American Master of Science program in

SERVICE LEADERSHIP
AND INNOVATION

Master your management and leadership skills. Transform yourself and lead the way forward.
Lifelong learning and education is the key to professional and personal growth, especially given today’s environment. We need to keep up with constant changes that occur on a daily basis. More than ever, in order to keep up, one needs to anticipate change.

This Master of Science program offers exactly that — knowledge that helps foresee upcoming trends and changes. It will give you tools to adapt successfully and apply innovation in the ever changing world of modern business.

Don’t just anticipate change. Ride the wave.

RIT Croatia proudly offers the opportunity to earn a Master of Science degree in Service Leadership and Innovation in Zagreb from one of the most prominent private U.S. universities — Rochester Institute of Technology.

Success in today’s global economy requires organizations to have visionary leadership, a 360-degree view of customers, and the ability to formulate and execute strategic initiatives. Service Leadership & Innovation is a one-of-a-kind graduate program that prepares professionals to transform their organizations by using innovation to drive measurable outcomes.

Our graduates anticipate the future and see opportunities to position their organizations — and themselves — to reach new levels of success in a constantly changing world. This prestigious program is being delivered at one of RIT’s global campuses — RIT Croatia in Zagreb.

What is a Master’s Degree?

A master’s degree is an academically advanced, discipline specific, research based degree program that is granted to individuals who have undergone study demonstrating a high level of mastery of a specific field of study or area of professional practice.

Within the area studied, graduates possess advanced knowledge of a specialized body of theoretical and applied topics; high order skills in analysis, critical evaluation or professional application; and the ability to solve complex problems and think rigorously and independently.

This program is not designed as the typical classroom experience; you learn mostly by exchanging knowledge and ideas with your colleagues. The program is inspiring because it pushes you to think outside of the box every step of the way. It opens you up to new ideas which will not only benefit you professionally but personally as well.

Nikolina Birimiša, Class of 2016
Rochester Institute of Technology — a place where “the right and left brain collide”

Rochester Institute of Technology, founded in 1829, is a privately endowed, coeducational university with nine colleges emphasizing career education and experiential learning. One of the world’s leading technological universities, RIT is a vibrant, connected community, home to 19,000+ diverse, ambitious, and creative students from more than 100 countries.

RIT’s former President Bill Destler saw RIT as a place where “the right brain and left brain collide.” In other words, as the left brain is associated with logical, rational, analytical, and objective thinking, the right brain is associated with creative, intuitive, holistic and subjective thinking. The RIT community shows what can be accomplished when the two sides work together.

Its nine colleges include the College of Applied Science and Technology, Saunders College of Business, B. Thomas Golisano College of Computing and Information Sciences, Kate Gleason College of Engineering, College of Health Sciences and Technology, College of Imaging Arts and Sciences, College of Science and National Technical Institute for the Deaf (NTID), the world’s first and largest technological college for students who are deaf or hard of hearing.

There are more than 230 programs offered and many of them have a national and international reputation of excellence. The main campus occupies 1,300 acres in Rochester, the third-largest city in New York State. RIT also has international locations in China, Croatia, Dubai, and Kosovo.

Top American Education in Croatia

The RIT Croatia story began in 1997 with the foundation of the American College for Management and Technology when the Ministry of Science, Education and Sports of the Republic of Croatia initiated the establishment of private higher education institutions. Due to its reputation in creating and maintaining successful international partnerships RIT was chosen as the best partner in those efforts.

The American College of Management and Technology in 2013 has changed its name to RIT Croatia in order to be consistent with the mother institution. Alongside RIT’s MS in Service Leadership and Innovation, RIT Croatia offers RIT’s undergraduate programs that are delivered at two campuses in Croatia: Dubrovnik and Zagreb.

Rochester Institute of Technology 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:

- U.S. News & World Report recognizes RIT as a top-tier national university (2017)
- Princeton Review recognizes RIT as being one of the nation’s best colleges for students seeking a superb education with great career preparation and at an affordable price (2016 edition)

RIT has doubled its international student population over the past 10 years, driven by explosive enrollment in the university’s graduate programs.

Additional information on RIT’s rankings and recognitions can be found at RIT’s web site, under the overview section.
MS in Service Leadership and Innovation — Transformation through leadership

The program allows those who work in any industry to transform their organization through novel ways of thinking, problem-solving and projecting the future. Throughout their studies, students gain an in-depth knowledge of different aspects of management, such as organizational structures, leadership, data mining, project management, and innovation. The program’s unique focus enables students to:

- Develop strategic leadership attributes to advance innovation and growth
- Promote the creation of innovation in self and those they lead
- Map, measure and analyze data
- Design customer centric systems

Program Overview

The curriculum and the study plan are aligned with the standards of education at RIT. Classes are in English and combine both online and in-classroom sessions. The program is designed for a broad array of professionals who aim to acquire advanced knowledge and skills in leadership.

Earn an American, globally recognized degree!

Upon completion of their studies, students obtain an internationally recognized American degree, Master of Science in Leadership and Innovation, awarded by RIT.

Apply for a scholarship!

Your education is the most important investment in your future. RIT and RIT Croatia offer an excellent return on investment. Every year we secure scholarships to help qualified students finance their education.

After having a taste of a few courses, I really started to feel like Richard Branson did in the late sixties: there is a myriad of opportunities that are calling on me to exploit them. This MS program gave me an insight on how to leverage today’s problems and come up with future solutions.

Branimir Trošić, Class of 2016
This program provides you with applicable knowledge and you can start using it immediately. The expectations I had were met and exceeded due to all of the new concepts I learned and had not been aware of.

Jasmin Ibrahimović, Class of 2016
Admission Requirements

To be considered for admission to the MS program in Service Leadership and Innovation, candidates must fulfill the following requirements:

- Complete a graduate application form
- Hold a bachelor degree (or equivalent 4 year degree) from an accredited institution
- Have an undergraduate GPA of 3.0 (i.e. 4.0 according to the Croatian grade scale) or above, or evidence of relevant professional performance
- Submit official transcripts (in English) of all previously completed undergraduate and graduate course work
- Submit two professional recommendations
- Submit CV — Education & Employment
- Submit Personal Statement
- Proof of English proficiency (TOEFL; or candidates can take the Michigan Test of English Proficiency at RIT Croatia free of charge)

There are a lot of programs which will help you build on the knowledge that you already have and even teach you something new, but the question is — which of these programs will help you think outside of the box. Service Leadership and Innovation is that kind of program! This program is focused towards the professional and personal development. The program is fantastic because it opens you up to new horizons and changes the way you think.

Domagoj Pavlek, Class of 2015

Whatever your passion, you can MASTER it at RIT!

The Master of Science program at RIT Croatia covers all major business areas and is up to date with current business development.

Dalibor Prebežić, Class of 2013
American faculty with rich international teaching experience

All professors come from RIT’s College of Applied Science and Technology in Rochester, New York, USA.

Marvin Deitz, Ph.D., is an adjunct professor at RIT. Dr. Deitz holds a PhD. in Business Administration, MS degree in Service Management and BS degree in Hotel and Restaurant Management. Dr. Deitz is the president and owner of two businesses; Hospitality Connections which merged with BlueTie, a social, media, marketing, and technology solutions company, and My Special Days — a new platform which helps businesses build customer relationships. He successfully held leadership positions in marketing and customer service management in major organizations such as Oneida LTD, New York and Rich Products in Buffalo, New York.

Jennifer Matic, Ph.D., is an assistant professor at RIT’s College of Applied Science and Technology in the Department of Service Systems. She teaches within the Service Leadership and Innovation program on the main campus as well as at RIT Croatia and RIT Dubai. She has been part of the Department of Service Systems since 2011; prior to this, she taught for 11 years at the Dubrovnik campus of RIT Croatia. Matic’s research focuses on knowledge construction in diverse classrooms and its relationship with individual creativity. As part of this, she also works to develop techniques that facilitate the participation of non-native speaking students in the classroom.

Linda A. Tolan, Ph.D., is a professor at RIT and teaches cross-disciplinary studies including human resources development, career theory, organizational development, and strategic future thinking. Dr. Tolan has a B.S. in Management Science — Behavioral Science, an M.S. in Career and Human Resource Development. Dr. Tolan earned her Ph.D. in Leadership and is a Certified Professional in Learning and Performance from the American Society of Training and Development. She is also certified by the National Board of Certified Counselors.

We discuss future-oriented concepts toward a service business and what a company has to do to stay sustainable and profitable. Professors encourage us to express our views and opinions through dialogue.

— Alen Jazbec, Class of 2013
Courses descriptions — examples of courses

Leading Innovation

Achieving competitive advantage in today’s world demands that organizations know how to innovate, and do so not once, but repeatedly. Creativity, rapid learning through continuous improvement, and the ability to turn ideas into action, products, processes and services are crucial. How do leaders foster and sustain a culture of innovation? What unique competencies and skills do you need as a leader and what skills do your teams need? How is managing an innovation team different than managing other kinds of teams within an organization? Through this course, service leadership students will leverage and build on their growing knowledge about innovation, the individual and group skills required for innovating gained in the Breakthrough Thinking course. Students will gain deeper insights into innovation leadership requirements for creating, managing and curating a thriving environment in which cutting edge ideas are encouraged, born and grown.

Breakthrough Thinking

The ability to break out of mental models and to see things in new ways are critical for innovation. This course focuses on frameworks and techniques to help individuals and organizations gain insight and generate ideas by thinking in new ways. Topics covered range from simple techniques to reframe problems or shift perspective, to more systemic practices such as lateral thinking and the use of reflective dialogue.

Data Mining

To gather information and analyze the information to inform decisions is the goal of every public/private sector administration. This data can drive success of the government and organizations or lead to its downfall. This course will explore data mining used in the public/private sector, how to gather it and utilize the results of the data collections to inform decisions that reflect the needs and desires of the stakeholders in this sector.

Project Management

Managing projects is a complex, demanding process involving ethical considerations, leadership, the ability to understand complex rules and regulations, the politics of the administration and the vagaries of the budget process. This conceptual framework will address planning, selection of team members, contracts and agreements, monitoring and adjusting the project progress and completion of the project through turnkey stages. The end result of this process is to contribute to establishment of trust of the public or private enterprise, minimize failure and maximize success.