



# Business School PAR Rijeka, Croatia

[www.par.hr](http://www.par.hr)



visoka poslovna škola  
business school



Autor fotografije:  
Nel Pavletić / PIXSELL

## DEAN'S NOTE

PAR was founded as an **independent educational institution** ten years ago in the Croatian coastal city of **Rijeka**. With a progressive approach to both formal and informal education and a focus upon learners' needs, PAR has become a reliable partner in developing top professional skills.

We are devoted to developing international cooperation, and focused on nourishing the **entrepreneurial culture among our students, clients, as well as in the local community**. This is evident in over 30 international agreements with respective higher education institutions in Europe and the USA, as well as in the awards and recognitions we have received over the past decade, such as **Woman Entrepreneur of the Year Awards** from **2014** and **2015** awarded by The Croatian Association of Business Women – KRUG, **Entrepreneurship award** from **2016** awarded by the City of Rijeka for significant contribution to the higher education field and entrepreneurship by establishing the first private higher education institution, and the **Entrepreneurship award** from **2016** awarded by Primorje—Gorski kotar County for significant international accomplishments in promoting development of science and education, as well as the **recognition as one of Croatia's top 20 educational centres for entrepreneurship**, the **"Friend of the Students" Recognition**, and many more.

Our efforts are also acknowledged by **Croatian Ministry of Entrepreneurship and Crafts** through recommending our programs of entrepreneurial education for companies and individual professional education.

Our doors are open to all who wish to study and learn about the latest trends and achievements of the modern business world. **Welcome!**

**Gordana Nikolić, Ph.D.**

Founder and Dean of the Business School PAR

# INTERNATIONAL, ENTREPRENEURIAL AND STUDENT ORIENTED

**Business School PAR is the first and only** private higher education institution in Rijeka, the **biggest Croatian sea port.**

Business school PAR (PAR) is the only business school in Primorje-Gorski Kotar County accredited by the Croatian Ministry of Science, education and sports that conducts an undergraduate professional study program Business Management. Through its short history, the Business School PAR has built a strong **Alumni network** with about **150 former students**. Starting in January 2017, PAR will also introduce an **MA program in Business Management with several different modules**.

The Business School PAR is a modern higher education institution with an all-encompassing approach to professional education. The professional study program is conducted in close cooperation with the business sector and through partnerships with leading SMEs, which provides students with valuable experience based on **equal proportions of theory and practice**.

The goal of the Business School PAR is to empower students to develop new skills, to utilize their creativity and explore the possibilities of the modern economy in order to become successful professionals.

**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.**

*PAR has an unconventional approach to education, mainly because of the practical knowledge it provides, the trends it incorporates, and the guest lectures of successful entrepreneurs, all of which expanded my horizon both in business and in the social context. - Marija B., 45, PAR Alumni*



To **change** the world is a **mission**, to choose that mission is **courage**, but to **teach** the students **how** is our privilege.



The educational principles that drive the Business School PAR are building experience, practicing skills, testing ideas, and creating strong professionals.

The study program requirements add up to students developing skills and **challenging their ideas real-time**. To provide its students with a chance to be up to date with the latest trends in the business and industry, PAR has established the **Student Startup Incubator** which allows them to **practice** their business ideas freely and encourages them to explore their professional identities with guidance from mentors and professional orientation experts.

The students are highly encouraged to move on to the **Startup Incubator Rijeka** and continue to the incubation phase. Namely, the Business School PAR has established a partnership with the mentioned startup incubator, that is led by the City of Rijeka.

*I am aware of the fact that it is up to me to use all the advantages PAR offers, and there are plenty of those. I have recently organized an international program for students, entered a startup competition with my colleagues, and worked on testing an app for a European IT company. — Borna B., 21, PAR student*

PAR students have entered **several national and international startup competitions, opened several new businesses**, and started an online news website that promotes successful stories of businesswomen .

**PAR's success is connected to the creative leadership that gathers a young team of aspiring professionals.**

# INTERNATIONAL COOPERATION

Business School PAR has signed around **30 international cooperation agreements** with higher education institutions from all around Europe, and developed several **international student programs for acquiring ECTS or applying for internships**.

Business School PAR is dedicated to becoming a dynamic provider of higher education and research in the region by preparing its students and staff to challenge for careers in the global arena. PAR's curriculum has been designed to include a strong international dimension and place special emphasis on student and staff mobility.

PAR has established a strong partnership with the **Iacocca Institute from the USA** in 2010. The partnership has resulted in a **cooperation with Lehigh University** as well.

The two institutions organize a yearly conference on leadership, and exchange students through various international and internship programs. Moreover, **The Business School PAR is Iacocca Institute's pre-selection representative for the program Global Village for Future Leaders of Business and Industry and Pennsylvania School for Global Entrepreneurship.**

Our students are successfully participating in the Global Village program since 2010, and since 2012 Lehigh students are enrolling in PAR internship programs.

*Though I've hopped around a lot of places around Europe, I feel that Rijeka will have a special place in my heart. I love the local aspects like the people, the food, and the general feel of a not-touristy town like Rijeka. I learned a lot from everyone at PAR and enjoyed working in an encouraging environment. It was a great, educational experience, but even more a cultural one.—Farren L., foreign student intern at PAR*

## THE ERASMUS PROGRAM

The Business School PAR received the **Erasmus Charter for Higher Education (ECHE)** and became part of the Erasmus + program in December 2014. PAR has signed 15 inter-institutional Erasmus agreements so far, with respective higher education institutions from all over Europe. Its reputation, the **multiculturalism** of programs, and **rich international experience** is based on a long-term experience in hosting both exchange students and staff.

The Erasmus program implies numerous **opportunities for mobility between institutions** in terms of study, teaching and training. **Internships in companies** are recognized as part of those courses which include **practical work** or as a part of the Student startup incubator and are also included in the Diploma Supplement.



# ENTERPRENURIAL CULTURE & MINDSET



The **PAR Entrepreneurial Camp** gathers young aspiring entrepreneurs and provides them with an opportunity to meet mentors and investors.

PAR organizes many events with the goal of introducing global trends and presenting modern business notions in the city of Rijeka. One of such events is the **PAR Entrepreneurial Camp (PAR Camp)**, aimed at **promoting the startup culture**.

**The PAR Camp gathers young aspiring entrepreneurs in a three-day program and provides them with the resources to develop their ideas**, i.e. mentoring, training, material resources, etc. The young entrepreneurs compete, and the finalists get a chance to pitch their idea in an open-air program on the Trsat Castle during the final day of the PAR Camp. The finale includes open lectures, and a startup fair where all the attendees can get information on the work of local startups, as well as on educational institutions.

PAR has also been included in the **Startup Europe Week (SEW)** initiative set off by the European Commission to promote the startup culture around Europe. After **hosting the starting SEW event** earlier in 2016, the Business School PAR was entrusted with **organizing the national SEW competition** that will give a chance for a Croatian startup team to compete at the SEW Europe in 2017.

## LOCAL INFLUENCE, GLOBAL REACH

PAR is considered to be the **local leader** when it comes to **innovativeness in entrepreneurship, life-long learning programs** and promoting women leadership. It is proof that an organization can have powerful influence in the community. This influence is exerted through PAR's brand and activities which mostly concern event management.

PAR organizes Open Days two times per year as well as lectures and **educational training open to the local community**, with a special emphasis on the unemployed, students, and local entrepreneurs.

[kamp.par.hr](http://kamp.par.hr)

[startup.par.hr](http://startup.par.hr)

# INTERNATIONAL STUDENT PROGRAMS

## INTERNATIONAL CARNIVAL SCHOOL INCASO (4 ECTS)

INCASO is an international student program held during Rijeka's Carnival Festivities in February. The Carnival is the biggest cultural and touristic event of Rijeka, with its Carnival Parade being the third biggest in the world.

The week-long student program of INCASO offers project-based work and a unique cultural experience. Students are immersed in one of the oldest traditions of Rijeka and the surrounding area, participate in carnival activities, and connect with the local community.

### The INCASO student program includes:

- A 7-day student program
- Workshops and workshop materials
- Certificate of Attendance
- "Meet-an-Entrepreneur" sessions
- Touristic sightseeing of Rijeka
- Participation in Rijeka Carnival activities and the International Carnival Parade
- A costume for the Carnival Parade
- Welcome Carnival Party
- Hostel accommodation: 2-4 person bedrooms
- Breakfast, lunch, and dinner
- Field trip

The INCASO program is dedicated to topics from **entrepreneurship, marketing and project management**. Hence, the students attend workshops that provide them with an insight into the specific tradition of the Rijeka Carnival, but with skills to develop new ideas as well. Students form teams, discover new **marketing and business trends**, then utilize them in their project work. The overall goal is to develop **new projects and events that blend learning and the carnival tradition**, but also include internationalization of cultural heritage.

Students are immersed into the local culture by attending various carnival events, happening throughout the city center and wider Rijeka area. They explore the effects of tradition on everyday life, i.e. they investigate how **tradition and the modern way of life collide during the carnival season**.



# INTERNATIONAL SUMMER SCHOOL SAIL AND LEARN (5 ECTS)

The latest summer international program includes **sailing to four Croatian islands in seven days** and a carefully designed international program.

The Sail & Learn educational program starts on a sailboat in Trogir (Split), and sails to the islands of Šolta, Hvar, Vis and Brač and finishes the route just in time for the Ultra Summer Festival in Split or to continue exploring the beauties of the Croatian Mediterranean coast.

Each day is an opportunity to explore a different sight, island and secluded beach where students attend workshops and work on their assignments and projects.

Students need to solve team tasks designed to boost their leadership and teamwork skills, but also fulfill a team program task by the end of the program. The program tasks include topics from business, marketing, ecology, tourism & hospitality management, etc. All projects focus on student exploration and impression of the islands visited during the program, as well as workshops and lectures.



## The Sail and Learn program includes:

- A 7-day trip along the beautiful Croatian coast and islands
- Accommodation on the sailboat
- New skills and knowledge in Leadership, Management, and Entrepreneurship
- Sightseeing and excursions
- Professional skipper with excellent local knowledge
- Sailing lessons
- Free Wi-Fi on the sailboat
- Breakfast and lunch
- Port fees, tourist taxes, and fuel
- Certificate of Attendance with program description



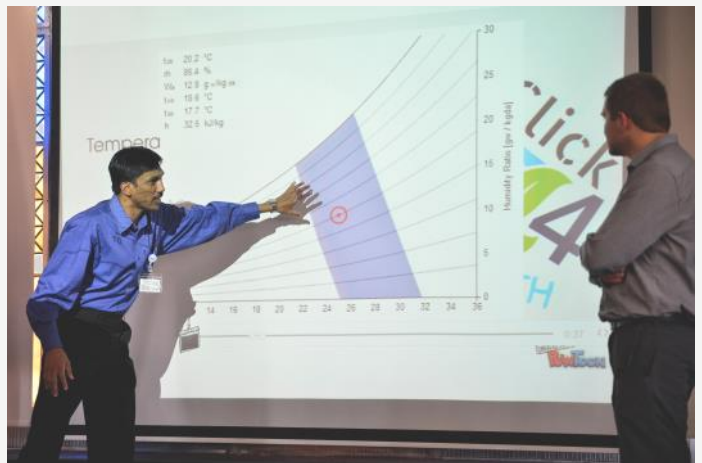


# SENZATIONS - Summer School on IoT and its Applications

The SenZations Summer School is organized in cooperation with the IT company DunavNet. Known as the oldest summer school of its type in Europe, this international program blends IT, IoT, and M2M with business.

The program enables the participants to do **research in the field of IoT and business** by providing valuable experience and knowledge. Supported by excellent lecturers and senior researchers from industry and the academic world, SenZations has attracted more than 800 students over the past 11 years.

SenZations offers a platform for discussing the latest technological trends and findings, but also opportunities to explore working in IT-business blended teams, creating new concepts, business plans, and entrepreneurial ideas. The SenZations Summer School is **held in a different European country each year**.



The SenZations Summer School is a fantastic opportunity for high-performing students to experience new educational concepts. The program combines lectures on fundamental and applied aspects of IoT with hands-on tutorials and experimentation.

## The SenZations program includes:

- Workshop materials prepared by top Lecturers
- Workshops that help you develop new skills in IoT, M2M, and business
- Work in blended teams (business and IT experts)
- Lectures on the latest EU projects in the field
- Panel discussions with experts
- Excellent networking with top experts
- 5- 6 days shared accommodation with full-board in a 4-5\* hotel,
- Various social activities (e.g. hiking, kayaking, biking, etc.)
- Additional activities (e.g. *hackatons*, Startup competitions)

# INTERNATIONAL EVENTS

## PAR INTERNATIONAL LEADERSHIP CONFERENCE (PILC)

The PAR International Leadership Conference (PILC) is a unique scientific and professional conference built on the partnership of the Business School PAR and the Iacocca Institute. It is known as the first and only professional and scientific conference on leadership in Croatia that has been held in Opatija since 2012.

PILC offers an opportunity to present papers on current **leadership issues and trends** in its scientific program, as well as a chance to acquire or **practice leadership skills** through its professional program. Traditionally, the Conference deals with topics related to leadership and management in business, education, sports, tourism, and industry.

Overall, the conference is envisioned as a gathering of scientists and experts, where management knowledge and leadership skills are exchanged. On the other hand, it aims at providing experience and knowledge in business and leadership, as well as encouraging learning and developing skills for effective leadership. The PILC Conference maximizes interaction between the participants in order to increase the global competitiveness of organizations, institutions and individuals.

The PILC 2017 Conference will be dedicated to exploring issues and bringing about solutions to challenges in leadership through fast growing sectors of creative industries, digital leadership, and related topics.



# WOMEN WITH NO EXCUSES

An event to honor female entrepreneurs of all generations, a movement to empower young women to participate in all aspects of economy and politics and a platform to communicate successful stories of businesswomen that may be looked up to as role-models. That is the purpose of the Women with no Excuses event dedicated to the WED initiative.

Even though the name itself may sound strange, the original title in Croatian is a wordplay incorporating the name of the PAR institution (the main organizer) into the phrase „no excuses“ in order to symbolize the power of a woman as an active member of the local community and the society in general.

The event has been organized yearly since 2014, when the dean of the Business School PAR was named the WED Ambassador for Croatia. Since the first year, it has had complete support from the **SEECEL, Croatian Association of Business Women – Krug and the BPW Pula**.

With a concept that encompasses lectures, one2one interview sessions, influencer talks, and discussions, this event promotes women entrepreneurship excellently.

## ABOUT THE WED

Women’s Entrepreneurship Day (WED) is a global initiative with the mission to celebrate, support and empower women entrepreneurship worldwide, which was initiated in 2014 by WED Worldwide Movement HQ - headquartered in New York, U.S. - in partnership with the United Nations and the U.S. State Department.

It was launched at United Nations, on November 19 th , the date proclaimed by New York Governor Andrew Cuomo as Women’s Entrepreneurship Day. WED is the world’s largest celebration of women innovators and job creators launching startups that bring ideas to life, drive economic growth and expand human welfare.



# THE SPORTS ACADEMY: DUAL CAREERS - Education for professional athletes

Over **30 professional athletes** are currently enrolled at PAR, including **Sara Kolak**, the **golden Olympic winner** in javelin throw; **water-polo champions** Ivan Krapić, Sandro Sukno and Anđelo Šetka; **soccer players of the FC Rijeka**; Luka Marić, Ivan Vargić, Ivan Mance i Diego Živulić.



**Samir Barać**, long running captain of the Croatian water polo representation, won **Olympic gold in 2012.**, now head of the Rijeka Sport Association, and PAR Alumni.



**Ana Jelušić**, Croatian ski representative, now employed by the International Olympic Committee was one of first students of the Sports Academy.



**Dario Černeka**, junior handball representative, graduated from The Business School PAR in 2015.

**One of the biggest projects** that the Business School PAR has been conducting since its foundation is the '**Sports Academy**'. The project has been supported by the **Rijeka Sport Association**, the **Sport Association of the Primorje - Gorski kotar County**, and the **Croatian Olympic Committee**.

The Business School PAR has recognized the need for **a quality education for top athletes** and developed a **specialized program** for them, within the frame of the Business Management study program.

Sports Academy is based on the need for **appropriate educational conditions for professional athletes**. The goal is to give those athletes the opportunity to acquire relevant skills for a more prospective future. The emphasis within the study program is on **consultative educational methods and mentorship**.

**In the picture:** **Sara Kolak** became the **Javelin Olympic 2016 champion**, and **Ivan Krapić** won the **Olympic 2016 silver medal** for water polo, along with two other PAR students: **Anđelo Šetka** and **Sandro Sukno**.



Student surveys show that PAR is perceived as an institution that provides **supportive surroundings** and a **motivating atmosphere** where students can reach their full potential. This experience has been translated to meet the needs of professional athletes.

We make our own success,  
but we build the future together.



Source: Reuters



Source: Pixsell

# PAR IN THE HEART OF RIJEKA. RIJEKA IN PAR'S HEART.

## THE CITY OF RIJEKA - PORT OF DIVERSITY

Rijeka is known as **the main Croatian seaport**, with about 130,000 inhabitants (around 240,000 including the surrounding municipalities). The city is situated in the northern area of the Adriatic Sea, in Kvarner Bay, and along the banks of the *Riječina* River and numerous nearby streams. It is the administrative and cultural center of *Primorje-Gorski Kotar* county. Rijeka is known to be a **liberal city** with a rich cultural and historical heritage, and an ingenuity that is visible in its streets, and its people.

Rijeka has a good strategic position, and a very good traffic connection to other parts of Croatia, as well as other European countries. It is surrounded by **Opatija**, the oldest Croatian tourist region to the west, and the popular tourist destination of the Crikvenica-Vinodol Riviera towards the east. Interestingly, it is in close proximity to the mountains as well, and very close to the region of Gorski Kotar, the most well-preserved part of Croatia with many natural treasures. Rijeka is also known for its high-quality drinking water and clean air.

Rijeka is host to the traditional **Rijeka Carnival**, its biggest event, a world famous extravaganza with over 30 years of tradition and around 10,000 participants. Other Rijeka events are the regatta *Fiumanka*, which takes place during the summer festivities of Saint Vid, Rijeka's patron Saint, and the cultural event Rijeka Summer Nights. Rijeka is a unique urban destination for tourists because of its rich industrial history. The symbols of its industrial heritage are situated in various parts of the city, and are expected to be revitalized as touristic and cultural attractions.

Rijeka was named the **European Capital of Culture 2020**, and by that it became the first Croatian city to hold this prestigious title. The title of the project is "**Port of Diversity**".



# CONTACT INFORMATION

**Full name:** Business School PAR (Croatian: Visoka poslovna škola PAR)

**Address:** Trg Riječke rezolucije 4

**Postal Code/City:** 51000 / Rijeka  
Croatia, Europe

## International Affairs

Contact Person: Valentina Janjetic, MA

valentina.janjetic@par.hr

international@par.hr

## The Dean's Office

Contact Person: Valentina Vitenberg, MA

valentina.vitenberg@par.hr

dekanat@par.hr

## General contacts

Central Office: + 385 51 327 037

Student Services: + 385 51 327 322

General e-mail: info@par.hr



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