



UNIVERSITY OF RIJEKA
**FACULTY OF ECONOMICS
AND BUSINESS**

uniri



International
BUSINESS

*Embrace
the challenge
to move the
boundaries!*

Introduction,

DEAN

If you consider yourself to be an innovative person who is always searching for new challenges and has an entrepreneurial mind-set, don't hesitate to join us!

We started as the first Faculty in the region offering university study programs in Economics taught completely in English. Since 2011/12, we have been offering university undergraduate study programs in Business Economics - International Business, and from 2014/15, studying is upgraded with university graduate study programs in International Business as well. Our programs are fully taught in English and accredited by the national accreditation agency. As education represents one of the main factors in the development of a knowledge-based economy, we aspire to pass on to our students the notions and the knowledge which will give them the competitive advantage on the labour market.

The Faculty of Economics and Business (EFRI) encourages students' creativity and innovation and offers its support and financial and technical assistance in establishing student start-ups.

EFRI wants to be the leading higher education institution in this part of Europe, especially oriented to the international economic context, as internationalisation is one of the main strategic goals of EFRI and the University of Rijeka. Our City, its history and its position represent a sound environment for international and internationally oriented students, at the beginning or at advanced stages of their career.

Prof. Alen Host, PhD
Dean, University of Rijeka, Faculty
of Economics and Business



Introduction, Head of INTERNATIONAL BUSINESS



Studying International Business at EFRI is the best option for open-minded, ambitious and responsible young economists and business (wo)men!

During many years of quality higher education and scientific excellence, EFRI gradually embarked more ambitiously in activities related to the global environment. Through international collaboration, research projects, mobility, academic programs etc. we designed a program for those who pursue international business careers. Our alumni today work as business consultants, economic analysts, marketing managers, CEOs, financial specialists, entrepreneurs, researchers – all over Croatia and at international companies.

The main learning outcomes of our Bachelor and Master International Business programs are set in a way which allows students to acquire and demonstrate the knowledge of crucial principles of international business, as well as a high level of global market and business comprehension. Students are taught in an innovative way, which will also enrich their civic engagement and embed ethical and responsible business behaviour of the digital era. Our programs provide in-depth knowledge and the understanding of core theories, practices and techniques in the management of international business activities.

Innovative and profound teaching content and methods, cooperation with local and international companies, exchange periods of studies at foreign partner universities, international internships and extra-curricular activities provide solid foundations for future specialists working in a demanding international business environment.

Igor Cvečić, PhD, Assistant Professor
Head of the International Business study programs at EFRI & Head of the International Cooperation Committee at EFRI

THE UNIVERSITY OF RIJEKA, The Faculty of Economics and Business (EFRI)

Starting as a specialized regional higher education institution nearly six decades ago, the Faculty of Economics and Business (EFRI), as an integral part of the University of Rijeka, has evolved into a successful, open and internationally oriented hub for entrepreneurially oriented and socially responsible leaders, managers and researchers. Following its mission, EFRI actively contributes to the development of society and science with active involvement in the European area of higher education and the European research area.

KEY FACTS AND FIGURES ABOUT EFRI:

60 years of tradition and experience	1,900 active students (undergraduate, graduate, postgraduate)
3 levels of study programs	7 undergraduate study programs
7 graduate study programs	10 postgraduate specialist study programs
2 postgraduate doctoral study programs	280 students pursuing their studies in English
1st Confucius Institute subsidiary for Chinese language in the region	100 and more contracts with successful companies in the region



12 and more memberships
in international specialised organizations





REPUBLIC OF CROATIA

Croatia is a Central European and a Mediterranean country, with 4.2 million inhabitants. It became a member of the European Union in 2013, but it still keeps the Kuna (HRK) as its official currency. Besides a 'transitional' type of economy, Croatia manages to successfully integrate into the European and global economy, although it might be mostly famous for sports, tourism and its beautiful nature. According to the Global Finance ranking of the safest countries in the world for the year 2019, Croatia took the 22nd place (among 128 countries). This fact, combined with the EU membership, gives Croatia a high level of stability which leads toward a strong commitment to studying, scientific and research work. In fact, Croatia is home to several historical figures, like Marco Polo, Ruđer Bošković, Faust Vrančić, Andrija Mohorovičić, Nikola Tesla, Ivan Meštrović and the Nobel prize winners Lavoslav (Leopold) Ružička and Vladimir Prelog (both for chemistry).

City of Rijeka

Rijeka is the administrative and the cultural centre of the County of Primorje and Gorski Kotar and the third largest city in Croatia. As it is a seaport city situated on the coast, its official mentioning derives from year 1230, Roman ruins are still visible in the central part of the city.

Rijeka was awarded with the prestigious title of the 2020 European Capital of Culture. Also, the biggest carnival in this part of Europe, as well as one of the largest in the world, takes place in Rijeka, usually in February. The city and its neighbouring towns (like Opatija or Crikvenica) have numerous clean beaches and natural attractions. Furthermore, mountain resorts are in the close vicinity. It takes only 30 minutes by car to reach Platak ski resort or the Risnjak National Park. Once a well-known port and industrial centre, today Rijeka is a modern town with a modern campus at Trsat and a 'home' to 17,000 students.



Why study International BUSINESS ON EFRI?

Excellence and commitment

- National and international accreditations
- Enthusiastic lecturers and devoted scientists
- Collaboration with public institutions, private companies, international partners
- Quality assurance in terms of teaching & research excellence

International Exposure

- IB Bachelors & Masters + PhD studies taught completely in English
- International lecturers
- Mobility programs
- Internships abroad
- International Summer School

Theory and practice

- Creating an appropriate mix of knowledge and skills for career starters
- Entrepreneurial orientation in theoretical approach needed for sound foundations in economics & business

Practical workshops, guest lectures, study trips, student conferences

- Safety, adequate conditions and pleasant atmosphere
- Croatia and Rijeka are among the safest places in the world
- EFRI offers the conditions for successful studies
- UNIRI has excellent student dorms available for international students
- Social events & networking organized by student associations



Undergraduate STUDIES AT EFRI

Enrollment in undergraduate university studies is open to candidates who completed a four-year high school and passed a state matriculation examination. Specific rules can be applied for non-Croatian candidates, but with comparable criteria.

Business Economics studies focus on the development of knowledge and skills needed to manage and create professionals capable of being leaders. The acquired knowledge and skills can be classified into five categories: Knowledge and Understanding; Applied Knowledge and Understanding; Making Conclusions and Critical Thinking; Communication; Learning Skills. Undergraduate university study program ('bachelor') lasts for three academic years (6 semesters). After the successful completion of the program, the students acquire a minimum of 180 ECTS and the conditions for enrollment in a corresponding graduate university study program.

Study program in Business Economics – specialisation in International business

After the successful completion of the Undergraduate study program in International Business, students should be able to (Intended Learning Outcomes):

- analyse and interpret ideas, concepts and principles of business economics
- understand business principles at international, regional and national level
- develop skills related to problem solving in a team and implement interpersonal skills in their behaviour (soft skills: collaboration, self-motivation, interpersonal communication)
- carry out business decisions in regional and international business environment based on business economics knowledge with implementing relevant business skills (analysis, synthesis and problem solving)
- ground their decision-making related to business problems and situations on ethically and socially responsible way of thinking
- develop autonomy in solving business problems and tasks especially related to regional or international environment

Undergraduate Study Program

Duration / 3 years (6 semesters)

ECTS credits / 180

Type of study program / full-time

Academic year starts in October (summer semester starts in March)

The completion of an undergraduate study program leads to the academic title / **Bachelor in Economics**

1ST YEAR

ECTS	Semester 1
6	Principles of Economics
6	Mathematics
6	Informatics
6	Fundamentals of Entrepreneurship
3	Undergraduate Research Methods
3	Business English A1
3	Business German A1
3	Business Italian A1

ECTS	Semester 2
6	Microeconomics 1
6	Statistics
6	Organization
6	Marketing
3	Ethics and Economics
3	Business English A2
3	Business German A2
3	Business Italian A2

2ND YEAR

ECTS	Semester 3
6	Macroeconomics 1
6	Accounting
6	Management
3	Microeconomics 2
3	Statistical Analysis
	+ Elective course /
6	Business English A3, Business German B1, Business Italian B1

ECTS	Semester 4
6	National Economy
6	International Economics
6	Monetary Economics
6	International trade strategies
3	Macroeconomics 2
3	Mathematical Analysis for Economists

3RD YEAR

ECTS	Semester 5
6	Corporate Finance
6	Banking
4	International Business 1
6	Human Resources Management
	+ Elective course 1
4	Elective course 2

ECTS	Semester 6
6	Strategic Management
6	Business Analysis and Planning
6	Risk Management
4	Bachelor's degree paper
	+ Elective course 3
4	Elective course 4

Elective courses

Transport Economics, Financial Accounting, Investment Analysis, Fundamentals of Market Research, Business Logistics, Introduction to Business Decisions Modelling, Actuarial Mathematics,

Macro-system of the European Union, Business Communication Skills in English, Technological Policy and Competitiveness, International Assurance, Brand Management...



Graduate

STUDIES AT EFRI

Graduate university study program ("master") lasts for two years (4 semesters & 120 ECTS). Enrollment is possible with a Bachelor's University Study Diploma obtained in the field of economics or business economics for a minimum of three academic years (6 semesters) and a total of 180 ECTS. Students who completed other university study programs are advised to consult expert bodies within EFRI, like the Committee for the Academic Recognition of Foreign Higher Education Qualifications (foreign students) or the Committee for the Recognition of Previous Learning (domestic students).

Graduate university studies are an upgrade of knowledge, skills and competences acquired in undergraduate studies and a preparation of students for the most complex jobs in economy and public administration. Our master study program brings a more analytical and research-based approach into key theoretical knowledge related to the area of International Business, as well as a more practical approach to pressing issues and challenges faced by young specialists of International Business. EFRI devotes great attention to the development of generic skills and competences (critical thinking, learning ability, communication skills, teamwork, but also the ability of independent research...) to tackle employment challenges of the 21st century. Some of the occupations for the Master's degree

holders are: board/supervisory board members, managers at higher and senior positions in various activities, directors of medium/ large corporations and institutions, financial and banking professionals, analysts, public relations or human resources experts, etc. Students attending the Graduate study program in International Business will gain expertise in international business with specific emphasis on:

- highly specialized knowledge in the field of business economics, which expands and deepens in relation to the undergraduate level, and thus ensures the initial level of development and application of new and/or innovative ideas
- advanced knowledge of business processes (managerial, logistical, financial, export-import, etc.) within the international business environment
- applied advanced statistical, quantitative and qualitative methods and decision-making information tools
- acquiring frameworks, socially responsible business and ethical dilemmas faced by business entities
- critically evaluating and discussing viewpoints on key issues of globalization and its impact on the economy
- personal and team responsibility for successful problem solving in the area of international business

Graduate Study Program

Duration / 2 years (4 semesters)

ECTS credits / 120

Type of study program / full-time

Academic year starts in October (summer semester starts in March)

The completion of an graduate study programme leads to the academic title / **Master in Economics**

1ST YEAR

ECTS	Semester 1
6	Cost Accounting
6	Financial Markets and Institutions 2
6	Microsystem of the EU
4	International Business 2
	+
4	Elective course 1
4	Elective course 2

ECTS	Semester 2
6	Economics and International Trade Policies
6	International Forwarding and Logistics
6	Quantitative Methods for Business Decisions
4	Business Negotiation
	+
4	Elective course 3
4	Elective course 4

2ND YEAR

ECTS	Semester 3
6	Environmental Economics and Policy
6	International Finance in Global Economy
6	International Marketing
4	Research Methodology
	+
4	Elective course 5
4	Elective course 6

ECTS	Semester 4
30	Master's Degree Paper

Elective courses

Anthropology and Psychology of Management, Econometrics, E-Business, European Labour Market, European Law, Financial Management, Controlling, European Macro-economy, Services Marketing, International Political Economy, International Accounting, Managerial Accounting, Organisational Behaviour, EU Business Environment, Project Management, Statistical Methods for Business Decision Making



International Mobility

FOR STUDENTS



Edi Hrelja / undergraduate study program International Business, Croatia

My exchange semester in South Korea was an unforgettable experience. I loved the new culture, the new sights, people and especially the exotic food. I learned a lot about Asian business culture and conducting business in Asia, as well as the working mentality and the lifestyle of Koreans. The fact that everyone was so welcoming towards foreigners and that the student environment was very international made the whole experience even more enjoyable.

Anzhelika Hladka / graduate study programme International Business, Ukraine

From my point of view, EFRI is a great Faculty with a lot of advantages. It puts huge effort into making studying process more and more interesting. Conditions for studying are wonderful. Additionally, I'm attending Croatian language classes which give me the opportunity to fully integrate with Croats, their culture and habits. Student life is colourful and full of adventures, also thanks to the Erasmus Student Network. Finally, I want to say that I would like to study International Business here in Rijeka on a regular basis.

Valentine Pohardy / graduate study programme International Business, France

"This semester permit me to discover new way of work. Studying International Business on EFRI helped me to understand how Europe and global finance works in general. I learned a lot and now all this knowledges are really important in my daily job and the pursuit of my studies (I'm an apprentice). Thanks to this amazing experience, I get new skills and independence. On my CV, it's something that I'm proud to explained. It's served me a lot! It is a new reference for me. I came from communication's studies and this financial semester gave me new tools and way to understand corporate environment."

In an increasingly challenging, competitive and globalised employment market, undertaking an international internship or placement greatly enhances students' global awareness and refines their communication and problem solving capabilities. Studying abroad has a positive effect on early career development. It gives one an opportunity to experience a different culture, improve social skills and boost one's self-confidence and independence.

Erasmus is one of the best known international exchange programs. EFRI joined this program in 2009 and since then, numerous Erasmus agreements have been signed with higher education institutions from many EU countries - from Finland to Cyprus; from Portugal to Russia. EFRI is one of the leading faculties at the University of Rijeka in hosting foreign exchange students, mostly coming through the Erasmus exchange program. Moreover, students outside the EU are also coming for exchange through the so called Erasmus KA107 program, mostly from Russia and Ukraine. Our students can spend 3 to 12 months on Erasmus studies abroad, or 2 to 12 months on Erasmus internships.

The Central European Exchange Program for University Studies (CEEPUS) aims to promote student mobility among countries which include Central, Eastern and South-Eastern EU countries and several non-EU countries in the Western Balkans. Students can spend 1 to 3 months abroad writing their thesis or 3 to 10 months studying and taking exams there. EFRI is also a member of the **International Business and Management Program (IB&M)**, which enables the students to spend one year at any of the IB&M partner universities in Germany, France, Netherlands, Finland, Norway and Spain. Furthermore, EFRI signed over 40 **bilateral cooperation** agreements with faculties and universities from all over the world. Some of them established a student-exchange cooperation with us, mostly from South Korea, Japan, Russia, Ukraine and Kazakhstan.

Quality & Excellence,

CORPORATE & STUDENT INVOLVEMENT, CAREER CENTRE

EFRI pays significant attention to Quality Assurance and the improvement of the student standard. In 2019, the International Advisory Board for International Business Programs was established including EFRI and foreign professors, International Business studies alumni and current EFRI students, as well as the representatives of the corporate sector. This Board has an important role, as it oversees the development and the improvement of the teaching process, as well as the structure and the quality of the teaching curriculum of the undergraduate and graduate study programs of International Business at EFRI.

Besides introducing new mechanisms, procedures and bodies, EFRI relies on the help and the commitment of all employees, students and external stakeholders in order to enable IB students to get the best possible education and opportunities for professional build-up in an international environment. Therefore, EFRI continues to upgrade efforts, especially by the EFRI Career Centre, whose recent activities potentiate student involvement and allow them to experience the international business environment even more.

Besides that, our students increasingly apply for international internships and student mobility, not only in Europe, but also in East Asia and North America.

In cooperation with top experts from the business world, EFRI Career Centre organizes workshops, training programs and internships, conferences, counselling sessions, study visits, competitions and many other activities aimed at building your professional skills.

The Centre provides an opportunity to get to know the real working environment, put your knowledge into

practice and thus gain professional experience and develop new skills during your studies.

The mission of EFRI Career Centre is to boost student's employability!

Ethics,

RESPONSIBILITY AND SUSTAINABILITY

EFRI pays a lot of attention to corporate and social responsibility and sustainability. For many years, our students have been learning about environmental protection, social injustice and sustainability. Besides working bodies entangled with these issues, as well as courses like Environmental Economics and Policy and various topics in other courses, EFRI has more recently introduced Ethics and Economics as a compulsory course for all EFRI students, while other courses introduce additional content on sustainability, accountability and ethical business.

Carbon footprint

In September 2015, EFRI entered into the LIFE Clim'Foot project with France, Italy, Greece, Hungary and became the first higher education institution in Central and Eastern Europe to calculate its carbon footprint.

Charity work, social engagement, sport and recreation

Our students and staff regularly either organize or engage in charity events aimed at contributing to the local and wider community.

Enrollment and APPLICATION PROCEDURES

Enrollment into a degree program is carried out based on a public call announced by the higher education institution (University of Rijeka), usually in May or June. The call includes information on: enrollment criteria, the number of places available, application procedures, data on required documents and the closing dates for the call and the enrollment. Check our web-site at least a few months before applying, as some documents need to be provided by regular postal mail to different institutions/ addresses.

Documents for high school/ academic recognition for non-Croatian candidates must be submitted by June. Documents for undergraduate studies need to be officially translated into the Croatian language and certified by a court interpreter (in some cases also for graduate studies). Non-EU students usually have to provide the evidence of English language proficiency.

Candidates apply for undergraduate (bachelor) study program by late June (or early July), in order to enroll in the first admission period. Candidates applying to graduate (master) study program can find all deadlines at the EFRI web-site.

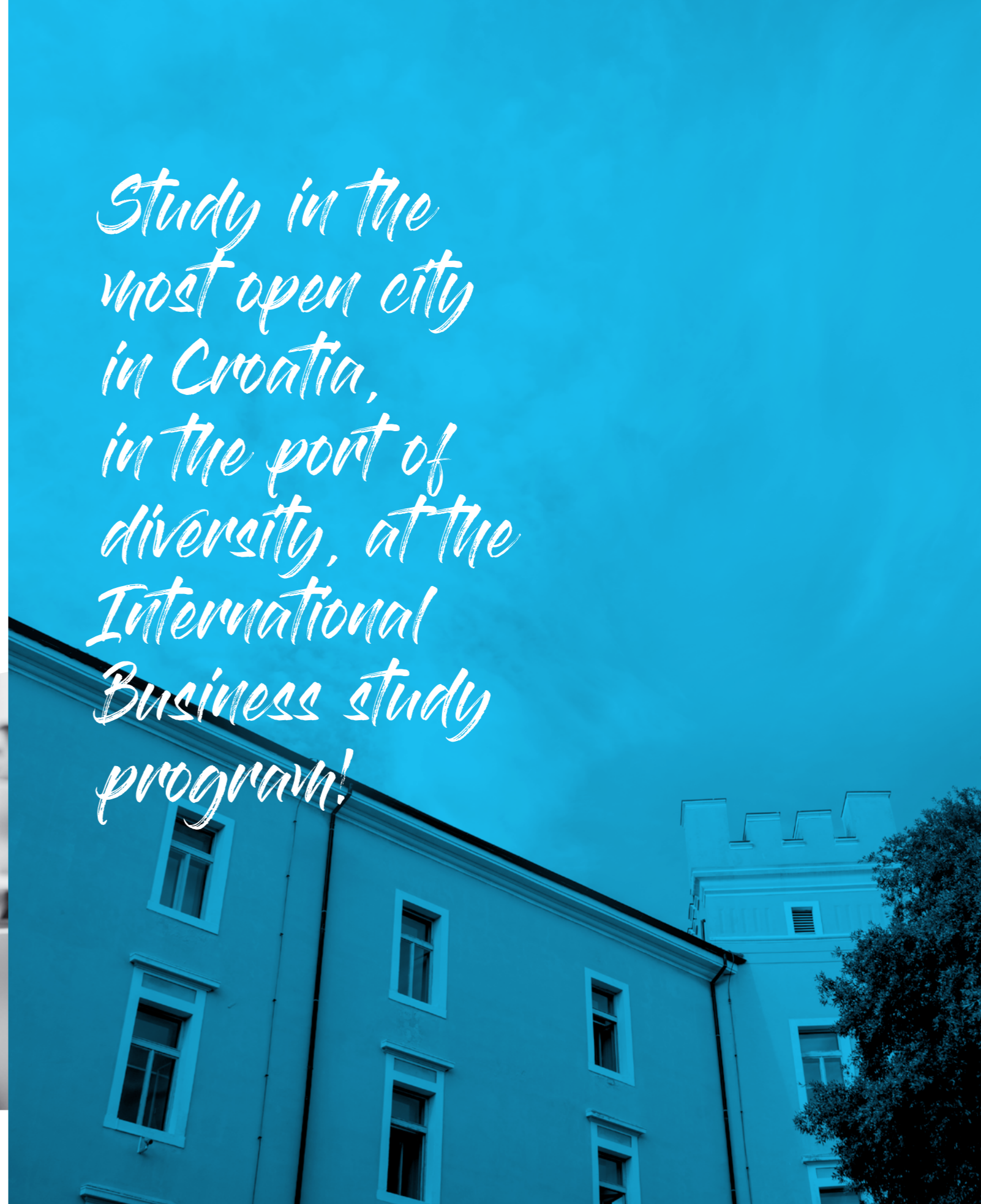
Basic costs of studies

More information are available at the EFRI web-pages.

Visas

All non-Croatian students need to register for residence during their studies in Rijeka. If you don't have a Croatian or a European Union citizenship, please check whether you require a visa for Croatia / <http://www.mvep.hr/en/>

Study in the
most open city
in Croatia,
in the port of
diversity, at the
International
Business study
program!





Contact

**University of Rijeka, Faculty of
Economics and Business - EFRI**

Ivana Filipovića 4, HR - 51000 Rijeka, Croatia

Phone / +385 51 355-111

E-mail / efri@efri.hr

Website / <https://www.efri.uniri.hr/en>

**Office for International Cooperation at EFRI
Marko Donadić, MSc**

Office / 25/ I. floor

Office hours / Monday to Friday

From 8 AM till 3 PM

Phone / +385 51 355-118

E-mail / international@efri.hr