

# International Summer School 2022

**June 20th - July 8th 2022**

Spend an exciting summer at the Zagreb School of Economics and Management – the first AACSB accredited business school in Croatia

## Academics

### Select 1 or 2 courses

Applied Creativity & Innovation  
Behavioral Economics  
CAPSTONE – Measuring & Maximizing Corporate Value  
Design thinking  
Digital and Social Media Marketing  
E-business  
Financial Management  
International Management  
Machine learning  
Marketing practice through Big Data

Each course has 6 ECTS / 3 US credits

## Culture

Croatian Studies Course

## Study trip

### 4-day excursion

City of Zadar  
Plitvice Lakes National Park  
Kornati Islands National Park – full-day boat excursion  
Company visit to Pelagos Net

 Zadar

 Plitvice Lakes

 Kornati Islands

**More info at:**

summer.school@zsem.hr 

www.zsem.hr 