



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

uniri



International
BUSINESS





Introduction, Head of INTERNATIONAL BUSINESS



EFRI and the IB study program offer an education that is relevant, practical, and adapted to the challenges of today's global business world.

In today's globalized world, choosing a study program that prepares young people for a successful career in an international business environment is extremely important. The Faculty of Economics and Business (EFRI) of the University of Rijeka offers such a program. The International Business (IB) study program is an excellent option for those who want to understand and participate in international business environment. The geopolitical environment is constantly changing, and understanding these changes is critical to business success. Understanding different cultures, legal systems, and business practices is essential to successfully running a business. EFRI provides up-to-date information and tools to help students make informed business

decisions in such a surrounding. EFRI is not only an educational institution, but also an incubator of knowledge, innovation and excellence, i.e. it is the key to an international career and success in today's globalized world. EFRI is a place where learning is combined with real-world challenges, where critical thinking and innovation are encouraged. Our Faculty has produced numerous successful international business professionals, and your decision to study here can put you on the path to the same prospects for success. EFRI not only provides theoretical knowledge, but also fosters hands-on experience by working with leading companies and organizations while the IB study program opens the door to a career that can influence the world economy. EFRI prides itself on its expert professors, state-of-the-art infrastructure and strong partnerships with industry. This means that during your studies, you will have the opportunity to work on real-world projects, collaborate with leading companies, and gain invaluable hands-on experience. EFRI offers a wealth of career development resources, including the Career Center. This means you will be well-equipped to enter the workforce or start your own business. Studying at EFRI on IB study program is not only an investment in your education, but also in your future. Essentially, EFRI and the IB study program offer an education that is relevant, practical, and adapted to the challenges of today's global business world. Join us!

Associate Professor Pavle Jakovac, PhD.
Head of the International Business study programs at the Faculty of Economics and Business, University of Rijeka

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:

62

years of tradition and experience

2,300

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

3

online study programs

424

students pursuing their studies in English

500

and more **contracts** with successful companies in the region



1st

Confucius Institute subsidiary for **Chinese** language in the region

12

and more **memberships** in international specialised organizations



BACHELOR





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 cial 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 Piatak 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.

REPUBLIC OF CROATIA

Croatia is a Central European and a Mediterranean country, with 3.9 million inhabitants. It became a member of the European Union in 2013, and from 1 January 2023 Euro is the 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 Peace Index ranking of the safest countries in the world for the year 2022, Croatia took the 15th place (among 163 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, Ruder Boskovic, Faust Vrancic, Andrija Mohorovicic, Nikola Tesla, Ivan Mestrovic and the Nobel prize winners Lavoslav (Leo-pold) Ruzicka and Vladimir Prelog (both for chemistry).



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 four categories: Business Knowledge; Thinking Skills, Communication and Business Ethics.

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):

- interpret the underlying models, concepts and principles in the field of business economics with focus on international business
- explain the entrepreneurship and the principles, organization, techniques and ways of doing business at the national, regional and international level
- distinguish the underlying categories of business operations in specific area of international business
- collect data and suggest solutions based on arguments to less complex problems in business economics with focus on international business
- apply basic statistical and quantitative methods
- critically evaluate basic economic concepts and quantitative and qualitative information for business decision making
- communicate in oral and/or written form information, ideas, problems and solutions in the field of business economics with focus on international business
- collaborate, prepare and present solutions in a team
- create and formulate conclusions related to relevant social and / or ethical issues in the area of international business
- identify and analyse ethical challenges



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
3	Business English 1
6	Fundamentals of Entrepreneurship
6	Information and Communication Technologies in Economics and Business
6	Mathematics
6	Principles of Economics
3	Undergraduate Research Methods

ECTS	Semester 2
3	Business English 2
2	Business Ethics
6	Mathematics for Economic and Financial Analysis
8	Microeconomics
6	Organization
5	Statistics for Business and Economics

2ND YEAR

ECTS	Semester 3
8	Accounting
3	Business English 3
2	Commercial Law in International Business
8	Macroeconomics
6	Management
3	Statistical Analysis

ECTS	Semester 4
3	Business English 4
6	Corporate Finance
6	International Economics
6	Marketing
6	National Economy
3	Elective course 1
	Databases in Business and Economics / Economy and Environment

3RD YEAR

ECTS	Semester 5
6	Financial Markets and Institutions
6	International Banking and Financial Operations
6	International Business
6	International Human Resources Management
3	Elective course 1
	Basic Business German 1 / Basic Business Italian 1
3	Elective course 2
	Application of Digital Technologies in Business / Basic Business German 1 / Basic Business Italian 1 / Basics of Tax Literacy / Decarbonisation and EU Competitiveness / Economics Aspects of Social Literacy and Civic Responsibility / Economics and Policy of Investment / Health Economics / Managing Learning Organizations / Multicriteria Decision Modelling with Applications / Personal Finance / SME's Accounting

ECTS	Semester 6
4	Business Analysis and Planning
4	Business Logistics
5	Final Paper
4	Global Strategic Management
10	Internship
3	Elective course 2
	Artificial Intelligence in Business / Basic Business German 2 / Basic Business Italian 2 / Civil society and volunteering organizations / Economic Perspective of Religion / European Business Environment and EU Common Policies / Innovation and International Competitiveness / International Case Study / Project Finance

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

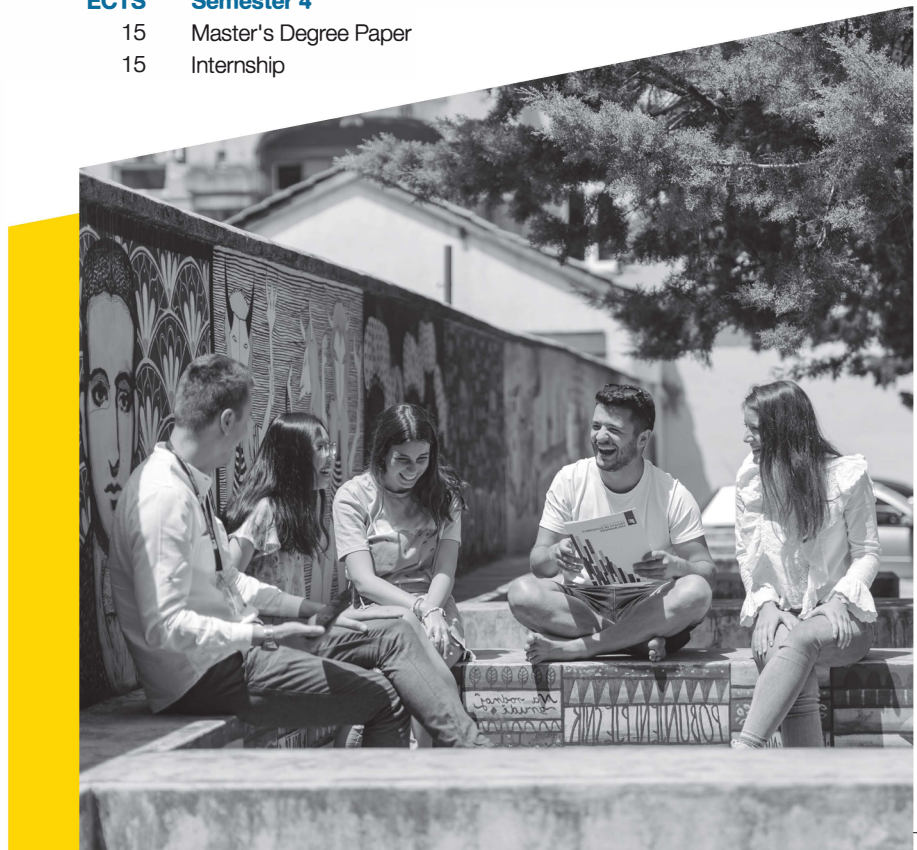
ECTS	Semester 1
6	Business in the International Environment
6	International Accounting
6	Quantitative Methods for Business Decisions
3	Elective course 1 Business Communication Skills in German 1 / Business Communication Skills in Italian 1
3	Elective courses 2 Comparative Tax Systems / Doing Business on the EU Market / International Financial Markets
3	Electives courses 3 Business Aspects of Databases Management Systems / Digital Business Communication Channels / Energy Markets / Energy Markets / EU Business Policies and the Internal Market / Institutional Investors / Local finance / Smart cities

ECTS	Semester 2
6	Cross Cultural Communication and Business Negotiation
3	Decision Theory
6	Economics and International Trade Policy
6	Exchange Rate Policies and Instruments
6	International Logistics
3	Research Methodology

2ND YEAR

ECTS	Semester 3
6	Big Data Analytics
6	International Marketing
6	Risk Management in International Business
3	Electives courses 1 Business communication skills in German 2 / Business communication skills in Italian 2 / Global Value Chains Analysis / International Business Environment
3	Electives courses 2 Corporate Social Responsibility / Courses from UNIRI Constituents / Economics of Gender / Economics of Sport / Economics of tourism / Electronic business / EU Tax Policy / Industrial Organization / Information Systems for Decision-Making Support / Integrated business processes / International commercial law / Labor Economics / Labor Economics / Pharmacoeconomics / Regional Economic Integrations / Time series analysis / Transport and Maritime Economics

ECTS	Semester 4
15	Master's Degree Paper
15	Internship



International Mobility

FOR STUDENTS



Pedro Baltasar / undergraduate study program International Business, Portugal

My experience as an Erasmus student at the EFRI has been an amazing and memorable journey. The faculty itself is well organized, appealing and the teachers are friendly and supportive. As a Portuguese student living in Croatia, I experienced a different culture like people's customs, food and lifestyle. This cultural shock impacted my life and led me to a major positive self-growing experience that I will never forget in my life. I recommend everyone to join this adventure of a lifetime and if you can study at the EFRI, I assure that it will be rewarding!



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.



Nika Stipetić-Kalinić / graduate study programme International Business, Croatia

Studying IB at EFRI opened many doors for me. By surrounding myself with international scholars, I expanded my horizons and it enabled me to build a strong social network with people from all over the world. During my first year at the University, I was enrolled in a Chinese language course, which led me to receive a scholarship for a two-week Chinese language summer camp in Beijing and Shanghai, China. Such program allowed me to increase my creativity, improve my analytical skills, foster cultural awareness and develop global relationships. EFRI made all of the above possible.

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 Kazakhstan 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, Hong Kong, 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!*





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