

AMERICAN HIGHER EDUCATION IN CROATIA

At RIT, you're  
always on to  
**something...**

**RIT | Croatia**



At RIT Croatia, students are not numbers. They aren't here so we can have a job. We are here to help them become the best versions of themselves and to prepare them for the challenges of the dynamic global marketplace.

We continue to build a better tomorrow by delivering top-tier American higher education for the next generation of global leaders!

# Get your education at a university known for excellence.

## RIT in numbers:

+21,000



students

+150,000



alumni

9



colleges

You can't predict the future, but you can prepare for it! At RIT, you don't just leave with a degree, you leave with a clear direction and a strong foundation for your career. Along with an excellent, cutting-edge American education, you'll also gain valuable professional work experience, and you'll become part of a large, global network of successful RIT alumni!

Welcome to RIT Croatia, a global campus of Rochester Institute of Technology (RIT), an American university founded in 1829 in Rochester, New York. RIT is a university of many firsts and operates at the intersection of technology, arts, and design. Consistently ranked among the top universities in the U.S., RIT shapes the future through creativity and innovation, making a positive impact on the world.

RIT Croatia has been a pioneer in private higher education in Croatia, offering American degree programs in this part of Europe since 1997. We are known for preparing students for the global job market through English-language programs and

modern American curricula. This is reflected in high employer satisfaction and strong graduate employment rates.

RIT Croatia provides a comprehensive support system for students. This includes academic advising, tutoring, peer mentoring, career services, and an ombudsperson. We also offer study abroad advising, including Erasmus, and have a dedicated international student office to ensure a smooth transition for students coming from abroad. We believe in diversity, curiosity, innovation, integrity, and are an excellent choice for those who wish to study in an international, dynamic environment.

American higher education programs delivered on our campuses in Dubrovnik and Zagreb:

Undergraduate degree programs; degrees awarded by RIT and RIT Croatia  
// New Media Design BFA (Zagreb)  
// Web and Mobile Computing BS (Dubrovnik, Zagreb)  
// Global Business Management BS (Zagreb); AACSB accredited  
// Hospitality and Tourism Management BS (Dubrovnik)

Master's degree programs; degrees awarded by RIT  
// Organizational Leadership and Innovation MS (Zagreb)  
// Information Technology and Analytics MS (Zagreb)

+230



academic programs

5

campuses in the  
U.S., Europe, and Asia

Among the  
top 100

research universities  
in the U.S.

<sup>4</sup>  
5



#### Professional Work Experience on Your Resume

Students apply the knowledge they've gained through a 400-hour cooperative education program. Examples of companies where students have completed their co-ops include Abest, AXIS-DESIGN, GrowthFix Venture Studio, HERE Technologies Ltd., Learnix 360, Maras, Maurer Electronics, and Školska knjiga.

#### Career Opportunities for Graduates

We prepare students for careers in industries such as digital marketing, web and mobile app development, communications, and the entertainment industry. The diverse projects students work on prepare them for roles like motion graphic designer, art director, interactive designer, UI/UX designer, and many more.

#### Multidisciplinary Approach to Education

Students have the opportunity to combine their coursework with courses from Global Business Management BS, Hospitality and Tourism Management BS, and Web and Mobile Computing BS.



Zagreb campus

**Capture what you see,  
create what you don't.**

# New Media Design BFA

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

#### Digital Transformation of Everyday Life

Interactive digital experiences are an integral part of modern living. Every day, millions of people use smartphones, TVs, tablets, wearable technology (wearables), gaming consoles, VR systems, and many other platforms to communicate, shop, entertain themselves, or seek information. New media encompass everything that integrates communication, computing, and technology—from social networks (Facebook, Instagram) and streaming services (Spotify, Netflix) to highly interactive digital technologies such as wearables (Apple Watch, FitBit), virtual reality, augmented reality, and computer games.

6  
7

#### Skills for the Digital Media of the Future

The program 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 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.



#### Professional Work Experience on Your Resume

Students apply their acquired knowledge through an 800-hour cooperative education program. Examples of companies where students have gained work experience include Bit4Bytes, Cinnamon Agency, Comminus & Revuto, Comsysto Reply, Croz, Ericsson Nikola Tesla, Infoart, Infobip, Laus CC, mStart, Monri Payments, PHOBS, Rimac Technology, Scheer Adriatic, Q Agency, and Verso Altima Group.

#### Career Opportunities for Graduates

Graduates work in positions such as Android Developer, Back-end Developer, CTO, Development Team Lead, Frontend Developer, Full Stack Developer, Graphic & Web Designer, iOS Developer, IT Security Specialist, Java Developer, Program Engineer, QA Specialist, System Administrator, Web Content Manager.

#### Multidisciplinary Approach to Education

Students in Dubrovnik have the opportunity to combine their coursework with courses in anthropology and sociology, as well as with courses from Hospitality Tourism Management BS. Students in Zagreb can choose to combine their coursework with psychology courses, and Global Business Management BS courses.



Campuses in Dubrovnik and Zagreb



When you do extraordinary things,  
the world takes notice.

# Web and Mobile Computing BS

The four-year Bachelor of Science (BS) in Web and Mobile Computing program prepares students for sought-after and promising careers in programming and developing web and mobile applications.

#### Growing ICT Industry

The web and mobile app development industry is growing rapidly, becoming the foundation of modern digital services. Mobile apps and web platforms play a key role in communication, business, entertainment, and education. The demand for experts who can develop secure, reliable, and interactive digital products is increasing daily, while technologies such as artificial intelligence and cloud computing further enhance the need for innovative solutions. This industry offers countless career opportunities across various sectors, from small startups to global corporations.

#### Developing the Experts of Tomorrow

The program curriculum is regularly updated in collaboration with the main campus in the USA, as well as industry trends and needs. We foster an approach where knowledge from lectures is reinforced by solving real-world IT industry problems. When designing and developing applications, students focus on the end-user and their experience. During the program, students develop skills such as teamwork, analytical thinking, and project management. Students learn how to integrate server-side programming solutions with client-side user interfaces, ensuring that the final product is adaptable and optimized for use on various platforms, including mobile devices and computers. Fourth-year students complete their final project based on concrete business examples from companies in Croatia and around the world.



#### Professional Work Experience on Your Resume

Students apply their acquired knowledge through an 800-hour cooperative education program. Examples of companies where students have gained work experience include 24 sata, 404 agency, Ambacia, Bank of America Merrill Lynch, CMG Digital, Coca Cola HB Croatia, Deloitte, Escont partners, Fortenova Group, Foreo, IBM Croatia, Metro CASH & CARRY d.d., Nestle d.d., Orbico, PricewaterhouseCoopers, Studenac, and Valcon Croatia.

#### Career Opportunities for Graduates

Graduates work in positions such as sales specialist, customer relations, HR, marketing, finance, business analyst, auditor, and accountant. They often hold managerial and strategic positions such as department head (marketing, finance, HR), senior partners in consulting firms, and similar roles.

#### Multidisciplinary Approach to Education

Students have the opportunity to combine courses from the program with courses in management, finance, accounting, marketing, psychology, and web development.



Zagreb campus



# Global Business Management BS

In the four-year Bachelor of Science (BS) in Global Business Management program, students learn about business in the global market, acquiring knowledge in international strategic management with a focus on finance, marketing, and accounting.

## Evolution of the Global Economy

Business in international markets is continuously evolving, driven by digitization, changes in specific markets, and increasing economic connectivity. Companies doing business on international markets face challenges such as differences in legislation, culture, and language, as well as opportunities to expand into new markets. Successful business leaders must understand global trends, manage diverse teams, and adapt their strategies to different conditions. The growing demand for professionals with a comprehensive understanding of international business and global market strategies creates numerous career opportunities for young experts.

## Education Focused on the Global Business World

The program prepares students for managing business in foreign markets through theoretical knowledge and practical experience. Students learn how to develop a local business beyond national borders and create business strategies that function in culturally, politically, and economically different environments. In addition to business management skills, students develop communication and presentation skills, gain confidence and persuasion in public speaking, and learn to solve problems independently and think innovatively, constructively, and creatively. The program is further accredited by the prestigious AACSB, which confirms the high quality of business education and positions it among the top business programs in the world.



#### Professional Work Experience on Your Resume

Students apply the knowledge they gain through an 800-hour cooperative education program. Past co-op placements have included companies like Dubrovnik Event, Grand Circle Travel, Hyatt Regency Kotor Bay, Maslina Resort, MSC Cruises, Restaurant 360, Sea Sun Hotels, The Ritz Carlton Lake Tahoe, Valamar Riviera d.d., and Villa Dubrovnik.

#### Career Opportunities for Graduates

Graduates take on roles such as Event Manager, Food and Beverage Manager, Hospitality Consultant, Restaurant Owner, and EU Project Manager. In addition, they hold management and strategic positions such as Department Manager (Marketing, MICE, Finance, HR), Director of Strategic Development, and positions in public administration.

#### Multidisciplinary Approach to Education

Students have the opportunity to combine courses from their program with courses in anthropology, sociology, and web development.



Dubrovnik campus



**Master  
the art  
of hospitality  
and tourism  
to make every  
experience  
world-class.**



# Hospitality and Tourism Management BS

The four-year Bachelor of Science in Hospitality and Tourism Management BS prepares students for leadership careers in one of the fastest-growing industries in the world—tourism, hospitality, and service management.

## A Key Driver of the Global Economy

The global tourism and service industry is one of the fastest-growing sectors worldwide. The rise in tourism arrivals, shifts in consumer behavior, and the growing demand for personalized services create a need for professionals who can quickly adapt to changes in this dynamic environment. The demand for experts in this field is also fueled by global connectivity and a continuous need for innovative, high-quality services. The World Travel and Tourism Council (WTTC) identifies the service industry as a key driver in creating global value.

## Shaping Future Leaders in Service Management

This program offers specialized, up-to-date knowledge needed for careers in tourism, hospitality, and service industries, enhanced by management, finance, and communication skills. Through courses focusing on areas such as finance, management, marketing, and service and event management, students gain a comprehensive understanding of the industry. Practical skills are further developed through co-ops and projects, allowing students to apply their knowledge in real-world situations. The program is also accredited by AACSB, the longest-serving global association dedicated to advancing management education worldwide. Students can also join the prestigious Eta Sigma Delta honor society, established by ICHRIE, an international organization for higher education institutions in hospitality and service management. The chapter founded at RIT Croatia is the first of its kind in this region of Europe!



**Experience.  
It sets you apart.**

1.

We were the first in Croatia to organize a Career Education Day (2000), an event designed exclusively to connect our students with employers. It is an annual event that gathers more than 1,000 participants, including over 200 employer representatives from Croatia and the region.

+400

Each student completes 400-800 hours of cooperative education during their studies, in their chosen field of study.

+5,000

Our students have completed co-ops with over 5,000 employers.

+60

Our students have conducted co-ops in more than 60 countries around the world – in almost all EU countries, as well as in the USA, Mexico, Indonesia, Canada, China, Japan, Australia, Sudan, etc.

## **Gain Relevant Work Experience before Graduation!**

A kind of magic occurs when you get a chance to apply your knowledge and skills outside of the classroom, in full view of the professionals who will soon become your colleagues. Those “I can do this” moments thrill, validate, and inspire. Experiential learning, whether it’s a co-op, a study-abroad experience, or undergraduate research, has long been a hallmark of the RIT experience for these exact reasons.

### **Testing Theory in Practice: Inside and Outside the Classroom**

All students participate in our co-op program, modeled after RIT’s Cooperative Education program, one of the oldest and biggest cooperative education programs in the world. Undergraduate co-ops take place after the second and third year of studies and range from 400 to 800 hours. Co-ops are one of the most significant forms of experiential learning as they significantly impact student education. They are conducted in companies in Croatia and around the world in areas relevant to student’s chosen field of study.

In addition to helping students find co-ops, our Career Office specialists plan, monitor, and evaluate student co-ops. Students work on specific projects based on the real needs and challenges of companies – in class, as well as through extracurricular activities. Furthermore, we offer numerous networking opportunities with employers – through guest lectures, meet-ups, or our Career Education Day, an event that connects students with employers.

# What makes RIT Croatia the right choice for you?

At RIT Croatia, we focus on fostering curiosity, creativity, and growth. What inspires you? Where do you want to go? How do you want to explore the world?

This is the perfect place to discover these answers while gaining the knowledge and experience that will prepare you for the job market. Studying at RIT Croatia provides you with the experience of learning in English in a dynamic international environment.

Our classes are interactive; we foster a learning-by-doing approach which includes projects, simulations, case analyses, real business projects, and co-ops, allowing you to acquire practical knowledge and skills for the global job market. We place special emphasis on comprehensive student support: from career and academic advisors, student services, and ombudsperson, to faculty and peer mentors who will support you every step of your education.

Socializing and fun are important parts of student life at RIT Croatia – from barbecues and sports events to charity auctions and many other activities, there is always something new to explore! There's no better way to get to know us than to visit us – in person or online.



4  
undergraduate American programs.

2  
Master of Science American programs delivered by RIT, Rochester.

2  
degrees for undergraduate programs: American degree (awarded by RIT) and a Croatian degree (awarded by RIT Croatia).

+50  
faculty members who are open, accessible, and always ready to help students in their academic and personal development.

400-800  
hours of valuable work experience in the chosen field of study through RIT's co-op program.

1-2  
semesters that you can spend at RIT campuses in Europe, the USA, and the United Arab Emirates.

20  
student clubs: from design, business, jet skiing, debating to film clubs to starting your own club!

€ 350,000  
is annually available for scholarships and financial aid for new students.

€ 350,000

Each year, we award  
€350,000 in **scholarships**  
**and financial aid** to new  
students.

December 15

Apply by December 15 for  
a chance at an **additional**  
**tuition discount!**

February 15

Applicants who apply by  
**February 15** have priority  
in receiving financial aid.

+90%

More than 90% of  
applicants who requested  
financial support last year  
**received a scholarship**  
**or financial aid from RIT**  
**Croatia.**

## Rolling Admissions

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 semester). Early application offers many benefits, including possible tuition discounts. The application process is personalized and tailored to each candidate. Our admissions specialists will guide candidates through every step of the application process.

### To apply early you should:

1. Complete a non-binding application form on our website [www.rit.edu/croatia](http://www.rit.edu/croatia).
2. Send your high school or university transcripts (by e-mail or mail).
3. Send a motivational essay in English.
4. Participate in a motivational interview (in person or via Zoom).

# So, what's next?

There's no better way to learn more about us than to visit us – in person or online.

Visit [www.rit.edu/croatia](http://www.rit.edu/croatia) and learn more about the available American programs and student life at our campuses in Dubrovnik and Zagreb.

Arrange a visit and meet with our admissions specialists, attend lectures, and meet our faculty and students. We look forward to seeing you!

### Scholarships and Financial Aid

To help students who meet the admission requirements finance their studies, we allocate significant funds each year for scholarships and financial aid for new students. Your chances of getting financial support are high; more than 90% of last year's applicants who applied for financial aid were awarded scholarships or financial aid from RIT Croatia.

**Apply now!**



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