

# ZSEM

EXECUTIVE MBA PROGRAM



4 PALMES  
TOP  
BUSINESS SCHOOL



AACSB  
ACCREDITED



zagrebačka  
škola ekonomije  
i managementa  
zagreb school  
of economics  
and management

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

## Zagreb School of Economics and Management

The Zagreb School of Economics and Management is Croatia's best business school according to Eduniversal's global ranking. For many years, ZSEM has been educating Croatia's future economic and business experts and has become a center for thought and discussion on contemporary economic and business issues in Croatia. With more than 1,000 students and more than 2,800 alumni, ZSEM's community is continuously growing. Every major corporation and institution in Croatia has employed ZSEM graduates, while our alumni have also made their mark on society by becoming entrepreneurs and researchers.

ZSEM's faculty includes renowned professors, researchers, and experts from around the world. Often, our professors are featured in Croatia's national media and many lecturers hold senior posts in Croatia's top corporations and public institutions (Croatian National Bank, Croatian Telecom, Ericsson Nikola Tesla, etc.).

With more than 150 partner universities all over the world, many ZSEM students, including our graduate students, spend a semester abroad without paying additional tuition fees. Also, ZSEM welcomes more and more international exchange students every year and hosts an annual International Summer School.

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 that hold this prestigious accreditation.

### ZSEM Timeline

2002

ZSEM enrolls its first generation of a hundred students in the undergraduate program

2004

ZSEM becomes the first business school in Croatia to be admitted to the elite AACSB

2007

ZSEM enrolls its first generation of graduate MBA students

2008

Eduniversal, for the first time, proclaims ZSEM the best business school in Croatia

20

ZSEM earns accreditation from AACSB, the school ranks of the most prestigious business schools in the world

# Accreditation

## The most prestigious accreditation in the world

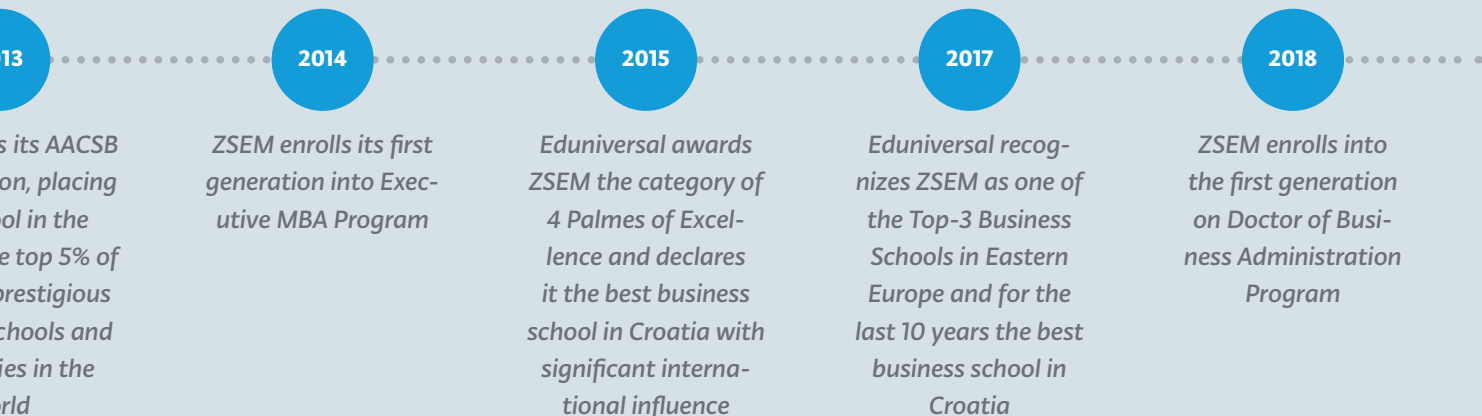
In 2013, the Zagreb School of Economics and Management become an AACSB accredited business school. Enabling it to enter the exclusive club of the top 5% of the most outstanding business schools in the world, the accreditation reaffirmed the status of ZSEM as the leading business school in Croatia. Founded in 1916, the Association of Advanced Collegiate Schools of Business is the longest-serving international institution with the mission to advance quality management education worldwide through accreditation, thought leadership, and value-added services. It is worth noting that the exclusive club of accredited institutions includes renowned universities from across the globe, such as Harvard, Yale, Stanford, and many others. The Zagreb School of Economics and Management has passed the stringent criteria imposed on the best schools in the world.



# Eduniversal

## Executive MBA Program ranked 7th in the world

From 2008 to 2017, the French portal Eduniversal declared the Zagreb School of Economics and Management the best business school in Croatia. The Eduniversal ranking of the best graduate studies in the world 2018 listed the ZSEM Executive MBA program as 7th best in the world and awarded it with the highest star rating – four stars. The research on which business schools they regard as best. We proudly underscore that according to this research, ZSEM is not only the best business school in Croatia, but rather, its Eduniversal 4 Palmes of Excellence ranking makes it the top business school with significant international influence.



# Executive MBA Program

The Executive MBA Program is designed for professionals who wish to develop skills and knowledge of the General MBA Program and offers a unique possibility to study at weekends without neglecting professional and family commitments.

Modeled after some of the most successful programs in the world, the Executive MBA Program is an interdisciplinary program that includes key courses from all graduate ZSEM MBA programs. The main purpose of the program is to provide students with top quality courses in the fields of marketing, management, finances, and accounting, through an exceptional combination of theoretical and practical knowledge.

ZSEM lecturers are leading experts from Croatia and around the world, with outstanding scientific and research contributions. The program is designed to provoke thinking about current and future challenges in management and the business world.

Student leadership skills are developed through multiple dimensions, which include developing strategy, operations, organizational behavior and leading an ethical enterprise.

Through a practical project carried out during their studies, students concurrently develop their skills and knowledge, their professional careers, and contribute to their organizations. After attaining a theoretical education and practicing the acquired skills in their organizations, students will be capable of leading any organization efficiently. Leading teaching methods includes numerous simulations, which allows students to develop analytical skills, test their decision-making skills, and observe consequences of their actions.

While improving their interdisciplinary skills and knowledge, students will also enlarge their social capital and extend their network of experienced professionals.

**Executive MBA Program**

**12 – 30 Months**

**24 Extended Weekend Lectures**

**10 Courses**

**24 Contact Hours per Course**

**60 ECTS Credits**

**Taught in English**

# Contents and Structure of the Program

The program consists of two parts: compulsory courses and writing the graduate thesis. The compulsory coursework is designed like a classical MBA program. A unique advantage of this program is an opportunity to conduct a practical project during the preparation of the graduate thesis. Students can conduct this practical project in their companies. A particular dynamic of this program is achieved through a combination of 50% of lectures and 50% of learning being carried out through group assignments and projects over the e-learning internet platform. This unique hybrid approach gives students ample time for professional and family commitments.

In each 8-week mini-semester, students will complete 2 courses. Lectures are held on:

- Fridays from 17:00 to 21:00 and Saturdays from 9:00 to 13:00 for "course 1"
- Saturdays from 14:00 to 18:00 for "course 2"

New Europe Business Forum 2016:  
Arturo Bris, Director of IMD World Competitiveness Center

## Prospective Students

A minimum of 3 years of professional experience is required for all students.

Candidates from mid-level and high-level management are desired. The program is well-suited for department heads in state and government institutions and organizations as well as non-profit organizations.

# Curriculum

Course	ECTS	Faculty
Strategy	5	Dino Dogan, PhD, ZSEM, Luxembourg School of Business Mato Njavro, PhD, Singapore Management University, University of St. Gallen - HSG Markus Menz, PhD, University of Geneva
Managerial Accounting and Financial Reporting	5	Branka Remenarić, PhD, ZSEM Hrvoje Volarević, PhD, Croatian National Bank Ivan Čevizovic, PhD, ZSEM
Leadership	4	Borna Jalšenjak, PhD, ZSEM Dan Ebener, PhD, St. Ambrose University Bruno Filipi, MSc, Atlantic Multipower Germany GmbH
Business Ethics, CSR and Sustainability	3	Kristijan Krkač, PhD, ZSEM Borna Jalšenjak, PhD, ZSEM Igor Matutinović, PhD, GfK
Management of Change and Human Resources	5	Ivona Škrebilin Kirbiš, PhD, ZSEM Mirna Koričan Lajtman, PhD, ZSEM Ivana Drkelić, MBA, Pliva Bruno Filipi, MSc, Atlantic Multipower Germany GmbH
Operations Management	5	Kristina Šorić, PhD, ZSEM Goran Oblaković, PhD, ZSEM
Managerial Economics	5	Jurica Brajković, PhD, Energy Institute Hrvoje Pozar Petra Posedel Šimović, PhD, ZSEM
Maximization and Measurement of Company Value	5	Goran Oblaković, PhD, ZSEM
Marketing Strategy / Simulation	5	Maja Martinović, PhD, ZSEM John Branch, PhD, University of Michigan
Graduate Thesis	10	

# Program with an additional degree

Students have the possibility of obtaining an additional degree through ZSEM's partner universities. You can customize your master degree program according to your interests and career goals.

These programs, enriched by their diverse nature, are aimed at preparing future business leaders for the global marketplace; students will take on a global perspective and acquire international management skills.

## **Kedge Business School, Bordeaux, France:**

- Global Management
- Purchasing & Supply Chain Management
- Finance
- Marketing

## **Tilburg University, Tilburg, Netherlands:**

- Strategic Management
- Supply Chain Management

## **Fu Jen Catholic University, Taipei, Taiwan:**

- Management
- Marketing
- Human Resource Management
- Quantitative Finance
- Finance and Accounting

## **East China University of Science and Technology, Shanghai, China:**

- International Business

## **LUIS Guido Carli Business School, Rome, Italy:**

- International Management

## **IIBN Business School, St Petersburg, Russia:**

- Finance and Banking Management
- Strategic Management
- Public Administration
- Oil and Gas Management
- Tourism Management

## **Nagoya University of Business and Commerce, Nagoya, Japan:**

- General MBA

*These flexible programs enable students to combine various disciplines, choosing similar or different specializations in Croatia and abroad. In this way, students will gain a competitive advantage, which will help them prepare for the global labor market.*

# Visiting Professors

Professors teaching in other graduate MBA programs at ZSEM will lecture on topics from their field of expertise. The following professors will lecture depending on their schedule and availability:

- **Thomas Baker, PhD**  
Clemson University, USA
- **Daniel Butler, PhD**  
Auburn University, USA
- **Arturo Cardelus, MBA**  
Luxembourg School of Business,  
Luxembourg
- **Li Choy Chong, PhD**  
St. Gallen University, Switzerland
- **Ivica Crnković, PhD**  
Mälardalen University, Sweden
- **Dan Ebener, PhD**  
St. Ambrose University, USA
- **Julie Felker, DBA**  
WDI University of Michigan, USA
- **Siniša Krajnović, PhD**  
Ericsson, Luxembourg School of  
Business
- **Dominik Mahr, PhD**  
Maastricht University, The  
Netherlands
- **Paul R. Murphy, PhD**  
John Carroll University, USA
- **Randy Richards, PhD**  
St. Ambrose University, USA
- **Carlos Rodriguez, PhD**  
Delaware State University, USA
- **George Siedel, PhD**  
University of Michigan, USA



Goran Oblaković, PhD, Executive MBA Program Director



# Literature and E-learning Platform

Books from recognized international and domestic authors (in English or Croatian translation) are available to all students in the library or will be delivered in e-format for all courses.

Learning through the Internet platform will be utilized, so all materials will be posted online.

## Teaching Methods

- lectures, discussions, and practical exercises
- interactive assignments in small groups, which allows students to apply the theoretical knowledge gained and exchange experiences with professors and fellow students
- learning through practical examples and case studies
- learning through simulations
- studying from the latest literature and utilizing distance learning.

John Branch, PhD  
University of Michigan, Ann Arbor, USA

*„The students and alumni that we met exceeded our expectations – both in terms of their preparation and technical knowledge.“*

**Henrik Takacs,**  
**Morgan Stanley, Investment Bank**

# Introductory Semester

Many of the candidates find themselves wishing to enroll into MBA programs, due to professional or private reasons, while they do not possess an undergraduate degree in business or economics. Those candidates can still enroll, however, before the commencement of their MBA classes, they must attend an introductory semester in which they must attend the courses from the areas of economics, marketing, business and finance, management and accounting.

By attending the classes and passing exams in those fields, the candidates will get acquainted to the field of economics and will be ready to continue with their MBA courses afterwards.

The introductory semester starts in January every year and lasts until the end of February, at which point the MBA classes start. The introductory semester starts in January every year and lasts until the end of February.

Course	ECTS	Faculty
Economics	6	Jurica Brajković, PhD
Marketing	6	Maja Martinović, PhD
Management	6	Goran Oblaković, PhD
Accounting	6	Hrvoje Volarević, PhD



New Europe Business Forum 2016  
- George Yeo, Former Minister for Foreign Affairs, Finance, Information and Arts, Health, Trade and Industry of Republic of Singapore and Mato Njavro, ZSEM Associate Dean

# Academic Contacts

---



**Goran Oblaković, PhD**  
**Program Director**  
**goran.oblakovic@zsem.hr**  
**Phone: + 385 1 2354 144**  
**Mobile: + 385 98 274 801**



**Anamarija Malenica**  
**Academic Secretary**  
**anamarija.malenica@zsem.hr**  
**Phone: +385 1 2354 144**

*„ZSEM students have both the necessary technical knowledge as well as thorough understanding of latest developments in the global economy and business. This makes them well prepared to take on leadership roles in corporations and public sector, both in Croatia and abroad.“*

**Milos Starovic,**  
**Bank of America**

*„To address some of the items of interest to you, we can say that upon the recommendation of some of our Croatian colleagues we started researching ZSEM. We were impressed by the level of information available on the website. This gave a clear indication of the quality and relevance of the programs and seemed to be perfect for our departments here at Morgan Stanley. We were also delighted with the organization within ZSEM, the Career Center and staff who were extremely approachable, which made the whole visit much easier to organize.“*

**Yasanji Ratnaike, PhD,**  
**Morgan and Stanley, Investment Bank**



*Zagreb School of Economics and Management*  
*Jordanovac 110, 10000 Zagreb, Croatia*

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