



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

uniri

A low-angle, upward-looking photograph of a classical building facade, showing architectural details like cornices and windows. The image is tinted with a blue gradient that darkens towards the top.

# *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 people seeking an international business career!

The Faculty of Economics and Business in Rijeka (EFRI), part of the University of Rijeka, offers many opportunities for young and ambitious, internationally oriented learners. Including recent high-school graduates, but also more advanced individuals with some higher education experiences or even working experience. International Business studies (IB) at EFRI include the undergraduate and graduate programme, fully taught in English, but our ALUMNI can engage even in postgraduate studies, if they want to further immerse in specific segments of international business. And, since 2005 we organize a thematic International Summer School focused on the European Business Environment and the development of cross-border cooperation in Europe. The main learning outcomes are set in a way which allow our 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. Our graduates are business analysts, marketing managers, consultants, CEOs, financial specialists, entrepreneurs who most often pursue an international business career. IB students are taught in innovative and creative ways, which enrich their civic engagement and embed ethical and responsible business behaviour of the digital era. Basically, our programmes provide in-depth knowledge and the understanding of core theories, practices and techniques in the management of international business activities. EFRI focuses on Excellence, International Exposure and a Mix of Theory and Practice. This includes our commitment to quality (mainly through international accreditations, which qualify our programmes among the best) and collaboration with various national and international institutions, private companies, international partners. We prioritize our international exposure through foreign lecturers, guests, and mobility programmes, as well as internships where our students learn how to engage in an international business environment. And, we create an appropriate mix of theory and practice, through knowledge, skills, and entrepreneurial orientation. Finally, our geographic and social environment. Rijeka is the third biggest city in Croatia, with an important historical, economic and academic history for this part of Europe. We are located practically in Central Europe, very close to Slovenia, Italy and Austria, but we are also an Adriatic port, a Mediterranean city with huge strategic importance and a safe environment. Besides our rich history, culture and industrial heritage, we are cantered in a region with thriving tourism and beautiful nature. And that is also why students, lecturers and researchers like to come here.

Igor Cvečić, PhD, Associate Professor  
Head of International Business study programmes at EFRI and Head of the International Cooperation Committee

# 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	100 and more contracts with successful companies in the region



1<sup>st</sup> Confucius Institute subsidiary for Chinese language in the region

12 and more memberships in international specialised organizations





## 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, but it still keeps the Kuna (HRK) as its official currency till the end of the year 2022. In the year 2023 EURO will be introduced. 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 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 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 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
3	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 Civil Responsibility / Economics and Policy of Investment / Health Economics / Managing Learning Organizations / Multicriteria Decision Modelling with Applications / Personal Finance	

ECTS	Semester 6
4	Business Analysis and Planning
4	Business Logistics
5	Bachelor's Degree Paper
4	Global Strategic Management
10	Internship
3	Elective course 3
Artificial Intelligence in Business / Basic Business German 2 / Basic Business Italian 2 / Economic Perspective of Religion / European Business Environment and EU Common Policies / Innovation and International Competitiveness / 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	Quantitative Methods for Business Decisions
6	International Accounting
3	Elective course 1
	Business Communication Skills in Italian 1 / Business Communication Skills in German 1
3	Elective courses 2
	Comparative Tax Systems / Doing Business on the EU Market / International Financial Markets
3	Electives courses 3
	Digital Business Communication Channels / EU Business Policies and the Internal Market / Business Aspects of Databases Management Systems / Energy Markets / Institutional Investors

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

## 2ND YEAR

ECTS	Semester 3
6	International Marketing
6	Risk Management in International Business
6	Big Data Analytics
3	Electives courses 1
	Business communication skills in German 2 / Business communication skills in Italian 2 / International Business Environment
3	Electives courses 2
	Corporate Social Responsibility / Electronic Business / Economics of Sport / Regional Economic Integrations / Smart Cities

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 lead 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.

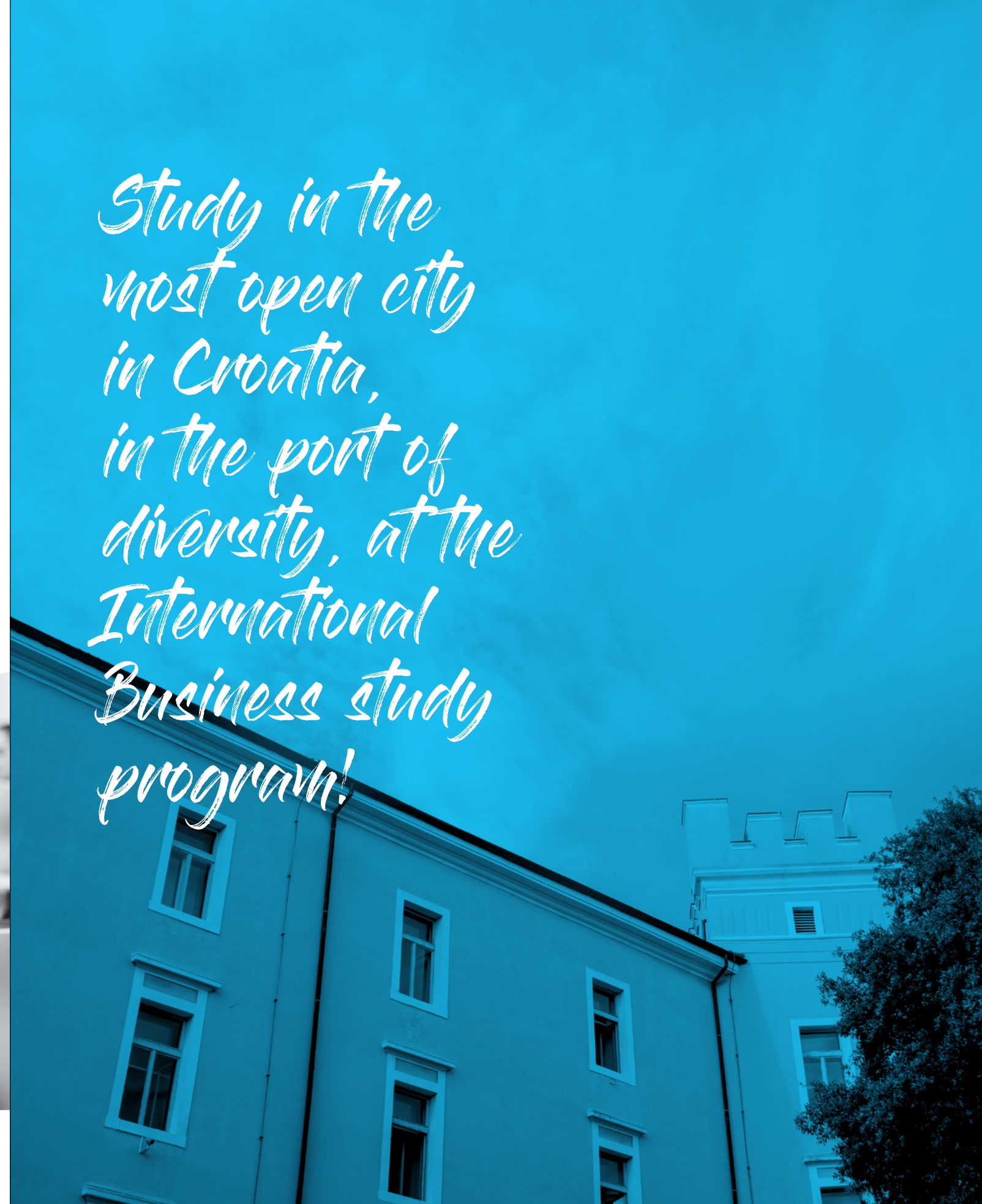
### Basic costs of studies

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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