

**International Winter School 2019
Zagreb, Croatia**

**GET INSPIRED AND JOIN THE
MOST INNOVATIVE WINTER
PROGRAM IN EUROPE!**



ALGEBRA
INTERNATIONAL
SCHOOL

20 providing top quality education for 20 years

5 undergraduate (bachelor) study programs

7 graduate (master) study programs

140 faculty members and experts

1000+ students in higher education

15.000 students annually – career programs, courses, undergraduate, graduate and MBA programs

+ 22% annual growth of freshmen

96% of graduates employed within six months after graduation.



THE BEST CROATIAN PROFESSIONAL HIGHER EDUCATION INSTITUTION

Algebra University College is the flagship of the largest private educational organization in Republic of Croatia and the region training altogether more than 15.000 unique students annually in higher educational and lifelong learning programs. In higher education we currently have around 1000 active students with the intake of more than 300 new students each year, while the growth rate in number of enrolled freshmen students is around 22% each year. Today, we organize five undergraduate and seven graduate study programs:

Undergraduate professional program

BACHELOR

Software engineering

System engineering

Multimedia computing

Digital marketing

Visual Communications Design

Graduate professional program

MASTER

Software engineering

System engineering

Game development

Data science

Digital marketing

Design & Communications Management

e-Leadership MBA

What makes us different?

- Our students acquire knowledge necessary for rapidly growing industries that are based on digital technologies
- We develop programs according to the needs of employers and technological development
- We are proud of our Algebra LAB as the center for the applied research with focus on various research, academic and commercial projects involving triple helix approach and with active student-industry professional collaboration and engagement.

THE BEST PROFESSIONAL STUDY PROGRAM CERTIFICATES



We offer professional study programs of the highest quality in Croatia according to the results of the evaluation of the quality assurance system carried out by National Agency for Science and Higher Education – ASHE.



The “eSkills for Jobs” initiative encourages the development of ICT profession in the EU and the DigitalEurope organization has entrusted us with the implementation of their project in Croatia since 2012.



We are the only institution in Croatia that has met the quality criteria of the Dutch-Flemish accreditation agency NVAO.

European
Big Data
Hackathon
2017

Our Algebra LAB scientists won the European Big Data Hackathon in 2017, an event organised by the European Commission (Eurostat) which gathered 22 teams from all over Europe to compete for the best data product combining official statistics and big data to support policy makers in one pressing policy question facing Europe.

Microsoft Partner
2014 Partner of the Year Winner
Learning

We are the best educational organization in the world among 3,200 organizations evaluated by Microsoft!

OUR PARTNERS

WE COOPERATE WITH RENOWNED HIGHER EDUCATION INSTITUTIONS, ACTUALLY, MORE THAN 100 AS DESIGNATED ON THE MAP:



OUR ACADEMIC PARTNERS

Algebra University College is a member of the most renowned academic IT initiatives



Microsoft **Imagine Academy**
Program Member



INTRODUCTION

Welcome to Algebra's International Winter School! By accepting the certification and the newest technology as our guidelines, we have consciously taken the obligation to constantly upgrade and adjust our courses and educational programs with the demands of the industry. However, it is not about a race with technology, it is about identifying and predicting global technological and business trends which have shaped global labor markets and will continue to do so in the future.

Algebra's International Winter School lasts for 3 weeks, and a huge emphasis has been put on the quality of the study program, lectures, professors and even participants who have confirmed quality of the curriculum to be the main reason for choosing ours among many other European Winter School programs. Professional curriculum drives interest among young people around the globe, who will collect lot of wonderful memories through studying, spending time together and traveling within organized field trips around Croatia.

Our Winter School program is anything but boring, it's more than lectures and workshops – you'll have time to meet outstanding and ambitious colleagues as we share the magic of Croatia with you. We want to introduce you to some of Croatia's world-renowned places and its rich cultural and natural treasures. The program offers a fantastic winter experience in the city of Zagreb as well as study trips to Smiljan – birth place of Nikola Tesla, Plitvice lakes and the Croatian coast and enables the participants to explore the rich cultural and historical heritage of Croatia.

Don't worry, you will have fun while staying in Croatia.

Make your winter 2019 unforgettable! Join us at the best winter abroad program in Europe!
Let's create digital future together!

Algebra International School Team

CHOOSE YOUR WINTER COURSES

EARN 6 ECTS/3 US CREDITS PER COURSE

1 ARTIFICIAL INTELLIGENCE

2 CYBER SECURITY

3 DIGITAL MARKETING

ADDITIONAL WEEKLY WORKSHOPS

- FINANCING EARLY STAGE STARTUPS
- CROATIAN LANGUAGE & CULTURE



ARTIFICIAL INTELLIGENCE

TODAY AND IN THE FUTURE

The industry is investing more and more resources into tools and training to help data scientists, developers and businesses at large to gain a better understanding of data and the human impact of AI. AI can help more organizations drive business value and competitive advantage from various of their resources, especially their data. Exciting times are ahead, let this course guide you towards AI future!

Artificial intelligence has been a fascinating concept for society in past decade, and we are finally getting close to making AI a reality. Generally, we are witnessing significant improvement of various technologies all related to AI influence which drives demand for understanding not only how to use and implement such technologies but to understand basic concepts of how selected components really work.

In order to fully understand how AI will impact the future of work, this program seeks to explore the core features of AI technologies from a business and user perspective. Students will understand why AI's social aspect is important and how complex it is to

create efficient one. Furthermore, be prepared to use your innovation skills and to advance it to next practical level. Once being able to understand key AI components, complexity and enabling components, we can start discussion how to successfully invoke AI in our life. Prototyping process begins with simple question: Can you create simple but efficient AI solution scenario by covering „all important“ aspects? Selecting appropriate or at least most adoptable technology model can be crucial for success either target is to impress or to score for profit. Play with solutions using prepared scenarios and create your own with specific target customer/industry in mind. Once you master experimenting, it is time to push your imagination to limits and create our story. Share your story with public and improve your AI skills in a group. Finally, use this skill to learn how to quickly and efficiently navigate through business with flying colors.

Wrapping up, we are ready to take a look in the future. What can happen in year or so? How our use cases will evolve and how fast our current skills will become obsolete. We will talk about chat bots, smart contracts and future-to-be cases. Teamwork and individual pitches will be presented for mentor and participants evaluation.



INNOVATIVE
CROATIA

Father of DACTILOSCOPY
– fingerprinting as a
method of identification
Ivan Vučetić (1858 – 1925)



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CYBER SECURITY

THE FORC3 IS STRONG WITH THIS ONE

Get to know the “dark side“ of security and how to use “the force“ the right way. In this course, the students will learn how to use their computer without exposing it to most of the threats lurking outside, whether this is simple Internet browsing, “innocent“ usage of publicly available Wi-Fi or usage of “secure“ corporate network.

Cyber security is an ever-evolving field with opportunities waiting for everyone with the interest to learn more and develop their skills in this interesting and demanding topic. This course will show the basic steps most of the hackers would go through while compromising the victim’s computers and it will define some interesting known and less known attack vectors and protections against them.

Students will not only have a chance to compromise many vulnerable machines by using different attack vectors, they will also gain knowledge that will help them protect their computers and networks against the attacks covered in this course. The course will also cover some of the latest attacks and methods used in the wild.

The prerequisite for this course is the understanding of the basics of operating systems, network and web applications. Nevertheless, the important concepts will be delivered during the class as a refresher. Everyone brave enough to step into this class will be rewarded with the knowledge that is heavily sought after not only in military/government sector, but also in any security-aware corporation/company.



INNOVATIVE
CROATIA

Precursor of atomic theory
and contributor to astronomy
Ruđer Bošković (1711 – 1787)

DIGITAL MARKETING

NEW WAYS OF COMMUNICATION

The course will introduce students to digital marketing strategies and user behaviour, from content marketing, search, social to analytical tools used to track the success of digital campaigns.

The digital revolution completely changed the way organizations approach their core business from creating products and services, managing customers to marketing and sales. Digital platforms introduce new ways of communication with end customers allowing companies to tailor products and services to customer's needs in a more agile

manner. In a way, digital marketing changed traditional marketing, making it fast, more precise, real-time and data-driven. The tools marketers use every day allow us to execute digital campaigns targeting audiences across the world much more efficiently and with smaller budgets than traditional marketing. In this course, we're going to examine the basic concepts of Digital Strategy, starting from understanding the company business model, product, customer, market and business goals as well as how to accomplish their marketing goals on digital platforms.

During the course, students will acquire Google AdWords and Google Analytics Certificates



INNOVATIVE
CROATIA

Inventor of PARACHUTE

Faust Vrančić
(1551–1617)

The topics covered by the Winter School are:

- Buying Personas, Buyers Journey, Consumer Micro moments: understanding the consumer
- Digital Marketing Essentials: cross-platform communication, goals, and metrics
- Web optimization – elements of efficient landing pages, optimizing purchase funnels, creating useful content, user research techniques SEO
- Advertising on Google AdWords – SEM, Google Display Network, Mobile Advertising
- YouTube advertising
- Measuring Success with Google Analytics
- Social Media Channels
- Digital Strategy essentials – how to position brand on digital channels

ADDITIONAL FREE WORKSHOPS

All students can participate in additional free workshops.

Financing early stage startups How startup funding and investing works

Early stage startups are often linked to high risk of falling into the „funding gap“. This might kill even most innovative ideas! With this workshop you will understand and prepare yourself to avoid this risk, and when the time comes for pitching your project to funders (friends & family, venture capital, business angels, crowdfunding, banks, public funds, cofounders, employees) you will have much better chance of success in securing the funding of your startup.

Croatian Language and Culture

The international course of Croatian language and culture will develop your speaking, reading and writing skills in Croatian and will offer an excellent insight into relevant factors of the Croatian cultural identity. You will also have lots of fun during the workshop and will prepare yourself to meet new friends. Even if you are not so successful, you will at least know first few lines to approach interesting girls and boys. Who knows what might happen next...



QUICK FACTS APPLICATION

APPLICATION

The Winter School application process is carried out online. Applications are reviewed on a rolling basis, once you submit your application the admissions team will contact you to schedule an online interview. Applications must be submitted before December 15, 2019. Places are limited, so make sure to apply on time.

LANGUAGE OF DELIVERY English.

The Winter School Program is intended for students with at least a pre-intermediate level of English and is not suitable for beginners or students with elementary level of English.

STUDENTS PROFILE

Highly enthusiastic and motivated students interested in the field of technology, applied science, social sciences, and humanities as well as students who aspire to personal growth and effective start of their career.

APPLY FOR SCHOLARSHIP

Check out all of the scholarship opportunities @ winter.algebra.university

TUITION FEES



	One course
Full Tuition Fee	1500 €
Early bird Tuition Fee*	1275 €

*for the students enrolling before November 15, 2019

THE TUITION FEE ALSO INCLUDES:

ADDITIONAL WORKSHOPS

(Financing early stage startups, Croatian language and culture)

CULTURAL VISITS:

National park Plitvice; Quirky Museums

SOCIAL PROGRAM:

Zagreb sightseeing

COMPANY VISITS

• Ask for information about special prices for groups and partner universities.

DATES

January 6 – January 25, 2019



ACCOMMODATION

RECOMMENDED

PRICE = 250 €

Accommodation is NOT INCLUDED in the tuition fee. The price for accommodation during a three week Winter School course is approximately 250 EUR if you stay at **Chillout hostel Zagreb**. All spaces facilitate the student life to the fullest and allows students to live a unique experience. **Most hostels are modern & urban designed, located in the heart of Zagreb.**

If you do not wish to stay in the hostel, you can alternatively look for private accommodation on your own. We will be happy to assist you in the process of finding a flat by providing helpful links to various rental agencies that offer short-term apartment rental. Although prices of private accommodation in Zagreb may vary depending on the city area, the size and amenities that apartments include, we would be happy to assist you in finding your accommodation.



We recommend you book your accommodation before December 15, 2019.



Dubrovnik



INNOVATIVE
CROATIA

Nikola Tesla (1856 – 1943)
THE MAN WHO INVENTED THE FUTURE
Inventor, electrical engineer, mechanical
engineer, physicist and futurist best known
for his contributions to the design of the
modern alternating current (AC) electricity
supply system and alternating current motor.

CROATIA

YOUR “LIVE AND LEARN” DESTINATION

Croatia is **considered one of the safest countries in the world** according to The Global Peace Index 2017 produced by Institute for Economics and Peace (IEP), ranked 31 among 163 countries.

Croatia is one of the sunniest spots in Europe. You should expect 13 hours of sunshine a day in July. More than 10 million people choose Croatia for their holidays.

Croatia is the home of the tie, automatic pencil, parachute and other inventions which have transformed human existence, several of which are used in everyday life.... Croatia is also the birthplace of Marko Polo, Nikola Tesla, and many more outstanding individuals.

Croatia - a small country of World's Greatest Technological Innovators

Aside from the beautiful coast and great cultural and historical heritage, Croatia has been recognized for innovation, global reference projects, export of the best business-technological practices, as well as great professionals recognized for their skills and expertise all over the world.



Bol, Brač



Plitvice Lakes



Kornati



Rovinj



City of Zagreb

Zagreb, one of the oldest European cities, is not only administrative but also the economic, diplomatic and cultural capital of Croatia, with a population of almost one million.

It is also a university center with forty higher education schools and over 85,000 students, a city that is proud of its long history of education: the first secular city school was built in the middle of the 14th century, the first secondary school was founded at the beginning of the 16th century and in the second half of the 16th century, Zagreb had its first university.

Zagreb is a city of science and culture. The city has approximately fifty museums and galleries, as well as private art collections and about twenty theatres and music venues. Many open-air events and exhibitions are organized from spring to autumn. While walking down the streets of Zagreb, you can admire the architecture, which mostly dates back to the Austro-Hungarian Empire.

Even though Zagreb is a Central European city, in many ways, it has a Mediterranean way of life. Great atmosphere and friendly local people are the biggest values of Zagreb.

Zagreb – the best Christmas Market in Europe in 2016, 2017 and 2018!

The sound of Christmas bells, the scent of gingerbread, mulled wine and various other delicacies... Join the awarded best Christmas Market in Europe – the Advent in Zagreb. Zagreb offers a variety of events that will satisfy even the most demanding visitors. There is plenty of fun, excellent food, unique events, art, but also a genuine Christmas atmosphere, on the streets of Croatia's capital.





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INTERNATIONAL
SCHOOL

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