

RIT | Croatia

**American
higher
education
programs for
successful
careers**



High quality American standards of education

RIT Croatia is a global campus of the prominent American university, Rochester Institute of Technology (RIT), from Rochester, New York. RIT is known for contemporary American programs and career-oriented education. We are proud of our students and alumni, their stories, ideas and success.

Our traditional and virtual classrooms prepare students for challenging global careers. RIT Croatia provides its students with a support system during their years of studying which includes academic advisors, faculty and peer mentors, career advisors, ombudsperson, study abroad and Erasmus specialists and International Student Office.

We promote diversity, curiosity, innovativeness, integrity. We are an excellent choice for all who wish to study in an international and dynamic environment. We offer the following programs at our campuses:

U.S. AND CROATIAN DEGREES DEGREES AWARDED BY RIT AND RIT CROATIA

- // **GLOBAL BUSINESS MANAGEMENT BS** (ZAGREB), AACSB ACCREDITED
- // **HOSPITALITY AND TOURISM MANAGEMENT BS** (DUBROVNIK)
- // **NEW MEDIA DESIGN BFA** (ZAGREB)
- // **WEB AND MOBILE COMPUTING BS** (DUBROVNIK, ZAGREB)

DEGREES AWARDED BY RIT

- // **ORGANIZATIONAL LEADERSHIP AND INNOVATION MS** (ZAGREB)
- // **INFORMATION TECHNOLOGY AND ANALYTICS MS** (ZAGREB)

RIT

- // One of the biggest private universities in the US
- // Founded in 1829
- // More than 19,000 students
- // more than 230 academic programs

Why students choose RIT Croatia?



Two degrees; an internationally accredited American degree from RIT, New York and a Croatian degree from RIT Croatia



All classes are in English



Studying in an international environment



An opportunity to spend one or two semesters at global campuses of RIT



Cooperative education program in companies in Croatia and abroad



High American educational standards



Program quality is recognized by relevant international accreditations*



Valuable scholarships



Career opportunities in the EU and worldwide

* RIT is accredited by the Middle States Commission on Higher Education, and its business programs are also accredited by AACSB International. RIT has been acknowledged as one of the world's top universities by many leading college guides, industry, and internationally respected publications. RIT Croatia is a private higher education institution and its programs are delivered in accordance with the national accreditations.



Global Business Management BS

The four-year undergraduate Global Business Management (GBM) program provides students with knowledge and understanding of business practices and international strategic management with a focus on marketing, finance, and accounting.

This program prepares students for managing a business in a dynamic global environment. Students learn how to start and scale a business from local roots to global coverage. Building on core business courses, students take additional courses that enhance their understanding of the competitive global business landscape, specifically, Global Business Environment, Competing Globally, Finance in Global Environment, and Leading Cross-Cultural and Virtual Teams.

Students can choose to combine their course requirements to obtain a minor in Marketing, Management, Finance, Psychology, and Web Development

In Business 1 course students learn how to plan, develop and launch a viable business idea. Throughout the whole semester students work on their ideas and business plans by putting theory into practice.

The purpose is to have a better understanding of cultural and contextual diversity. The project culminates with a full presentation of the entire idea concept, and a short, elevator pitch style presentation which is done in front of an expert jury comprising of entrepreneurs.



CO-OP PARTNERS:

24 sata, 404 agency, Ambacia, Bank of America Merrill Lynch, CMG Digital, Coca Cola HB Croatia, Deloitte, Escont partners, Fortenova Grupa, Foreo, IBM Hrvatska, Metro CASH & CARRY d.d., Nestle d.d., Orbico, PricewaterhouseCoopers, Studenac, Valcon Croatia.



COMPANIES HIRING GBM GRADUATES:

A1 Hrvatska d.d., Atlantic Group, Bank of America, Bellabeat, British American Tobacco, Ernst & Young, FTMO, Foreo, Fortenova Grupa, Hanza Media, Kaufland d.d., KPMG, Mazars, MPG, P&G, PricewaterhouseCoopers, Scheer Adriatic.



POSITIONS HELD BY GBM ALUMNI:

Our alumni have developed their careers as specialists across different fields (Sales, Customer care, HR, Marketing, and Finance), brand managers, business analysts, auditors, accountants, social media managers and specialists, project managers, and consultants. In addition they assume managerial and leadership positions such as department heads (Marketing, Finance, HR), senior partners in consulting companies, senior recruiters, business development managers, directors of strategic development, entrepreneurs / business owners, and chief executive officers.



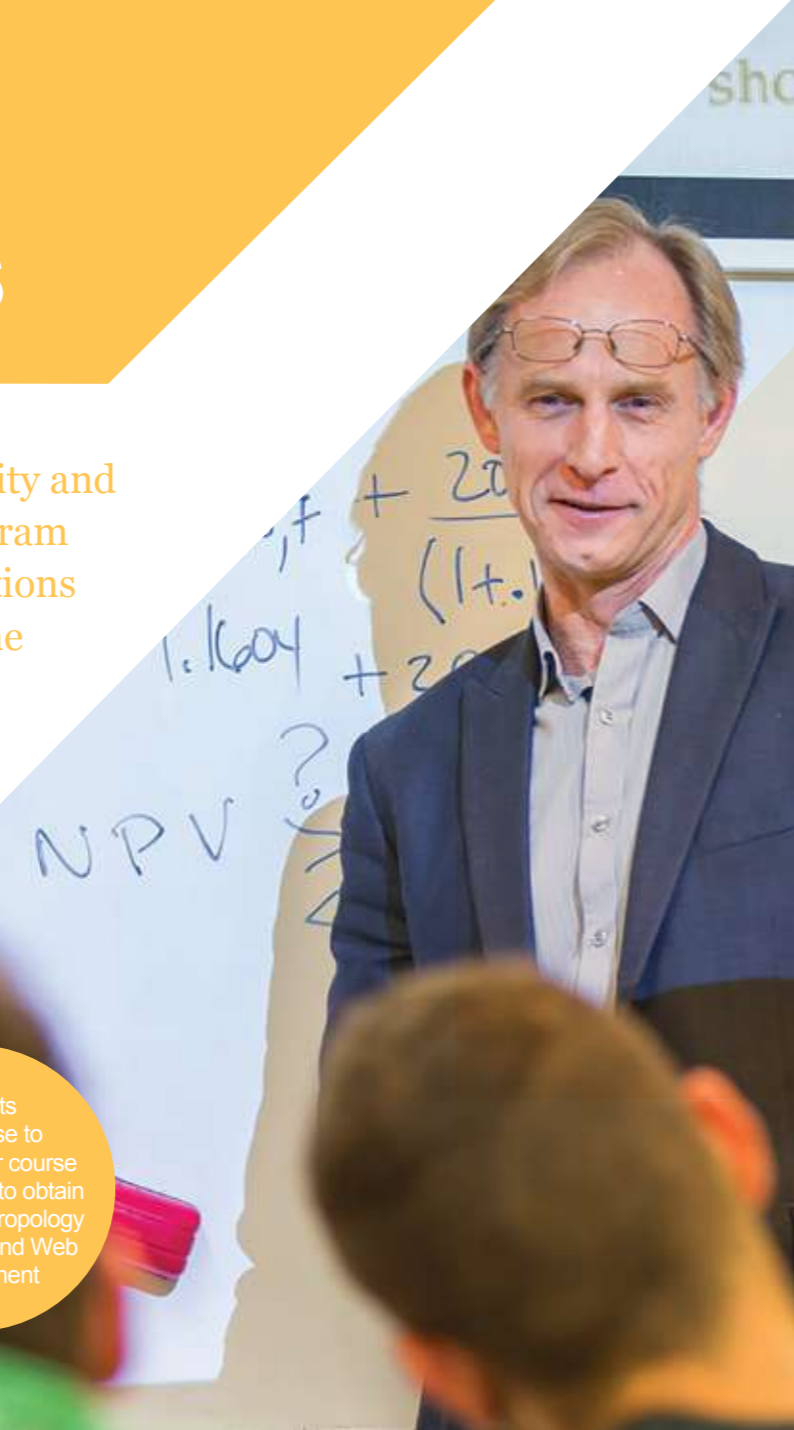
Zagreb campus

Hospitality and Tourism Management BS

The four-year undergraduate Hospitality and Tourism Management BS (HTM) program prepares students for managerial positions in services, hospitality and tourism, one of the biggest and fastest-growing industries in the world.

A career in the hospitality industry has become highly specialized in today's business world and RIT Croatia graduates are in demand. The Hospitality and Tourism Management curriculum ensures that students possess the requisite knowledge of HTM operations. By taking courses ranging from finance, strategic management and marketing to lodging operations and event management, students acquire a comprehensive understanding of the industry as a whole.

Students can choose to combine their course requirements to obtain a minor in Antropology / Sociology, and Web Development



At the end of sophomore year, students choose one of two concentrations:

- // **ENTREPRENEURSHIP IN THE HOSPITALITY INDUSTRY**
- // **DESIGNING LUXURY EXPERIENCE**

Students have the opportunity to become members of the renowned Eta Sigma Delta, an honorary society for students of this program, endorsed by the International Council on Hotel Restaurant and Institutional Education (ICHRIE). The branch which was founded on RIT Croatia is the first of its kind in this part of Europe!



CO-OP PARTNERS:

Dubrovnik event, Grand Circle Travel, Hyatt Regency Kotor Bay, Maslina Resort, MSC krstarenja, Restaurant 360, Sea Sun Hotels, The Ritz Carlton Lake Tahoe, Valamar Riviera d.d., Vila Dubrovnik.



COMPANIES HIRING HTM GRADUATES:

Blomingdale's, Dubrovnik, Hilton Amsterdam, Maistra d.d., Menenghetti Hotel, Mount Juliet Estate, Q Agency, RMH Lopud Lafodia, The Sea Pines Resort.

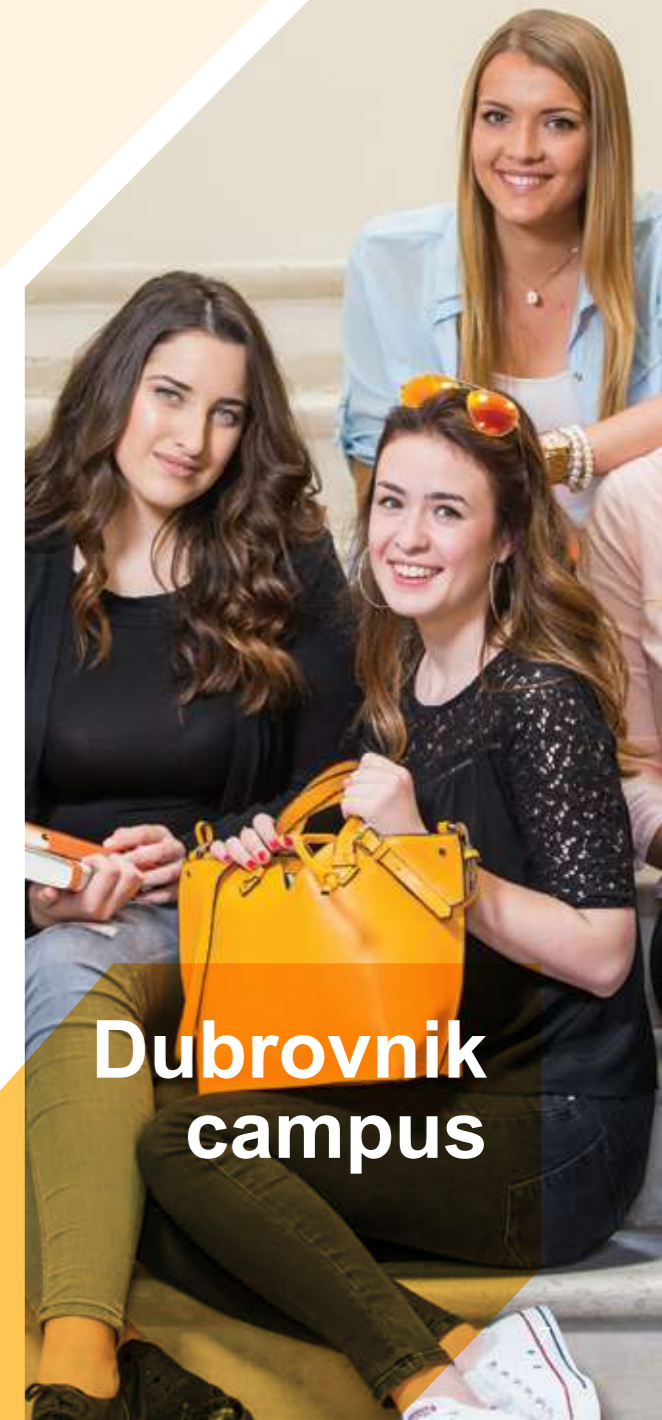


POSITIONS HELD BY HTM ALUMNI:

Our alumni have developed their careers as event managers, F&B consultants, F&B managers, restaurateurs, EU project managers. In addition, they assume managerial and leadership positions such as department heads (Marketing, MICE, Finance, HR), directors of strategic development, operations managers, general managers, chief executive officers (CEO's), entrepreneurs / business owners, and positions in state administration (Mayor, Secretary of State).



DID YOU KNOW THAT THE MOST MODERN STUDENT DORMITORY IN CROATIA IS LOCATED IN DUBROVNIK?



Dubrovnik campus

New Media Design BFA

At the intersection of art, visual communication, design strategy, and user experience design, this four-year undergraduate New Media Design program produces innovative creators of the next gen digital media.

Every day, millions of people engage in interactive digital experiences, from smartphones and smart TVs, to tablets, wearables, gaming systems, and more. The term 'new media' was first coined in the mid-80s to refer to the impact computing was beginning to have on traditional forms of media. New media now encompasses anything that integrates communication, computing, and technology - from social media (Facebook, Instagram) and streaming services (Spotify, Hulu, Amazon Prime), to highly interactive digital technologies like wearables (Apple Watch, FitBit), virtual reality, augmented reality, and gaming.

Students can choose to combine their course requirements with courses from Global Business Management, Hospitality and Tourism Management, and Web and Mobile Computing

The New Media Design program is a multidisciplinary, transformative program that integrates art, design communication, computing, and technology to create highly interactive user experiences on all types of digital devices. The program responds to current and future digital media market needs and produces novel digital media experts with the art and technology skills needed to design cutting-edge interactive solutions from mobile apps to fully immersive digital environments. This four-year program includes courses in the field of new media and design, general education, basic knowledge in art, and computing. During the studies, students acquire knowledge in 2D and 4D design, 3D modeling, animation and motion graphics, user interface design (UI) and user experience design (UX), information design, drawing and design basics, and programming. New Media Design is an RIT New Economy Major - a forward-thinking and future-forming degree program that helps prepare students to excel in the multidisciplinary nature of our modern, dynamic economy.



GAIN WORK EXPERIENCE DURING YOUR STUDIES:

In addition to digital media knowledge and skills, students will develop critical and creative thinking - top skills sought after by the employers. Furthermore, they will put those skills in use in our unique mandatory cooperative education program. Students are required to conduct minimally 400 hours of internship in the digital media sector.



CAREERS WE WILL PREPARE YOU FOR:

The impressive portfolio of projects will show off students' skills for a career as a App Designer, Design Director, Graphic Designer, Motion Graphic Designer, Visual Designer, Digital Product Designer, Interactive Designer, Presentation Designer, UI / UX Designer, and Web Developer.

Zagreb campus

Web and Mobile Computing BS

The four-year Web and Mobile Computing BS (WMC) undergraduate program prepares students for perspective and sought-after professions in the areas of programming and web and mobile application design.

The program explores full stack application development while paying attention to the visual design and understanding user expectations. The students learn how to build and work with all the different layers of application development which makes them incredibly valuable to employers seeking today's application developers. They learn how to integrate the server-side code with the client-side UI to provide responsive applications, applications optimized for mobile and desktop performance.

Students can choose to combine their course requirements to obtain a minor in Anthropology / Sociology, and Hospitality Management (Dubrovnik campus) or Business Administration, International Business, Finance, Management, Marketing, and Psychology (Zagreb campus)

Following their sophomore year, students will complete two concentrations:

// **MOBILE APPLICATION DEVELOPMENT**

// **WEB APPLICATION DEVELOPMENT**

Fourth-year students work on their Senior Project, on real business cases from local and international businesses and organizations. Over the past years, students were completing their Senior Projects by collaborating with their peers from RIT campuses in the US and Dubai. This helped students learn about the importance of teamwork, and experience how to work with someone overseas which is a common practice in companies operating on a global market.



CO-OP PARTNERS:

Async Labs, Bit4Bytes, Cinnamon Agency, Comminus & Revuto, Comsysto Reply, Croz, Ericsson Nikola Tesla, EZ Booker, Infoart, Laus CC, mStart, PHOBS, Rimac Technology, Scheer Adriatic, Q Agency, Verso Altima Group.



COMPANIES HIRING WMC / IT GRADUATES:

Agency04, Amazon, Bazzar, Bellabeat, Cinnamon Agency, Combis, Croz, Decode, Direct Booker, Enum software, Ericsson Nikola Tesla, Huawei Technologies, IBM iX, Infobip, IN2, Microblink KING ICT, NSoft, Oradian, PHOBS, Rimac Technology, SAP, Span, Top Digital Agency, Q agency, Verso Altima group.



POSITIONS HELD BY WMC / IT ALUMNI:

Android Developer, Back-end Developer, CTO, Development Team Lead, Front-end Developer, Full Stack Developer, Graphic & Web Designer, iOS Developer, IT Security Specialist, Java Developer, Program Engineer, QA Specialist, System Administrator, Web Content Manager.

Dubrovnik & Zagreb campus

Earn a valuable scholarship!

In order to support qualified students in financing their studies, we have secured € 350,000 for scholarships and financial aid for enrollment in the 2024/2025 academic year.

Scholarships and financial aid are monetary funds applied towards the tuition cost of attending the undergraduate programs at RIT Croatia. Financial aid is granted based primarily on the financial needs of the candidates, and scholarships are granted based on high school grades or on the level of success achieved in our scholarship contests.

More than 90% of last year's applicants who applied for financial aid were awarded **scholarship or financial aid** from RIT Croatia. Your chances of attaining a scholarship are high! Candidates who apply by **February 15, 2024** will have priority consideration.

APPLY BY DECEMBER 15TH AND FIND OUT HOW TO GET AN ADDITIONAL TUITION DISCOUNT!

Apply at www.croatia.rit.edu/new-applicationform

Application process: easy and customized to each candidate

The admission system for undergraduate programs at RIT Croatia is open all year round. Students can start their studies in September or January, (fall or spring term). Applying for early admission brings numerous benefits including possibility of obtaining a tuition discount.

TO APPLY EARLY YOU SHOULD:

1. Complete a non-binding application form (www.croatia.rit.edu/new-applicationform).
2. Submit your high school or university transcripts (by e-mail or mailed to our address).
3. Write and submit a motivational essay in English.
4. Participate in a motivational interview (on campus or via Skype).

The application process is personalized and tailored to each candidate. All candidates are in contact with our Recruitment and Enrollment specialists who lead them through the steps of the application process.



2 GLOBAL CAMPUSES OF RIT IN CROATIA:
Dubrovnik (1997) i Zagreb (2011)

4 UNDERGRADUATE AMERICAN PROGRAMS
2 MASTER OF SCIENCE PROGRAMS

STUDY IN ENGLISH IN AN INTERNATIONAL ENVIRONMENT

INTERACTIVE CLASSES WITH HANDS-ON EXPERIENCE:
projects, simulations, business cases, industry projects, cooperative education

2 DIPLOMAS:
American (by RIT) and Croatian (by RIT Croatia)

350,000 EUR
invested each year in student scholarships and financial aid

Rolling admission: start your studies in **SEPTEMBER OR JANUARY**

Class size: **27-40 STUDENTS**

Population of our students: **45% FEMALES AND 55% MALES**

More than **50** faculty members. Our faculty are open, accessible and available to students

INDIVIDUALIZED APPROACH TO EACH STUDENT:
academic advisors, career advisors, ombudsperson, peer mentors

Spend 1 – 2 semesters on RIT's campuses in **EUROPE, UAE OR USA**

HAVE FUN:
BBQs, sport events, charity auctions and similar events for students

Join one of **20 CLUBS** run by our students. Choose gaming, or arts, movies, books, travel or start your own club!

An active association of more than **3,000 ALUMNI** around the globe



RIT | Croatia

**Experience American
education in Croatia!**

Dubrovnik campus

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