



ZAGREB
SCHOOL
OF
BUSINESS

10

GODINA / YEARS

Undergraduate
professional
study

Supply
Chain
Management

THE LOGICAL CHOICE FOR BORN LOGICIANS





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IMPRESSUM

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FOREWORD FROM THE DEAN

Esteemed students, dear parents, and all other interested parties, I welcome you to the Zagreb School of business. I would hereby like to introduce you to our new school programme and professions, and to the programme of our School in which you have placed your trust in, as well as my own as its Dean.

The Supply Chain Management study programme is a new contemporary integrated approach to educating engineers of economic logistics, which includes all phases of planning information, goods, products, services, the control of the quality of goods and distribution of goods to their final destination.

Our new study programme offers students the basic knowledge in economy, marketing, management, international relations, communication, transport systems, traffic law, business IT, logistics systems, freight, planning, modelling and managing supply chain systems, but also ecology of supply chains and implementing and assessing the quality of supply chain systems.

Upon completion of this programme, students can continue their education at the specialist graduate professional studies of our second study programme – marketing and communications. We are also offering the undergraduate



professional studies of Management in Arts and Culture. We are planning to continue developing the two programmes, Supply Chain Management and Culture Management and Production, at the graduate level. We are close to achieving our most important strategic goal yet – transformation to the University of Applied Sciences. Finally, our long-term goal is to become the leading institution in this region, a goal supported by the City of Zagreb as our owner. Come join us and choose the study which will prepare you for a successful career. In its first decade, the ZSB has proven to have good quality study programmes which can teach you success.

Yours sincerely,

Lukša Lulić, PhD
Dean of the Accredited
Zagreb School of Business

The goal of education is
"... rise to the highest possible level of scientific, aesthetic and ethical culture – to become a human being and to live a cultural life..."

dr. sc. Albert Bazala (1877–1947)

ABOUT US

The Accredited Zagreb School of Business has enrolled its first generation of students to the undergraduate professional studies of Marketing and Communications in 2006. Its founder is POUZ (Public Open University of Zagreb), an educational institution with over 200 years of tradition and an excellent reputation in the field of education in Croatia, and a leading institution in the field of lifelong learning.

Vision *We are a centre of excellence in creating professionals capable of achieving, guided by the highest professional, ethical and personal values, above-average results while creating new values and initiating change in their fields of expertise.*

Mission *We offer modern study programmes in response to the needs of our students and of the society we belong to, inspiring our students and staff to achieve their full potential. We safeguard, create and disseminate knowledge in all areas pertaining to us.*

Values *We strongly believe in everyone's right to have access to good quality education which will ensure them personal and social advancement.*

Our School's mission lies in the following principles:

- > **Excellence** – we value the freedom of opinion, intellectual curiosity and activism, a debate supported by strong arguments which is how we live up to our potential and achieve excellent results. Studying enriches the quality of the lives of students and lecturers and our excellence is measured in their success.
- > **Responsibility** – we respect our obligations towards others, our students and our surrounding can rely on us, and in return, we expect the same timely support in activities we have in common.
- > **Inclusiveness** – we treat everyone with respect, and perceive people as intellectual beings and through the values and the knowledge we share.
- > **Ethics** – in everything we do, we are honest and transparent, and have the highest moral and ethical standards woven into all we do.
- > Based on the research conducted, there are five strategic goals for the period 2015–2020 that need to be met for the ultimate goal – become **Zagreb University of Applied Sciences**.

WHY SUPPLY CHAIN MANAGEMENT

Supply chain management is essential to the needs of the labour market with specific three-year highly educated professional staff. Necessary in today's surrounding of supply chain management are organizational, technical and technological know-how which is what our students obtain upon completing their studies and are equipped to actively follow the changes in the supply chain management system and act efficiently in the face of challenges. To manage the supply chain system well, it is necessary to possess engineering skills which are the backbone of most courses of the study programme. However, it is equally important to understand the basics of economic, marketing, and entrepreneurial and communication principles.

Undergraduate professional studies of *Supply Chain Management* were created in such way as to offer students the basic knowledge of the technical area with particular emphasis on the field of traffic and transport technology, whereas the graduate level offers the possibility to further specialise in the field.

The Accredited Zagreb School of Business also offers professional studies of marketing and communications at the undergraduate and graduate level, as well as undergraduate professional studies of management in arts and culture. The Supply Chain Management study programme is surely a great addition to an already successful and varied educational offer which is in high demand in the labour market.

Based on the reported demand for workers, a third referred to experts and scientists, a quarter to the need for construction machinery and vehicle operators and assemblers, followed by engineers, technicians and other related occupations, whereas there was less need for office personnel, commercial, service and trade occupations.

ZAGREBPLAN / development strategy
of the City of Zagreb
by 2020, p. 107

WHAT WE OFFER

The undergraduate professional study programme of *Supply Chain Management* lasts three years, i.e. 6 semesters and brings 180 ECTS points. Upon completion, students are awarded the title professional bachelor (baccalaureus/baccalaurea), i.e. baccalaureus/baccalaurea engineer in economic logistics – **bacc.ing. logist.** Courses can be taken by regular and external students.

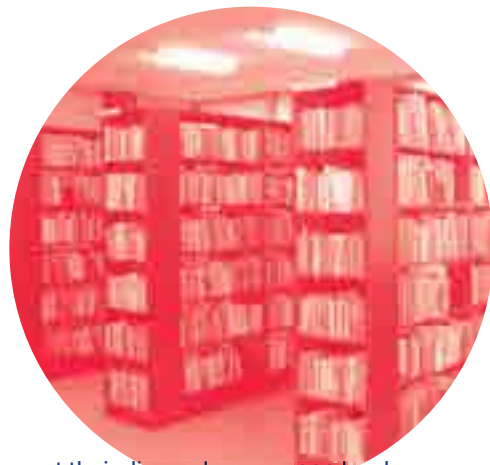
The goal of the undergraduate professional study of *Supply Chain Management* is to yield educated and competent engineers to work in the field of economic logistics and supply chains based on synergistic effect of combined technics, technology and business approach.

The undergraduate professional study of *Supply Chain Management* can be compared to many study programmes in some of the most renowned European high-education institutions (Germany, Great Britain, France, Belgium) which served as a reference for the creation of this programme. The educational process is executed in accordance with the Bologna declaration principles, which enables students to continue their studies in other complementary institutions of higher-education in Croatia and abroad, in accordance with national regulations of the EU member states. The accredited Zagreb School of Business is part of the Erasmus+ programme. This means students have the opportunity to travel more and get more hands-on experience and partner with the international organization *Youth Time International. Movement* organization.



LOCATION

The Zagreb School of Business is located in the city's business centre, in the heart of "Sveučilišna Aleja" (University Boulevard), surrounded by educational and business institutions, which provides the perfect environment for a future businessman/woman.



LIBRARY

Students have at their disposal over 35 000 book titles, two thirds of which are scientific and specialized literature, and the corpus is continually being expanded with new titles relevant to our studies.

With the internationalization process, the ZSB is increasing the quality of its study programme. Students have the opportunity, primarily through the Erasmus+ programme and other forms of international cooperation, to do practicum abroad or even take a semester abroad. The experience of studying abroad, along with positive effects at a personal level, also increases the chances of finding employment in the domestic as well as international labour market.

Željka Zavišić, PhD
vice-dean for professional and scientific work, mobility and international cooperation



The Supply Chain management study programme is directed at the business area which is the backbone of growth and optimization of work processes in many large organizations. We teach our students about the technical and economic factors of professional knowledge and learning outcomes so they could be carriers of added value in both Croatian and multi-national companies.

Goran Luburić, mag. oec.
vice-dean for courses and students



DESCRIPTION OF THE STUDY PROGRAMME

The new study programme *Supply Chain Management* was developed in light of the School's vision as the leading institution in educating experts with vast knowledge and high ethical and professional standards.

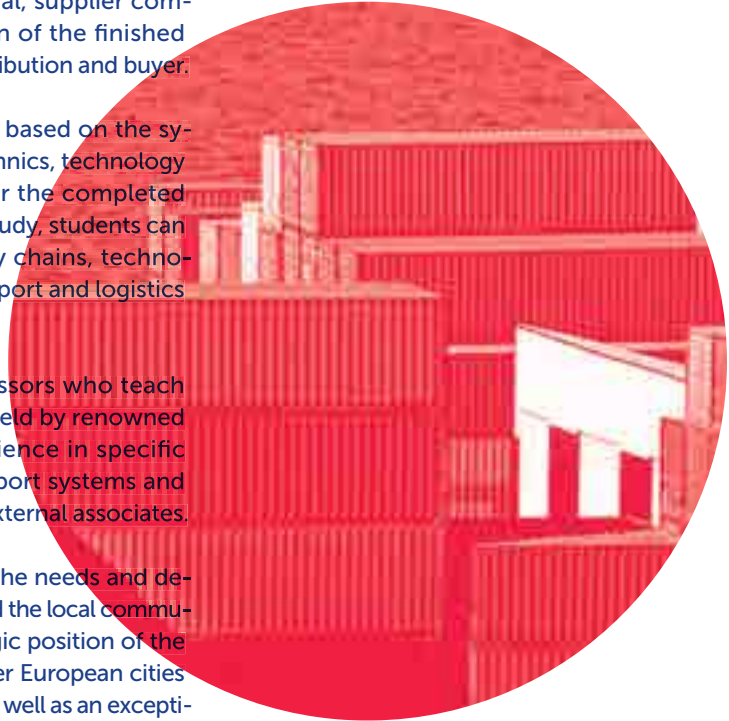
Supply Chain Management represents an integral approach to planning, executing and controlling the flow of information, materials and services from the raw material, supplier components through production of the finished product towards the final distribution and buyer.

Functional supply chains are based on the synergistic supply alliances; technics, technology and business approach. After the completed professional undergraduate study, students can work as organizers of supply chains, technologists of supply chains, transport and logistics organizer.

Along with renowned professors who teach theory, lectures will also be held by renowned experts with years of experience in specific areas of supply chains, transport systems and technologies, as well as our external associates.

The programme is based on the needs and demands of the labour market and the local community. An excellent geo-strategic position of the capital city, the vicinity of other European cities (Ljubljana, Vienna, Budapest) as well as an exceptional traffic infrastructure (motorways and railway corridors) enable the best possible connection between north and south, as well as west and east of Europe.

The dynamic business climate of the City of Zagreb (entrepreneurial zones, logistic distribution centres, new capital infrastructural projects) and connection among counties (north-western Croatia) create the need for professional staff from the field of supply chains who are ready to join the labour market immediately after completing their studies. This is the strongest point of this programme.



Zagreb, as the international traffic intersection, economic and political centre, gained much importance by joining the EU. Along with strengthening traffic and economic bonds with member states, Zagreb has been given the opportunity to strengthen its role of an international centre for south eastern Europe, especially in the countries of former Yugoslavia.

ZAGREBPLAN / Development strategy of the City of Zagreb, Development goals and strategies by 2020, p.107

STUDENT COMPETENCIES AFTER COMPLETING PROFESSIONAL STUDY

Student competencies after completing *Supply Chain Management* studies are:

- **ability** to systematically approach supply chain tasks, to plan and predict transport demands,
- **ability** to communicate in business surrounding with all involved in the supply chain process,
- **ability** to manage supply chains processes and
- **management** of quality in supply chains

Students are equipped for positions within the domain of Supply Chain Management, i.e. in the field of logistics and transport chains. Upon completion of studies, they can work as organizers of supply chains, technicians of supply chains, or logistics and transport process organizers.

SUPPORT TO THE NEW STUDY PROGRAMME

In today's globalized world and liberalized logistics market, new professional staff is essential, in the field of Supply Chain Management especially. After examining the suggested programme and the undergraduate professional study programme we are happy to fully support it.

Quality business processes management is not enough if a company wishes to be effective and achieve excellent results. The key factors here are human resources with professional education and competencies which your School's programme offers, especially in production-oriented companies, such as yours. Understanding the technological processes of production, as well as other related supporting processes and operations, and quality communication with all stakeholders are important in the functioning of supply chains.

Igor Šaravanja,
board member of the Alca Zagreb d.o.o.

Damir Rogulja, BSc in Economics,
director of Tvornica šećera Osijek d.o.o.,
member of the Žito group

SUPPLY CHAIN MANAGEMENT UNDERGRADUTE PROFESSIONAL STUDY PROGRAMME

Curriculum 1st year winter semester	P	V	S	ECTS	STATUS
INTRODUCTION TO ECONOMICS	30	15	0	5	m*
INTRODUCTION TO MANAGEMENT	30	15	0	5	m
COMMUNICOLOGY	30	15	0	5	m
BUSINESS ENGLISH	15	15	0	4	m
INTRODUCTION TO MARKETING	30	15	0	5	m
ESSAY AND FINAL DISSERTATION METHODOLOGY	15	15	0	5	m

Curriculum 1st year summer semester	P	V	S	ECTS	STATUS
MATHEMATICS I	30	15	0	6	m
BUSINESS ACCOUNTING	30	15	0	6	m
INTRODUCTION TO ENTREPRENEURSHIP	30	15	0	6	m
COMPANY ORGANIZATION	30	15	0	4	m
TRANSPORT SYSTEMS	30	15	0	5	m
TRANSPORT LAW	15	15	0	4	m

Curriculum 2nd year winter semester	P	V	S	ECTS	STATUS
INTRODUCTION TO INTERNATIONAL RELATIONS	30	15	0	3	m
MATHEMATICS II	30	15	0	7	m
SUPPLY MANAGEMENT GOODS	30	15	0	6	m
FREIGHT	30	15	0	6	m
LOGISTICS SYSTEMS	30	15	0	6	m
SELECTED CHAPTERS FORM TRANSPORT MECHANICS	30	15	0	6	m

*m = mandatory

Curriculum 2nd year summer semester	P	V	S	ECTS	STATUS
TECHNICAL LOGISTICS	30	15	0	5	m
BUSINESS IT	15	15	0	4	m
PRACTICUM	0	0	45	5	m
SUPPLY CHAIN PLANNING	30	15	0	6	m
INTRODUCTION TO STATISTICS	30	15	0	6	m

Curriculum 3rd year winter semester	P	V	S	ECTS	STATUS
SUPPLY CHAIN MANAGEMENT	30	15	0	6	m
MARKET AND PUBLIC OPINION RESEARCH	30	15	0	5	m
WAREHOUSE MANAGEMENT	30	15	0	6	m
SUPPLY CHAIN IT SYSTEMS	30	15	0	6	m
SUPPLY CHAIN PROCESS MODELING	30	15	0	7	m

Curriculum 3rd year summer semester	P	V	S	ECTS	STATUS
GLOBAL COMPETITIVENESS	30	15	0	6	m
SUPPLY CHAIN QUALITY	30	15	0	6	m
SUPPLY CHAIN PROCESS OPTIMIZATION	30	15	0	6	m
SUPPLY CHAIN ECOLOGY	30	0	15	6	m
FINAL DISSERTATION	0	0	45	6	m

In all of Croatia there are no highly professional staff being educated in the field of Supply Chain Management. Our study programme is the first of such kind, and considering the present and expected future economic development of Croatia, the studies of Supply Chain Management is filling the void in the education of Supply Chain Management field.

INTEREST FOR THE FIELD OF STUDY AT REGIONAL LEVEL

The Republic of Croatia is a proud 28th member of the European Union, and in light of the current EU's expansion politics, we are most probably the last to have joined for years to come. Such political climate puts Croatia in the position to act as a bridge between the East and the West and opens doors to future development in the field of supply chain management. In this region, there are no similar studies, which means new potential students. In addition, according to the educational framework of the European Union and the Bologna process, students will be able to apply the skills and knowledge acquired during studies in the labour market in all of EU, but also in all other countries whose economic activities are directed at the EU.

The choice of a distribution channel (rail, road, air or marine transport) are just some of the services our company offers to its partners across Europe, and beyond. Organization of the process, a reliable team, experience, quality and security... are just some of the qualities of companies which have supply chains at the centre of their business. An individual approach and educated professional staff in the area economic logistics are more in demand than ever. The accredited Zagreb School of Business is pleased to have recognized the need for effective chain supply management in the labour market.

Damir Vukić, MSc, Board member
Rail Cargo Logistics – Croatia d.o.o.

PARTNERS IN IMPLEMENTING THE STUDY PROGRAMME

In executing the study programme we apply two types of partnerships with partners outside the higher education system:

- > through lectures (external associates - employees of partnering institutions, i.e. experts in the field of practical work),
- > through student cooperation in practical work and research for the needs of final dissertation)

Our partners are:

- > Alca Zagreb d.o.o.
- > Rail Cargo Logistics – Croatia d.o.o.
- > Tvornica šećera Osijek d.o.o.
- > Association of Ship Brokers and Agents of Croatia

THE CHAIR OF THE PROGRAMME

Predrag Čudina, Prof., has been a lecturer at Zagreb School of Business since its founding. He has taught several professional courses at the Vern University of Applied Sciences, Berufskademie Nordhessen, Gea College Ljubljana and Rijeka Business School. He is the secretary of the Society for Protection of the Plitvice Lakes, and was president of CROMAR (the national marketing association) from 2000 to 2002, and is a member of CRORS (Croatian Operations Research Society). He studied at the Croatian and Vienna University and at the University of Mainz and Amsterdam. During his professional career, he held various managerial positions at the Zagreb Fair, after which his entrepreneurial phase followed. He is the author of several scientific papers and two books: Introduction to business planning and Introduction to business logistics.



Logistics, and supply chain as its main part, are factors in efficient and effective separation of the processes of the flow of products, services and information, within and between business ventures of the same or different national economies. These systems are becoming increasingly complex, bearing in mind the efficient coordination and organization of a large number of logistical phenomena. The global business science considers logistics to be the last remaining place in which a company's management can increase its efficiency.

Predrag Čudina, prof.
lecturer and chair of the Supply Chain Management
study programme

LECTURERS

Courses are held by renowned lecturers with hands on experience. The optimal Bologna standard has been achieved regarding the number of lecturers and students (1:30; the Croatian average being 1:60), which makes individual work and work in small groups possible. Meet some of our permanent lecturers:

ASSOCIATE LECTURERS

- > **Grgo Luburić, Prof. PhD**, Faculty of Transport and Traffic Sciences , University of Zagreb, Department of Transport Planning
- > **Marinko Jurčević, Prof., PhD**, Faculty of Transport and Traffic Sciences, University of Zagreb
- > **Gordana Štefančić, Prof. PhD**, Faculty of Transport and Traffic Sciences , University of Zagreb
- > **Goran Vojković, Prof. PhD**, Faculty of Transport and Traffic Sciences , University of Zagreb
- > **Pavle Kalinić, PhD**, Head of the Office of Emergency Management of the City of Zagreb
- > **Oliver Hip, PhD** Požega School of Economics
- > **Ivan Tolić, PhD** Zagrebački holding d.o.o., ZET branch

PERMANENT LECTURERS AT THE ZSB

- > **Predrag Čudina, Prof., lecturer**
- > **Tomislav Ivančević, PhD, senior lecturer**
- > **Goran Luburić, M. Econ., lecturer**
- > **Tanja Grmuša, PhD**
- > **Neven Šipić, MSc**
- > **Željka Zavišić, PhD**



OTHER ACTIVITIES AT THE ZSB

THE "FEDOR ROCCO" CONFERENCE

The ZSB has so far organized two "Fedor Rocco" international-professional conferences. The first one was held in 2013 on the topic of Croatian Perspectives in the EU, and the second in 2016 on the topic of Life in the Digital Age – Social Aspects. The conference was named after Fedor Rocco, PhD, professor emeritus (1924 – 2011), who was one of the founders of marketing theory and practice in Croatia, who actively participated in establishing the school and was its first dean. All the lecturers at every conference are scientists and experts, as well as foreign guest speakers. Workshops are organized for students and lead by experts from our most renowned agencies.



PROMOTION
3STO7

THE CREATIVE DEPARTMENT – PROMOTION 3STO7

The creative department was conceived as an internal practicum for the Accredited Zagreb School of Business students. It is where they have the opportunity to apply the theory of marketing and communications to specific projects. It is an internal marketing agency of sorts made of project teams whose members are the Zagreb School of Business students. Becoming a member starts with testing student preferences regarding joining the ZSBs Creative team, after which each member chooses projects based on their characteristics and participates as he/she sees fit. As a reward, the ZSB takes the Creative team to *Communication days* in Rovinj every year.

"The creative department of the ZSB was purposely branded under the name Promotion3sto7 because we wanted to create a space wide enough for everyone to see: lecturers, students and specific activities, to be perceived not only as a practicum of a school but to act as a real (internal) marketing agency – just like a company. Why 3sto7? Because our first gathering started in room 307, better known as the Hall of the Creative Department".

Goran Luburić, M.Econ.,
head of the Creative department at ZSB

You can find interviews with our guest speakers, testimonials of our students, as well as an archive of materials used in conferences, and various student activities (field work, student exchange, Welcoming Party, the Finals Party) on our interactive website www.vpsz.hr or on the ZSB facebook page.



ENROLMENT CONDITIONS AND TUITION

Undergraduate professional studies of supply chain management can be taken by regular and external students.

Duration of professional programme

6 semesters

180 ECTS points

Enrolment quota

30 regular and 30 external students

Professional title

professional bachelor (baccalaureus/baccalaurea) **engineer of economic logistics** (bacc. ing.logist.)

GENERAL ENROLMENT CONDITIONS

Enrolment in the first year of studies is possible **in two ways:**

1. on the basis of a passed comprehensive final high-school exam
2. on the basis of an entry exam

All candidates are required to register on the www.vpsz.hr website, and bring their registration forms in person along with a birth certificate, high-school diplomas and proof of a completed comprehensive high-school exam (original, certified copy or legally binding digital format) to the student administration office of the Accredited Zagreb School of Business at Ulica grada Vukovara 68, 10000 Zagreb on workdays from 9 am to 7 pm up until the final date of applications.

Comprehensive final high school exam applicants need to have:

- > B level in Croatian
- > B level in Mathematics
- > B level in a foreign language
- > additional credited is B level in Physics

Tuition fees for one academic year of the undergraduate professional study of *Supply Chain Management* is **24.945,00 kn**. Registration fees are paid upon enrolment in the amount of **1.995 kn**. Account IBAN no.: HR8024020061100477071 at Erste & Steiermarkische bank.

Tuition fees can be paid in 4 installments, or more upon request. Tuition can be paid with American Express and Diners cards in up to 60 installments, or with credit cards with zero interest on installments (American Express up to 10 installments, Diners up to 12 installments) as well as Visa, MasterCard and Maestro cards. A single installment payment of the tuition into the School's account is discounted by **7%** of the total amount. Other discounts are available for people **from the same company, the unemployed and members of the same family.**

For more information you can reach us at 01/6310 888, 01/6310 889, 01/6310 844, via e-mail: vpsz@vpsz.hr or through our website www.vpsz.hr **www.vpsz.hr**

STUDY AS YOU WORK

In today's business world various jobs in numerous firms require further training and education in order to get ahead in the market, and to show their commitment to learning and advancement. Zagreb School of Business enables you to achieve all the required qualifications for your professional advancement and to perfect your knowledge and additional skills.

Studying as you work is the guiding premise of our external programme which allows people who are employed or have other commitments to attend classes and not get behind in their studies. The external programme is adapted to the employed in order for them to fulfill their student duties in the best way possible and classes are held every workday in the afternoon, from 5 pm to 9.30 pm.





ZAGREB SCHOOL OF BUSINESS

Ulica grada Vukovara 68
10 000 Zagreb, Croatia

TEL 01/ 6310 888, 6310 889, 6310 844

FAX 01/ 6310 628

EMAIL vpsz@vpsz.hr

WEB www.vpsz.hr

