

INCASO 2018

Creativity and Leadership in Business

BUSINESS SCHOOL PAR RIJEKA, CROATIA

05. - 12.02.2018.

**AN INTERNATIONAL PROJECT WEEK
(IPW) FOR STUDENTS
7 DAYS & 4 ECTS POINTS**

**HANDS-ON WORKSHOPS, FIELD WORK
AND PARTICIPATION IN THE ONE&ONLY
RIJEKA CARNIVAL PARADE**

**Join us for an unforgettable experience
in *the city that flows.***



Visoka poslovna škola
Business School

INCASO 2018 will be dedicated to exploring the topic of

CREATIVITY AND LEADERSHIP IN BUSINESS.

The program is fully conducted in English and fits the needs of students for acquiring new skills and knowledge while learning about the tradition of another European country and its diverse culture.

INCASO merges the cultural experience and an educational program that aims at developing students' knowledge in entrepreneurship and leadership.

THE INCASO 2018 PROGRAM GOALS ARE:

- * To provide a culturally enriched experience, and familiarize international students with the carnival festivities of Rijeka and the surrounding area .
- * To acquaint the students with the traditional and modern aspects of the European carnival tradition and the Rijeka Carnival tradition.
- * To provide participants with skills and knowledge in leadership, entrepreneurship and team management.

Students will work in project teams, whose final goal is to develop a new service, product or event related to the Rijeka Carnival.

PROGRAM TOPICS:

- Lectures on Croatian and European Carnival Tradition
- Creative Leadership and Creative thinking techniques
- Marketing Strategies and the modern media
- Entrepreneurship and Sustainable Development for the future

Venue: Business School PAR, Rijeka, Croatia, 5th - 12th, February, 2018.

Registration deadline: 4th December 2017.

E-mail/ web: incaso@par.hr / www.par.hr

Fee: 510 EUR

Fee includes:

- * Workshops
- * Workshop materials
- * Hostel accomodation in 2-4 person bedrooms
- * Breakfast and lunch
- * A mask for the Carnival Parade
- * A Certificate of Attendance, and Transcript of Records
- * A Welcome Carnival Party
- * A field trip and sightseeing tour



CONTACT INFORMATION:

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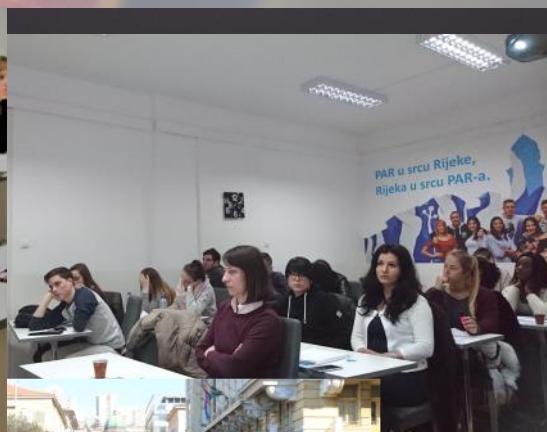
APPLICATION PROCESS: [online application](#)



ABOUT THE RIJEKA CARNIVAL

The City of Rijeka is situated in the northern part of the Croatian Adriatic Coast. As a port, it has always been a transitional point of voyages for sailors, vagabonds and tourists. In its surrounding area, the natives have nurtured a special kind of tradition that is most transparent during the 5th season – the time of the Carnival. It is to no surprise that The Bellringers have gained UNESCO's protection as non-material cultural heritage.

Rijeka and its inhabitants have a Mediterranean charm which is especially evident during the summer. However, nothing compares to the hurricane of festivities, good vibrations and overall happiness that strikes during the Carnival.



ABOUT THE BUSINESS SCHOOL PAR

PAR is an acronym of the Croatian name Business Academy Rijeka, founder of the Business School PAR. The almost 10-year long experience in business, projects, and consulting adds a value to the entrepreneurial orientation of the first private higher education in the city of Rijeka, the biggest Croatian sea port.

The Business School PAR is the first and only private higher education institution in the greater Rijeka region, the biggest Croatian sea port on the northern Adriatic coast.

The PAR tradition began in 2007 when the Business Academy was representative of international educational institutions and programs, as the first of its kind in the city of Rijeka. The experience of conducting such international programs led to the founding of a Croatian higher education institution that would swiftly respond to the needs of modern students and the labor market.

The Business School PAR is an independent higher education institution that connects the business sector and academia, develops innovative international programs, and forms partnerships with the business sector. By creating a positive impact on the economy, and an empowering influence on the students, PAR strongly supports the startup culture, life-long learning, and entrepreneurship.



FUN FACTS :)

- * Rijeka means “river” and is situated on a river delta and is also a sea port
- * Rijeka will be the European Capital of Culture 2020
- * The Rijeka Carnival Parade is the third biggest in the world
- * The first ever torpedo was built in Rijeka. Rijeka has preserved the first ever torpedo launch ramp.
- * The first communal graveyard in Europe was built in Rijeka
- * Rijeka was an independent state from 1920 to 1924
- * The Business School PAR is situated in the former Rijeka municipal/state centre (1920-1924)
- * In the late 19th and early 20th century, equal languages spoken in Rijeka were: Croatian, Italian, Hungarian and German
- * The RMS Carpathia, the ship that first responded to Titanic’s aid in 1912 was going from New York to Rijeka and there is a life-saving vest in one of the Rijeka’s museums



Visoka poslovna škola
Business School

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