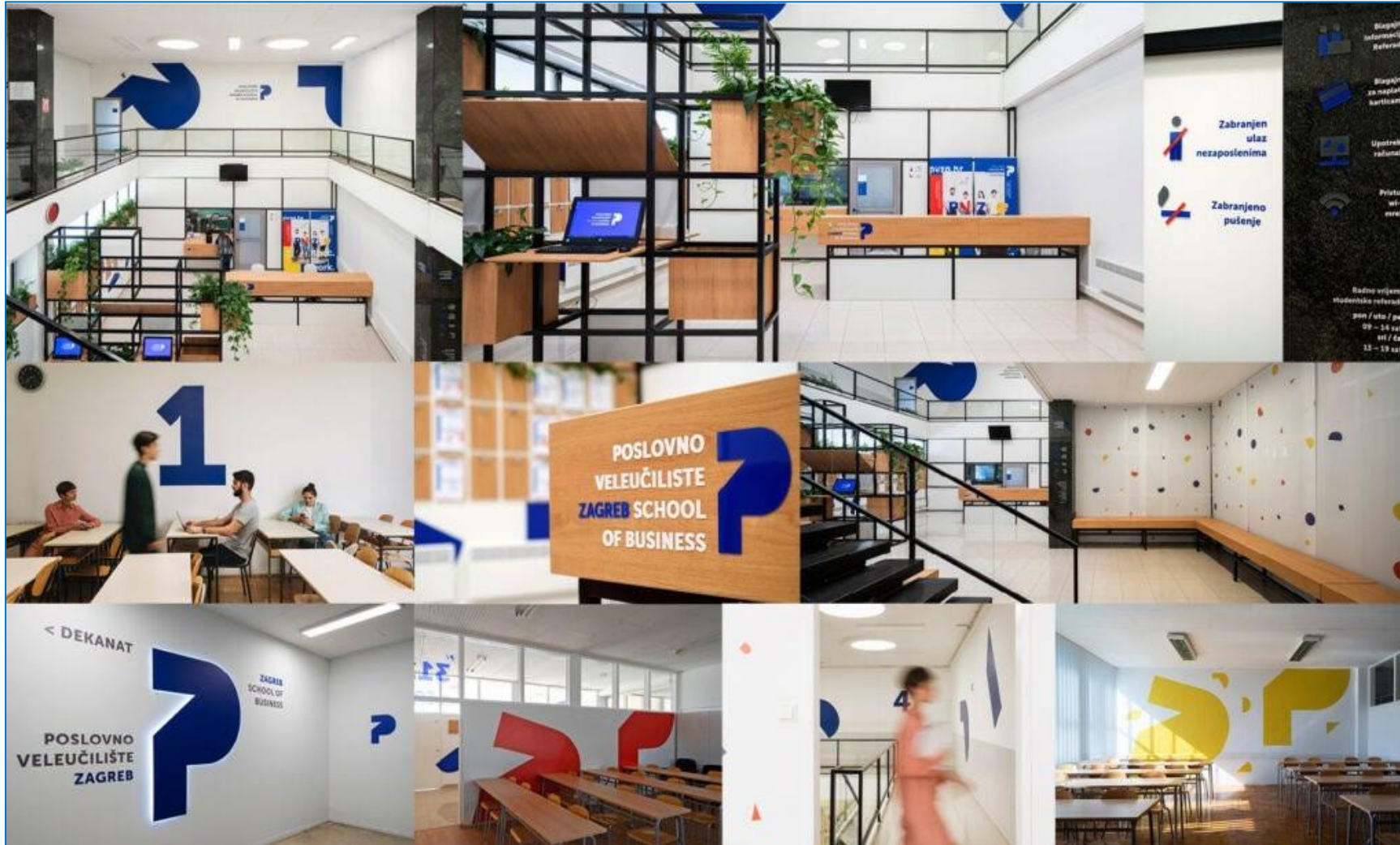
- People in Zagreb like to go out and meet in the center of the city, especially on Saturday. There are pubs, bars, clubs and concerts of different music in Zagreb, too.

You can have a look at previous Erasmus students' comments here:

<https://pvzg.hr/en/about-us/student-stories/>



You are welcome at Zageb School of Business!



CONTACT INFORMATION

Erasmus+ mobility:

Contact: internationaloffice@pvzg.hr

Vice-Dean for International Affairs:

Neven Šipić, MsC

Member of Marketing and Communication Dpt.

Contact: neven.sipic@pvzg.hr



a ulica grada vukovara 68, 10 000 zagreb, hrvatska
t +385 01/ 6310 888,
6310 889, 6310884

+385 1 6310 628
pvzg@pvzg.hr w
www.pvzg.hr

