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 become 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

2013
ZSEM earns accreditation, placing the school in the 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.
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 include 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.
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.

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

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

„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
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.

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>Economics</td>
<td>6</td>
<td>Jurica Brajković, PhD</td>
</tr>
<tr>
<td>Marketing</td>
<td>6</td>
<td>Maja Martinović, PhD</td>
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<tr>
<td>Management</td>
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<td>Goran Oblaković, PhD</td>
</tr>
<tr>
<td>Accounting</td>
<td>6</td>
<td>Hrvoje Volarević, PhD</td>
</tr>
</tbody>
</table>
Academic Contacts

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Anamarija Malenica
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“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