



# INTERNATIONAL EXCHANGE PROGRAM





# Founder's message

Dear students,

I would like to welcome you to Megatrend University, the leader in higher education in Southeastern Europe. Leading the development of the University has been the most rewarding experience of my career to date. We aim to create an energetic and vibrant atmosphere, and work hard to deliver world-class education in many different fields. We provide our students with a curriculum that is continuously evolving, meeting the changes in today's fast paced environment. This helps our students stay up-to-date with relevant information, so they can reach their full potential for their future careers.

Megatrend University has made significant progress towards our goal of establishing its presence around the world. Our International Cooperation Department has established hundreds of partnerships with institutions and colleges across Europe, Asia, North and South America. The collective impact of our faculty, students and Alumni has enabled the success of our University. We all have a very good reason to be proud of what we have accomplished so far.

Coming and studying at Megatrend University means encountering a welcoming environment of an educational community, dedicated to the pursuit of excellence. We are inviting you to join us and help us make a difference in our community and in the world.

Sincerely,



Professor Mića Jovanović, PhD  
Founder of Megatrend University



A high-angle photograph of a large, diverse crowd of young people, likely students, gathered in an outdoor courtyard or plaza. The scene is filled with people of various ages and ethnicities, many wearing casual clothing like t-shirts and jeans. Some are standing in groups, while others are walking. In the background, there are palm trees and modern building structures. A large, semi-transparent blue geometric shape, consisting of overlapping triangles and circles, is superimposed over the upper half of the image, serving as a background for the text.

# Welcome to the world of proper education





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# The International Summer School at a glance



A background image showing the upper and lower portions of several young people. The top portion shows their heads and shoulders, while the bottom portion shows their torsos and arms. They are all looking downwards, suggesting they are engaged in a group activity or looking at something out of frame. The image is partially obscured by three teal-colored text boxes.

## Who can participate?

Exchange program students, undergraduate and graduate students from the whole world and our partnering Universities, as well as Executive Education participants.

## When?

Every year between June and July. The courses lasts 4 weeks, delivered in daily 4-hour sessions, Monday through Friday.


## Where?

At the heart of South East Europe - Belgrade, Serbia.

# Megatrend University







Megatrend University has been the leader in higher education in Southeast Europe for more than two decades. Over this period of time we have witnessed tremendous progress; we overcame barriers and cultural distances, and facilitated access to information and its exchange in today's modern world and its fast paced environment.

Currently, Megatrend University is in the phase of internationalization, whereby we endeavor to expand our operations globally. We strive to gather the best teaching staff and provide our students with quality knowledge which they deserve. Megatrend University has a cutting-edge infrastructure with over 14 campuses in the country.

The University has won numerous domestic and foreign acknowledgements; one of them is the prize of the American Quality Association - AQA and the European Quality Award, as well as the prestigious Vuk Award for constant contribution to the science and culture in the Republic of Serbia.





In autumn 1999 Megatrend University became a full member of the Global University Network N.E.W.S. (North, East, West, South), whose members are Universities from all over the World. Furthermore, all University's institutions are members of EAMSA (Euro-Asia Management Studies Association).

After years of continuous work in the field of higher education, our University has tens of thousands of active students and graduates, on every level of academic and scientific degree programs. Through distinctive methods of teaching, we have been creating leaders who make the changes in their communities and all around the world.







Драге младе колеге,  
добро нам дошли!


УНИВЕРЗИТЕТ  
НОВИ САД  
ФАКУЛТЕТ  
ЗА НАСТАВНИШТВО

НАСТАВНИШТВО  
ОИ-А

# Developing Intercultural Business Skills







Be inspired by the international environment of this year's Summer School, as it is an excellent introduction to what it is like to study and work in an interculturally diverse group.

This year, our focus is on developing intercultural business skills. Individuals from different cultural backgrounds have different cultural norms, practices and expectations, and to understand and appreciate this is essential for success in international business.

Over a four-week period, from mid-June to mid-July, an intensive teaching format with company visits included and several field trips through Serbia, students will develop skills which will enable them to interact effectively and in a acceptable way with others whilst working in groups with various cultural backgrounds.


The program aims to provide the students with solid knowledge of theories and fundamentals of international economy and business, while practicing students' skills in the simulated intercultural management and negotiation environment, in order to improve their overall international business expertise and experience.







# Summer School Program

The background of the slide is a blurred photograph of a classroom. In the foreground, the backs of several students' heads are visible as they sit at desks. In the background, a whiteboard is partially visible with some faint, illegible writing. The slide is overlaid with three colored rectangular boxes: an orange box at the top, a purple box in the middle, and a teal box at the bottom.

The University courses are fully accredited by the Serbian Ministry of Education and Science's Accreditation Commission. The courses offered will be carried out by fulltime faculty professors, in accordance with the official University class schedule. Students will choose two courses from this year's program, as they will receive their transcripts and certificates upon successful completion:

- Intercultural Management
- International Marketing
- International Business Law
- International Economics
- Entrepreneurship
- Business Negotiation Skills

All classes may have other international and Serbian students, depending solely on enrollment. Given that the minimum required number of students is 5 in order to form a class, if fewer students apply for a particular course, students will be offered a choice to either change the class in accordance with the available courses, or do the mentoring class (not necessarily a full amount of in-class hours), depending on availability.





# Course description



## International economics

Aim of the course:

The International economics provides an overview of basic macroeconomic facts and postulates by introducing students to key macroeconomic variables, the relations between the same, determination of output, employment, unemployment, interest rates and inflation.

The outcome of the course:

On successfully mastering the subject matter the students should be able to analyze the basic macroeconomic variables and interdependence among them, and discuss the impact of economic policy measures on future changes in macroeconomic variables. Students should also be able to use the basic macroeconomic tools and models with the aim of analyzing various macroeconomic problems that range from long-term problems related to economic growth and development, through the analysis of the mid-term budgetary policies in, and finally to the problem of short-term economic stability.

## Business negotiation skills

The aim of the course:

The aim of the course is learning how to negotiate properly, given that in the globalized world successful leaders need to be effective at any business endeavor. Negotiating has become an essential requirement in career advancement. At this course students will learn what it takes to be successful at finding that perfect “middle-ground” in any deal.

The outcome of the course:

Students will enhance their international negotiation skills, learn and perfect the methods and techniques that can be used effectively in the negotiation process, as well as trained to deal with the obstacles and complicating factors.

## **International business law**

The aim of the course:

The overall objective of the course is to provide the fundamental knowledge on international legal acts relevant for the establishment and functioning of companies having significant cross-border activities. The specific aims are: to present the development of international conventions relevant for businesses; to analyse the legal framework for supra-national economic activity; to examine the mission and the competencies of international organisations influencing international trade, commerce and provision of services; to provide an overview of the European Union's institutional framework and its business-related legislation.

The outcome of the course:

An aptitude to understand the impact of international legal acts on companies having significant cross-border activities; an ability to recognize the effect of international conventions on everyday functioning of economic operators; a skill to promptly recognize the crucial consequences of normative framework; an aptitude to draft the legal acts crucial for the establishment of transnational companies.

## **Intercultural management**

The aim of the course:

Presenting intercultural management as a combination of knowledge, skills and abilities which are necessary for conducting successful business beyond national borders, and that can be used at different levels of management, both within an organization and between different organizations. Analyzing modern models of management that operate in the world today.

The outcome of the course:

An ability to promptly recognize business problems under globalized business conditions. Suitable analysis of the surroundings and their own firms enables students a better competitive position for the firms in both domestic and international market.

## **International marketing**

The aim of the course:

Students will explore marketing topics in global perspective to better understand the international opportunities and competitive situations. Topics include an overview of international marketing in regards to a social, cultural, political, and legal environment, as well as a presentation of international market-entry opportunities in terms of market entry strategies, global distribution and pricing. Students will also have an opportunity to learn how international promotion and sales vary from the selected target group.

The outcome of the course:

To understand how companies adjust their international strategies based on the global environmental changes (e.g., globalization) and to build skills and respect toward the understanding of the cultures of nations by critically analyzing the social, political, legal, and economic forces that affect the business performance of international marketing.

## **Entrepreneurship**

The aim of the course:

The main aim of the course is to present the key factors, meanings and business functions of entrepreneurship. Students will develop essential skills and effective strategies for working in and managing innovative organizations – and for starting new ones. This course gives a perspective on the significant economic and social contributions which entrepreneurs provide to society, the intense lifestyle commitment, and the skills necessary for entrepreneurial success.

The outcome of the course:

The ability to find an attractive market in order to develop a successful entrepreneurial career, as well as to obtain the necessary skills to analyze the selected market and prepare an adequate business plan to start a small business.









# Application process



## Submit your application

The selection criteria, requirements and fees are outlined:

### Selection criteria

- Certificate of knowledge of adequate level of English language (could be issued by professor of English language)
- Transcript of grades \*
- Confirmation of student status \*

\* This createria is excluded for Executive Education participants

### Requirements

- Be at least 18 years old;
- Hold a passport that is valid for at least a year;
- Visa requirements \*
- Health insurance
- One photo (passport size)

\* International students are generally required to have a student visitor's visa, yet some countries are excluded from this requirement. The summer school is a short-term program so a full tier student visa is not normally required, but please check our Ministry of Foreign affairs website:

**<http://www.mfa.gov.rs/en/consular-affairs/entry-serbia/visa-regime>**

to see if your country requires a visa. In a case that a visa is necessary, once you have been accepted at the Summer School program and have paid your deposit, the admissions team will issue a visa letter to you, to enable you to apply for your visa.









## Fees

For up-to-date fees\*, please contact your University's exchange office, or via email on **[international@megatrend.edu.rs](mailto:international@megatrend.edu.rs)**

### What's included?

- International Students admission and processing fees
- Tuition fees for courses of 80 in-classroom hours
- 16 hours of additional course-related activities
- Housing at Pavilion dormitories (30 days) in two or three-bed dorms
- Breakfast
- 1 tour of Belgrade and 1 tour of Serbia
- Unlimited use of the University facilities and infrastructure: library, computer labs, studying and media rooms, cafeteria, etc.
- Wi-Fi connection at the Dormitory and University
- Public transportation expenses (BusPlus pass for unlimited use of public transportation in Belgrade)
- Supporting studying materials
- Certificate and transcript of grades

### Not Included:


- Lunch and dinner
- Health insurance
- Personal expenses

\* The fees for the Summer School program are set lower for students of our partner Universities, as these institutions receive a significant discount for their students



A nighttime photograph of a cityscape, likely Belgrade, featuring a prominent church with a tall, ornate spire and a cross on top. The city is illuminated by streetlights and building lights, with a large blue semi-transparent graphic overlay in the center. The graphic consists of two large, overlapping triangles pointing towards each other, forming a central diamond shape.

# Discover Belgrade



Belgrade is the largest city in Serbia and the only European capital located at the confluence of two rivers, the Sava and the Danube. Because of this position, Belgrade is fittingly referred to as the Gateway to the Balkans and the Door to Central Europe.

Belgrade's culture is a mix of oriental passion combined with European finesse, which produces a unique experience for visitors. With its arts, culture, and great architecture - both classic and modern, the city of Belgrade is a place where Habsburg legacy and the Ottoman relics meet the contemporary age.

Being the centre of the Balkan culture, and the largest city of former Yugoslavia, the city offers quality shopping opportunities, award winning restaurants and vibrant nightlife.

Whether it's a night out and you are having dinner with live music in the Bohemian quarter of Skadarlija , or you choose to relax at one of the city's grandiose coffee houses or nightclubs, a unique lifetime experience is inevitable. The most recognizable nightlife features of Belgrade are the barges spread along the banks of the Sava and Danube rivers.

Major tourist attractions include: Kalemegdan with Belgrade Fortress, The White Palace, Saint Sava Church, Nikola Tesla Museum, the bohemian quarter of Skadarlija, Knez Mihailova Pedestrian Street, etc.

**Come and enjoy Belgrade!**



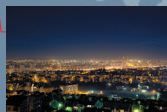
**Viena**  
**Austria**



**Budapest**  
**Hungary**



**Belgrade**  
**Serbia**



**Sarajevo**  
**Bosna and Herzegovina**



**Dubrovnik**  
**Croatia**



**Rome**  
**Italy**



**Istanbul**  
**Turkey**



**Athens**  
**Greece**




# Field trips and nearby cities you can visit

The fee paid covers one tour of Belgrade and a tour of Serbia.

With our partnering agency, students will have the opportunity to enjoy several other trips to nearby cities. The International Cooperation Department will also help them in organizing their own trips. Please keep in mind that these are additional individual trips and are not covered by the summer school fee.



A modern interior space featuring a desk with a laptop, a desk lamp, and a framed picture. The desk is white with a wooden top. The laptop screen shows a cityscape. The lamp is a modern, adjustable desk lamp. The background wall is dark blue. The floor is covered with a dark, patterned rug. A yellow and grey armchair is visible in the foreground.

Students will be accommodated in the Pavilions dormitory ([www.paviljoni.rs/en](http://www.paviljoni.rs/en)) that offers its guests the services of individual and group accommodation, breakfast included, as well as the possibility of food service in the restaurant within the complex. The dormitory is located approx. 10 to 15 minutes by public transportation from the University's main campus.

Should the students prefer a premium and more expensive accommodation, we can advise and assist in booking some of the nearby hotels or hostels. Alternative accommodation is possible, but it will be charged extra. Students are free to book their own accommodation in case they are not satisfied with the offer from our selection.

## PUBLIC TRANSPORTATION – BUSPLUS PASS

Belgrade city public transportation is provided through a network of buses, trolleybuses and trams. **BusPlus** system applies to all public transport vehicles, and students will be using personalized electronic tickets that are issued under their names.

# Accommodation





# Contact



## International Cooperation Department

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