

VERN

UNIVERSITY OF
APPLIED SCIENCES

Welcome to Zagreb

Incoming Students' Information
Guide



Erasmus+



TABLE OF CONTENTS

■ Table of Contents	2
■ Word from the Dean	3
■ Why Croatia, Why Zagreb?	4
■ VERN' Facts	6
■ VERN' Today	7
■ Why VERN'?	8
■ International Cooperation	9
■ Undergraduate Programmes	10
■ Graduate Programmes	14
■ MBA	17
■ Extra-Curricular Activities	18
■ Competence Development Centres	19
■ International University Centre Vis	20
■ How to Prepare	21
■ Basic Phrases	22
■ International Cooperation Office	23



A WORD FROM THE DEAN

Professor Vlatko Cvrtila, PhD
Dean of the University of Applied Sciences VERN'

Contemporary processes of globalisation influence numerous aspects in the development of people as individuals, of the society and state, and especially the development of education systems and models. Information technologies, modernisation and new forms of communication have created significant opportunities for individuals to network and participate in global processes, as well as having shaped their worldviews, knowledge and skills.

All these processes have a direct impact on educational models, which need to provide new approaches in order to keep up with the demanding global trends. Today, education should be seen as an investment into the human capital in order to help people achieve appropriate levels of knowledge and skills necessary to quickly meet the demands of the labour market and at the same time contribute to the development of the entire society in this complex global environment. Since its foundation, VERN' has made every effort to apply European higher education standards, which resulted in its becoming a modern, entrepreneurial, innovative, open-minded and student-centred institution of higher education. In many ways VERN' has raised the quality standards of Croatian higher education towards the best quality education for entrepreneurial, innovative and responsible behaviour. This approach is pronounced in our mission and goals, which have been formed in accordance with the European Union strategic documents regarding higher education: "educated, entrepreneurial and socially responsible people are the carriers of sustainable development and wellbeing of the community."

Our educational concept focuses upon the development of the culture of entrepreneurship, which we see as inseparable from appreciating personal and social values, open-mindedness, responsibility and ethical behaviour in one's personal, business and social activity, as well as caring for each individual and striving to achieve one's full potential. So far VERN' has demonstrated that through team effort and mutual respect it is possible to create a model which provides the students with the highest level of higher education, knowledge and skills necessary to quickly adapt to the demands of the labour markets in Croatia and the European Union.

**Welcome to VERN' –
a European university of applied sciences.**



WHY CROATIA, WHY ZAGREB?

CROATIA

Croatia is a country in southeastern Europe, widely known for its well-preserved and pristine natural heritage. Croatia was ranked the 18th most popular tourist destination in the world and is well known for its crystal clear sea, glistening beaches and its seven UNESCO World Heritage sites. Croatia covers 56,594 square kilometers and has more than a thousand islands on its coast. It has four distinct seasons with particularly long summers, making it a wonderful place to visit year-round. Croatia is where the Mediterranean, Central Europe, Alps and the Pannonian Plane meet and merge. With only 4.3 million inhabitants, Croatia is a small and welcoming country with a strong commitment to its local traditions, delicious cuisine and heavenly wines. It ranks high among world nations in terms of quality of life, education, health and environment.

EDUCATION IN CROATIA

The higher education system in Croatia offers two options for students: traditional universities and the more recently developed universities of applied sciences. Universities of applied sciences focus on innovation and finding new ways of applying the existing research results, usually in joint projects and close cooperation with relevant businesses.



ZAGREB

Zagreb is the political, economic and cultural capital city of the Republic of Croatia. It is a vibrant city with less than 1 million inhabitants that boosts with energy while still retaining its old-world charm. Zagreb is an old central European city with medieval architecture, cobblestoned streets, picturesque open-air markets, green parks, and outdoor cafes.

Zagreb offers diverse shopping and boutiques, museums and galleries, and an abundance of restaurants and cafes. By night, the city's pubs and clubs are filled with people listening to live performances, dancing to the latest music and enjoying themselves in a friendly and fun atmosphere. Zagreb residents have a real appreciation for the outdoors, and Maksimir Park, Jarun lake and Mt. Medvednica are only a short tram ride away from the city centre.



VERN' FACTS

University of Applied Sciences VERN' is a private business school. It was founded in 2000 as the first Croatian private higher education institution. Until today it has swiftly developed and became publicly recognized as the first Croatian academic business brand.

The founding and subsequent transformation of VERN' into a respectable educational institution in a way marked the birth of constructive competition and introduced the market economy to Croatian higher education. It was also the beginning of the development of pluralism in Croatian higher education and a significant step towards applied business learning aimed at jumpstarting the domestic economy.

VERN's educational policy is based on applied business education built on the spirit of entrepreneurship and recognised international educational standards. The goal of this policy is education of entrepreneurship oriented business experts, equipped with a wide variety of business knowledge and skills highly applicable in everyday business practice.

VERN' has introduced the entrepreneurial way of thinking and entrepreneurial business culture into the Croatian higher education. Also, an early and successful introduction of the Bologna standards distinguishes VERN' as one of the forerunners of the educational reform in Croatian higher education.



VERN' TODAY

VERN' offers seven bachelor level studies, five master level studies and an MBA programme carried out together with the United Business Institutes in Brussels.

VERN offers 7 undergraduate level study programmes: Entrepreneurial Economics, Business IT, Tourist and Hotel Management, Journalism, Technical Management, Public Relations and Media Studies and Film, Television and Multimedia.

VERN' offers 5 graduate level study programmes: Management in Entrepreneurship, Managing Business Communications, Finances and Accounting, Managing Sustainable Tourism Development and IT Management.

- 2 000 students
- more than 4 000 alumni
- 200 lecturers
- 7 undergraduate programmes
- 5 graduate programmes
- 6 000 m² of facilities in downtown Croatian capital Zagreb



WHY VERN'?

Facilities and Infrastructure

Classes take place in modern multimedia equipped classrooms located on the first and second floor of Importanne Galleria (Ibler Square 10) in downtown Zagreb.

Administration is located at the address Ban Jelačić Square 3, while student services and associated administration have their offices on the first floor of Importanne Galleria.

Students and teachers of VERN' currently enjoy the use of 6,000 square meters of superbly decorated and furnished rooms, which give them a computerized working environment with Internet access, study libraries and reading rooms, as well as the online system Edunet through which it is possible to do most of the technical and administrative matters related to studying.

Teaching Philosophy

VERN's teaching philosophy encompasses a variety of methodical, cognitive and programmatic elements that distinguish it among similar institutions:

- Interactive, problem-solving oriented teaching, with stimulating, proactive and co-creative participation of students.
- Focus on practical applicability and verifiability of all acquired knowledge and skills. Multidisciplinary structure of all study programmes (economic, legal, psychological and managerial disciplines, computer science, business literacy, foreign languages...).
- The majority of classes are organised in small study groups so that the teacher can communicate individually and focus on each student, as well as encourage active participation of students in the learning process.
- "European module" - a module of "European" courses introduces students to the relevant provisions of this new and much broader business environment, and offers them a chance to learn about the European business context (the basis of socio-political structure of the EU, EU business, the procedures for the use of EU funds ...).

INTERNATIONAL COOPERATION



It is of great importance for us to open the doors of VERN' to international students and exchange of teaching and non-teaching staff. We are keen on making new relationships with foreign universities and institutions in order to improve the quality of our University. We continuously work to broaden our network of partnerships and co-operation agreements. It is our great wish to establish cooperation and reception of international students who would be able to attend courses in both English and Croatian.

Since the academic year 2011/2012, VERN' is actively participating in the Erasmus programme of the European Union. This academic mobility programme aims to improve the cooperation between European universities, harmonizing academic qualifications, increasing student and lecturer mobility, encouraging better cooperation between universities and the economy, and developing and sharing innovative teaching practices. In order to realize these goals, Erasmus programme provides financial support to students, teaching and non-teaching staff for studies abroad, professional development, professional internships in companies, language learning, and stays in training centers and similar activities.

Alongside the valuable knowledge and experience, students and employees participating in international exchange learn to adapt to market conditions abroad and gain multicultural experience that will allow them to see the needs of their domestic community from a much broader perspective and contribute to its development. At the same time, the ECTS system allows easier acceptance of mobility and the transfer of points acquired during the stay abroad.

International Cooperation Office

Iblerov trg 10, Zagreb, Croatia
1st floor, Importanne Galleria

Working hours: Monday- Friday, 9:00-17:00 h

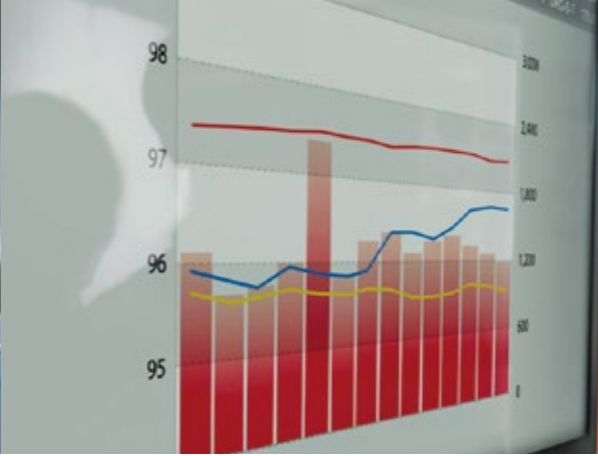
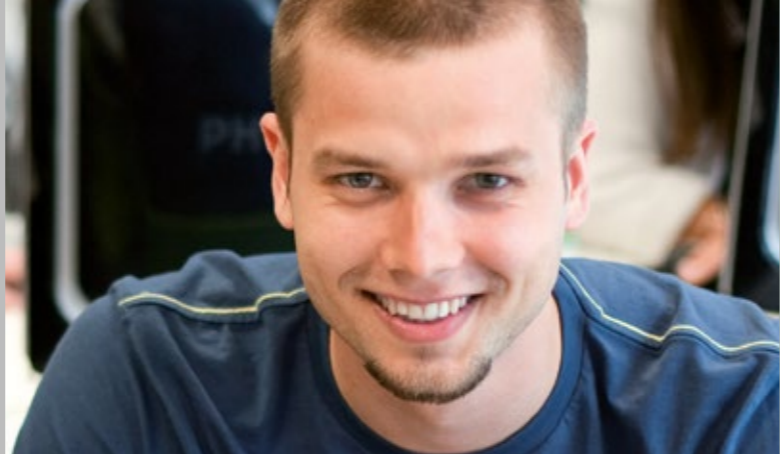
Phone: +385.1.48.81.837

Fax: +385.1.48.81.830

E-mail: international@vern.hr



UNDERGRADUATE PROGRAMMES



ENTREPRENEURIAL ECONOMICS

Programme name	Entrepreneurial Economics
Programme type	undergraduate
Duration	3 academic years, or 6 semesters
Number of ECTS points	180
Awarded title	BA in Entrepreneurial Economics (bacc. econ.)
Modes of study	full-time, part-time
Further education	related graduate studies (further 120 ECTS)

Entrepreneurial Economics

The study programme is designed as a modern, multidisciplinary business study aimed at the developing entrepreneurial spirit and skills, as well as acquisition of broad business knowledge. The programme aims to develop initiative, creativity, communication skills, the ability to identify opportunities, and assess acceptable business risks. The focus of all of the study activities is on diverse, multifunctional modern business education and the acquisition of skills applicable to contemporary business challenges.

BUSINESS IT

Programme name	Business IT
Programme type	undergraduate
Duration	3 academic years, or 6 semesters
Number of ECTS points	180
Awarded title	BA in Business IT (bacc. inf.)
Modes of study	full-time, part-time
Further education	related graduate studies (further 120 ECTS)

Business IT

The study programme is designed as a multidisciplinary study combining the field of IT with its application within contemporary business environments. By combining IT and business disciplines, using an appropriate ratio of theoretical knowledge and practical application, this study programme is focused at providing students with hands-on knowledge on the matter. Its goal is to educate professionals who can use IT to improve productivity, competitiveness and the overall business performance of an enterprise.

TOURIST AND HOTEL MANAGEMENT

Programme name	Tourist and Hotel Management
Programme type	undergraduate
Duration	3 academic years, or 6 semesters
Number of ECTS points	180
Awarded title	BA in Economics (bacc. econ.)
Modes of study	full-time, part-time
Further education	related graduate studies (further 120 ECTS)

Tourist and Hotel Management

This study programme is above all dedicated to educating new, innovative and highly qualified managers in Croatian tourism. It focuses on introducing students to theoretical and practical knowledge about tourism which allow them to analytically assess the entire context of tourism and related industries, as well as the process of making business decisions and team work.

JOURNALISM

Programme name	Journalism
Programme type	undergraduate
Duration	3 academic years, or 6 semesters
Number of ECTS points	180
Awarded title	BA in Journalism
Modes of study	full-time, part-time
Further education	related graduate studies (further 120 ECTS)

Journalism

The BA programme in Journalism is designed as a modern and dynamic educational programme focused on the acquisition of knowledge and skills applicable across contemporary media. It aims to train competent media creators who will through the study adopt basic principles of work in the media, supplemented by multidisciplinary knowledge from the fields of politics, economics, culture, history and other social spheres, as well as the practical and theoretical knowledge of the history of media development and media politics. The programme focuses strongly on the development of practical knowledge and skills. It also incorporates internships in different media organizations in order to deepen the students' multimedia competences.



TECHNICAL MANAGEMENT

Programme name	Technical Management
Programme type	undergraduate
Duration	3 academic years, or 6 semesters
Number of ECTS points	180
Awarded title	BA in Technical Management
Modes of study	full-time, part-time
Further education	related graduate studies (further 120 ECTS)

Technical Management

The production sector in Croatia needs to be revitalised, which requires managerial staff with excellent education and training in technical and economic skills.

This study programme's primary goal is the education of modern, entrepreneurial technical managers who not only can assess financial risks, but also take all the necessary steps and measures to ensure a successful implementation of business and production plans.

PUBLIC RELATIONS AND MEDIA STUDIES

Programme name	Public Relations and Media Studies
Programme type	undergraduate
Duration	3 academic years, or 6 semesters
Number of ECTS points	180
Awarded title	BA in Public Relations and Media Studies
Modes of study	full-time, part-time
Further education	related graduate studies (further 120 ECTS)

Public Relations and Media Studies

This study programme's aim is to contribute to the development of the public relations profession in Croatia, primarily through the education and fostering of new generations of experts in PR. The students will acquire theoretical knowledge, develop and improve their professional skills and continuously interact with PR practitioners and media practices with the help of their teachers, renowned experts in various areas of study, as well as guest lecturers, the practitioners in the field of communication and the media.

FILM, TELEVISION AND MULTIMEDIA

Programme name	Film, Television and Multimedia
Programme type	undergraduate
Duration	3 academic years, or 6 semesters
Number of ECTS points	180
Awarded title	BA in Film, Television and Multimedia (bacc. art.)
Modes of study	full-time, part-time
Further education	related graduate studies (further 120 ECTS)

Film, Television and Multimedia

The focus of this interdisciplinary study programme is to enable the students to shape various contents (primarily audio-visual) for different segments of creative industries (film, television, multimedia platforms, computer games, advertising...). The study programme enables students to gain practical skills and knowledge concerning film, television, dramaturgy, production and multimedia, as well as the insights into applied study of various contents in the fields of filmmaking, media and design, which are then combined with the knowledge and practical skills regarding marketing, finance and intellectual property regulations pertaining to creative industries.

GRADUATE PROGRAMMES



ENTREPRENEURIAL MANAGEMENT

Programme name	Entrepreneurial Management
Programme type	graduate
Duration	2 academic years, or 4 semesters
Number of ECTS points	120
Awarded title	MA in Entrepreneurial Management
Modes of study	part-time
Further education	option of taking additional classes and obtaining an international MBA in the VERN'/UBI MBA program

Entrepreneurial Management

This master study programme is aimed at developing entrepreneurial oriented managers with a wide range of multidisciplinary skills, who possess knowledge necessary for business management processes. The study programme is designed to develop the entrepreneurial spirit, and equip students with specific knowledge, skills and tools necessary in strategic and executive management.

MANAGING BUSINESS COMMUNICATIONS

Programme name	Managing Business Communications
Programme type	graduate
Duration	2 academic years, or 4 semesters
Number of ECTS points	120
Awarded title	MA in Managing Business Communications
Modes of study	part-time
Further education	option of taking additional classes and obtaining an international MBA in the VERN'/UBI MBA program

Managing Business Communications

This master study programme is designed as a study programme in public relations with a particular emphasis on the application of communication skills in business. It aims to educate professionals who can manage integrated business communication in the context of globalization and the influences of mass media, lobbyists, interest groups, and public opinion on market positioning of business subjects.

ACCOUNTING AND FINANCE

Programme name	Accounting and Finance
Programme type	graduate
Duration	2 academic years, or 4 semesters
Number of ECTS points	120
Awarded title	MA in Accounting and Finance
Modes of study	part-time
Further education	option of taking additional classes and obtaining an international MBA in the VERN'/UBI MBA program

Accounting and Finance

This study programme is based on contemporary achievements of finance and accounting as well as practical solutions in good business practice. It aims to educate financial and accounting experts capable of implementing their knowledge in an analytical, innovative and entrepreneurial way.

MANAGING SUSTAINABLE TOURISM DEVELOPMENT

Programme name	Managing Sustainable Tourism Development
Programme type	graduate
Duration	2 academic years, or 4 semesters
Number of ECTS points	120
Awarded title	MA in Managing Sustainable Tourism Development
Modes of study	part-time
Further education	option of taking additional classes and obtaining an international MBA in the VERN'/UBI MBA program

Managing Sustainable Tourism Development

This study programme is focused on enriching students with the necessary knowledge and skills in a tourist industry aimed at sustainable development, keeping in mind ecological and social standards. The study programme directs its students towards acquiring new knowledge in the field of tourist trends and innovations, support systems in tourism, management design, as well as towards a specialization in managing specific types of tourism (nautical, rural, cultural, congress, ecotourism, wellness tourism...).

IT MANAGEMENT

Programme name	IT Management
Programme type	graduate
Duration	2 academic years, or 4 semesters
Number of ECTS points	120
Awarded title	MA in IT Management
Modes of study	part-time
Further education	option of taking additional classes and obtaining an international MBA in the VERN'/UBI MBA program

IT Management

The study programme aims to educate and train competitive managers who will be able to successfully run business systems applying contemporary management and decision-making methods supported by information technologies. The students will gain knowledge in business process management using IT, business process re-engineering, business organisation and IT system development methods, as well as other contemporary management and decision-making methods.



MBA

VERN's international MBA study programme broadens the offer of VERN's specialist graduate programmes. It is implemented in partnership with the United Business Institutes from Brussels, both in Zagreb and Brussels, and five additional courses and the appropriate exams are carried out in English. Upon the successful completion of the MBA study programme the students will gain VERN's degree of a specialist as well as the additional international MBA degree, issued jointly by VERN' and UBI. The students can take some classes in the European Parliament and/or European Commission, as well as visit leading multinational companies that have premises in Brussels.





EXTRA - CURRICULAR ACTIVITIES

During their studies at VERN', students have access to a wide variety of extra-curricular activities.

VERN' Sports

The programme was designed to enable all students and lecturers who wish to engage in some kind of recreational sports activity, as well as those who possess the will to represent VERN' at the University Championships.

Through the VERN' Sports programme, interested students can engage in a large number of Olympic disciplines (football, basketball, volleyball, handball, swimming ...) and compete in the university league as members of VERN's sports teams. Also, all of our students have free access to numerous recreational facilities for their recreational needs. Many of VERN's students are active athletes and compete today in almost 20 sports at the University Championships in Zagreb, and have brought a handful of medals into the cabinet at VERN'.

VERN' Culture

An integral part of studying at VERN' is also the VERN' Culture programme which allows students and lecturers free attendance at various cultural events, mainly theatrical performances and concerts of classical music. The goal of this programme is to develop a habit of attending cultural events in students, such as exhibitions, book promotions, selected film repertoire and lectures.

Miscellaneous

The University of Applied Sciences organizes various events and activities on a regular basis. Once a month we organize round tables on current topics or bring interesting guest lecturers outside regular classes. All interested students are invited to attend such events. In cooperation with its business partners, VERN' participates in the organization of a larger business event with relevant Croatian and foreign experts (O. Toscani, M. Porter...) usually once a year. Students can attend these events usually free of charge.



COMPETENCE DEVELOPMENT CENTRES

An important aspect of VERN's extra-curricular activities are elective projects aimed at very ambitious students and the fostering and the development of the students' various competences.

PointLab

PointLab is a competence development centre stemming from VERN's Start-up Incubator. Since the academic year 2013/14 it has provided the infrastructure and support for the students especially interested in electronics, robotics and informatics to further develop their knowledge and skills through interesting projects. PointLab's current activities comprise projects concerning digital system development, robotics, circuit programming and computer networks. You can even occasionally see some of PointLab's development projects in VERN's corridors, for example, the robotic car VROOM.

PointLab is also used as a laboratory for those courses which require non-standard IT equipment.

Newsroom

The students of journalism and other communication studies have the opportunity to sharpen their skills in Unisport Magazine issued by the Croatian Academic

Sports Federation and in the monthly magazine Global published by the Faculty of Political Science. With the experienced mentoring and editorial guidance by newspapers editor and in the co-operation with other professionals, the students can test and improve the knowledge they have gained in class and try various professional roles, from the role of a reporter, an editor or a photographer, as well as attempt various journalistic forms - from traditional informative texts to interviews, columns or feature stories.

Market Research Centre

VERN's Market Research Centre is one of the Competence Development Centres within VERN's support system for the students, but also for Croatian business people. Its main aim is to implement market research projects for the member companies in the B2C and B2B segments and to develop the competences, i.e. the applicable knowledge and skills, of VERN's undergraduate and graduate students by providing advice, supervision, expert assistance and professional support in project implementation or the elaboration of student papers. The Centre has been carrying out market research for some of the most successful companies in Croatia.



INTERNATIONAL UNIVERSITY CENTRE VIS



Starting with the academic year 2016/2017, VERN's International University Centre Vis will open its doors to international students. The opening of this unique European academic centre in collaboration with the town of Vis will allow the local

and international academic community to work in an inspiring environment. The pleasant Mediterranean climate, its intact nature and rich cultural heritage create almost ideal conditions for the transfer of knowledge and development of a variety of extra-curricular activities. In the future academic centre students and academics from all over the world will study, work and socialize. Among others, the centre will host students arriving through the Erasmus exchange programme, in which VERN' actively participates. Future students and lecturers will reside and work in a calm environment that enables concentrated teaching activities, leaving at the same time room for a non-traditional extracurricular programme, which will inevitably enrich the experience of studying and working at the IUC Vis.



HOW TO PREPARE

Once you are selected by your university, you will receive an application form and a Learning Agreement from the International Cooperation Office. These two documents should be filled in and signed before your arrival at VERN' and transmitted to the International Cooperation Office:

- at the latest by June 15th for the winter semester
- at the latest by December 1st for the summer semester

Accommodation

Students should arrange accommodation prior to arriving in Croatia, if possible. There are many options for accommodation, but prospective students should make sure they start looking for a room as soon as possible. For more information on student housing options, please contact the International Cooperation Office.

On average students should expect to pay about 200-350 EUR to cover housing costs. Utilities are usually extra.

Meals

All full-time students of the University of Applied Sciences are entitled to a student card (so called "X card"), which serves them to buy subsidized meals in designated student cafeterias. Taking into account the location of VERN', most students go to the Student Center at Savska cesta for subsidized meals. Some of them use similar restaurants located near the place where they live. There are also a large number of restaurants at the location where most of our classes are held (Importanne Gallery at Iblerov trg). There are many possibilities - from fast-food to self-service restaurants. Depending on the type of meals, the price can vary from 15 to 40 kuna.



BASIC PHRASES

Dobro jutro Good Morning	Oprosti Excuse me	Koliko to košta? How much is this?
Dobar dan / Bok Hello / Hi / Bye	Žao mi je I'm sorry	Koliko imaš godina? How old are you?
Do viđenja / Zbogom Goodbye	Kako ste? How are you?	Ja imam __ godina. I am ___ years old.
Idemo Let's go	Dobro sam I'm fine/ I'm OK	Trenutak Just a moment
Dobra večer Good Evening	Izvoli! Here you go	[Ne] razumijem I [don't] understand.
Laku noć Good Night	Kako si? How are you?	[Ne] Govorim... I [don't] speak ...
Molim Please	Upomoć! Help!	Što ima novoga? What's new?
Hvala (lijepa) Thank you (very much)	Drago mi je! Nice to meet you!	Htio / Htjela bih __. I would like __. (male / female)
Nema na čemu You're welcome	Kako se zoveš? What's your name?	[Ne] znam I [don't] know
Dobro došli! Welcome	Zovem se... / Ime mi je ... I am... / My name is...	Sretno! Good luck!
Vidimo se kasnije See you later	Gdje je __? Where is __ ?	Živjeli! Cheers!
Vidimo se uskoro See you soon	Slobodno? May I?	Kako se na hrvatskom kaže __? How do you say __ in Croatian?
Dobar tek! Enjoy your meal!	Možeš li mi pomoći? Can you help me?	Gladan / Gladna sam. I'm hungry. (male / female)
Ne brini! Don't worry!	Možete li to ponoviti? Could you repeat that?	Žedan / Žedna sam. I'm thirsty. (male / female)
Sretan put! Have a nice trip!	Otkuda si? Where are you from?	Izgubio / Izgubila sam se. I'm lost. (male / female)
Da / Ne / Možda Yes / No / Maybe	Ja sam iz ... I'm from...	Koliko je sati? What time is it?



INTERNATIONAL COOPERATION OFFICE

Phone: +385.1.48.81.837

Fax: +385.1.48.81.830



Dubravko Kraus
Head of International
Cooperation,
dubravko.kraus@vern.hr

