Senior Research Projects Investigate Current Trends

During winter quarter many seniors have been busy with what most of them consider the most demanding and challenging project of their ACMT careers: Senior Project. This quarter-long original research project is the capstone of their education. Seniors come up with an original research idea, study existing literature in the field, and design and conduct their own method of primary research.

Seniors work individually with a faculty or staff member who has expertise in the field, and present the research findings in a formal paper and oral presentation. Topics for senior project this quarter ranged from business plans for eco-friendly hotels to renovation of Dubrovnik's cable car, to vineyards, to renewable sources of energy, with many students performing research for clients or their own family businesses. Every project includes active research on real-life subjects.

Ana Bačoka's senior project focused on careful management of one of Dubrovnik's greatest attractions – the historic city walls – in order to preserve them and prevent damage from mass tourism.

Danica Maslov investigated the effect of ACMT's academic honesty policy on student attitudes towards plagiarism.

"Growing up in Venezuela, I was never exposed to formal policies about academic honesty," she said. "No one ever talked about it and plagiarism was actually pretty common in high school. The emphasis was only on getting the end result. After four years at ACMT, my attitude has really changed. Now I see that cheating really undermines learning."

(continued on page 6)

Career Fair 2008: Students Advance Toward Future Professions

Dr. Francis Domoy, chairman of the Hospitality and Service Management program at RIT, attended Career Fair 2008 and was impressed with what he saw.

"We would like to use the ACMT model back at RIT," he said. "We want to take our existing program up a notch, and give it more spirit."

He said he particularly appreciated the way students were directly involved in all aspects of the fair – from the opening presentation on ACMT student life to working closely with representatives of respected regional companies.

Dr. Domoy was also impressed with the newest aspect of Career Fair -- added this year – workshops on a broad range of interesting topics, from global etiquette to resume design to wine tasting. The service management program at RIT does have career services for its 6,000 students, “but it’s hard to personalize it,” Dr. Domoy said. "Here, ACMT students and faculty are using emotion to bring people together. You can feel the excitement. Employers are looking for that skill set too. It's universal."
Essays and photographs by ACMT students have been published in the online edition of the RIT magazine of student art and literature, Signatures, in a special section dedicated to work by students from ACMT. Signatures magazine is an annual publication of the best creative literary and artistic work by RIT students, chosen by student editors from among hundreds of submissions.

Two essays by ACMT students describe the personal strength it takes to survive, learn and grow from difficult experiences.

"A Photo from Sarajevo" by Hana Đapo is a vivid and honest memoir of childhood years during the war, spent living with family and neighbors in an underground shelter.

"When the war started, my fancy neighborhood became the border line between free land and enemies," Hana wrote. "I would learn to choose one part of my body to wash because there wasn't enough water to take a whole bath. Instead of walking to school I had to run away from bullets. Instead of regular meals, I would get used to eating when I could. I was 7 years old and I remember everything." Hana's story of life underground impressed the student and faculty editors at Signatures. Photos accompanying the essay on the website also show Sarajevo then and now, recovered and rebuilt.

An essay by Ivana Rusić, titled "A Nanny in America" has also been published on the site. This essay explains one of Ivana's greatest life learning experiences, working as a nanny for a wealthy family in Connecticut. When things did not work out, Ivana stood up for herself in a difficult situation, and politely quit. In the end, she found not only her inner strength, but also made new lifelong friendships.

Photographs by Ivan Čačić, Ivana Dobošić and Ksenija Sanković have also been published on the Signatures website. Ivana's photos include a waterfall at Zeleni Vir, and Ksenija's photos show artistic renderings of the moon over the town of Zadar and water surging through a historic mill. This Web exhibit has been curated and edited by RIT Professor John Roche's Editing Professor Axel Schreiner, who is also planning to present a computer workshop to interested ACM students.

"I think it is a good experience for these study abroad students to be in the minority, and be surrounded by people from other countries, rather than being in the majority all the time," Dr. Carol Richardson, Dean of the College of Applied Science and Technology at RIT. Study abroad is a great experience for RIT students, said Dr. Carol Richardson, Dean of the College of Applied Science and Technology at RIT.

"I think it is a good experience for these study abroad students to be in the minority, and be surrounded by people from other countries, rather than being in the majority all the time," she said.

About 20 more RIT students and two RIT professors will join ACMT in spring quarter for study abroad. A group of computer science majors will be led and taught by RIT Computer Science Professor Denis Defibaugh. Many of these students heard about ACMT from photography students who were here last spring with Prof. Willie Osterman. Those students shared what they called their "life-changing experiences" with nearly 300 people at RIT at a special event this spring. They also recently opened an exhibition of more than 100 images from Dubrovnik at a local gallery in Rochester.

A second group of photography students is also coming, led by RIT Photography Professor Denis Defibaugh. Many of these students heard about ACMT from photography students who were here last spring with Prof. Willie Osterman. Those students shared what they called their "life-changing experiences" with nearly 300 people at RIT at a special event this spring. They also recently opened an exhibition of more than 100 images from Dubrovnik at a local gallery in Rochester.

Several students from the Hospitality and Service Management program are also expected. All the RIT study abroad students will take courses in their majors, as well as courses with ACMT students such as Environmental Science, which will introduce them to the natural environment of the Dalmatian coast.

ACMT student Zoran Obrovodov has been chosen to be a mentor to the group, to help these students get adjusted to life in Dubrovnik and ACMT, see the historic and cultural sites and perhaps even learn some Croatian language.

One of the reasons behind the growing interest among RIT students in study abroad is professional development. The experience of living and studying in a foreign country is more and more important for today's international careers, and employers want to see international experience on applicants' resumes.

"There is a growing awareness among computer science students of how important it is to have international experience," said RIT Computer Science Department Chair Prof. Paul Tymann.
Artists at Work
ACMT Photographers Join Virtual Club

Nearly 100 ACMT current students and alumni have joined the latest ACMT virtual club: the photography club on the popular Facebook social networking site. These artistic photos show not only the sites around Dubrovnik that are familiar to everyone at ACMT but also photos from travels and studies around the world. Any ACMT student or alumnus can join and upload photos to the site. Below are some of the best works submitted so far.

Untitled (Dubrovnik city walls) by Nikša Glavočić

“Deep Blue Sea” by Irina Viđen

“Lopud” By Antonio Grizelj

“Lake on the Hangzhou” by Alisa Aliti
CAREER UPDATES

Antonio Jerić ’04 was promoted to Sales Manager for Azimut Yachts Croatia at Yachting Plus in Split.

Stipe MILIŠIĆ ’04 was awarded the International Award of Excellence from the Hospitality and Service Management program at RIT.

Nina Mimica ’07 was hired at an Account Assistant at the Digitel advertising agency in Zagreb.

Tina Švrljig ’06, was recently promoted to Executive Director of NOBIL d.o.o in Travnik, Bosnia and Herzegovina.

Sanja Bek ’07 was hired as a junior consultant with HMS International Consulting Company in Zagreb.

Marko Roščić ’07 was hired as an Adviser in the Strategic Planning Sector of the Marketing Department of the Trade and Investment Promotion Agency of the Republic of Croatia in Zagreb.

Niksa Glavočić ’08 was hired as Corporate Purchasing Coordinator at Grand Circle Cruise Lines in Dubrovnik.

Marta Miše ’07 was recently hired as project manager for the ČakRa Ltd. Development Agency of the Municipality of Čakovec. She also earned a certificate in Project Cycle Management from the Croatian Ministry of Foreign Affairs and European Integration, and participated in the forum for development agencies of Southeastern Europe in Bari, Italy.

Antonela Vrljić ’04 was recently promoted to Marketing Manager at Dukat Mljekara in Zagreb.

Adriana Ljutić Gudelj ’06 was recently hired as Junior Brand Manager for Rosal Cosmetics at the Atlantic Grupa in Zagreb.

Jelena Musa Ard ’04 was hired as Dining Room Director and Restaurant Group Consultant for the Larkspur Restaurant/Savory Restaurant Group in Vail, Colorado, USA.

FROM: Željka Hadija ’06
Rochester, NY, USA

Master’s Thesis at RIT Studies Reactions to Facebook Ads

Željka Hadija, a 2006 graduate of ACMT, recently gave an oral presentation on her Master’s thesis, entitled “Perceptions of Advertising in Online Social Networks” at RIT, where she will soon complete her degree in Communication and Media Technologies program, in the College of Liberal Arts. She is currently employed as Marketing Coordinator in Applied Coatings, Inc., in Rochester, NY.

Her thesis research focused on advertising on online social networks such as Facebook, and whether users of such social networking websites really pay attention to such ads, or just consider them an annoyance.

“As an avid user of Facebook, I came to question the effectiveness of advertisements found on online social networks after my friends discussed how unnoticeable they are,” she said. “The research took me 6 months, but it was very interesting and required a lot of interaction with RIT students through in-depth interviews.”

Željka worked with Dr. Neil Hair, an assistant Marketing professor from the Saunders College of Business, and Dr. Susan B. Barnes, professor of Communication in the College of Liberal Arts. The results of the study revealed that the advertisements are not hated, or despised, but simply ignored by users.

Internet advertising is expected to reach $29 billion in 2010. When combined with the growth in popularity of online social networks, the opportunities for targeted advertising and niche marketing are enormous,” she added. “Will the advertisers recognize them and utilize them in the correct ways? And do online social network users appreciate them?

FROM: Vanja (Vidović) Šepić ’06
Johannesburg, South Africa

Restaurant Marketing and Sales Manager

As of November 2007 I have been employed as Marketing and Sales Manager for “The Bull Run” Restaurant in the business heart of Johannesburg, the capital of South Africa. It is located opposite the Johannesburg Stock Exchange, and adjacent to the Protea Hotel Balalaika (one of the bigger hotel groups in SA).

The restaurant is a steakhouse, and it is in my job description to taste the food, which, I can say is outstanding. I have been working on expanding the database, redesigning the web page, tweaking the operations, monitoring group bookings, and preparing

I work closely with printers, newspapers and different advertising web pages to assure that correct and up to date information is constantly available. Soon I will be tackling a new project in corporate accounts. My office is situated in the Protea Hotel Balalaika, so on daily basis I am also involved with hotel staff, from whom I am constantly learning new things.

Now I can say that I really love my job, and truly believe this is the right place for me.
Selling Real Estate in Booming Dubai

My Dubai adventure started in June 2007 with a 6-month management-training program in Courtyard by Marriott. When the training was over, I realized I wanted to try something new, unrelated to hospitality. Since the Dubai real estate market is excitingly dynamic and booming right now, I applied for the Property Consultant position with Desert Home Real Estate – an American-British property development and real estate consulting company. Having an American diploma (being fluent in business English, having knowledge in marketing and sales, etc) and international experience certainly helped me get the job.

What makes my job of selling properties in Dubai so exciting is the rapidly growing market. Dubai is being built literally 24/7. Commercial and residential properties are booming in a place that was a desert only 20 years ago.

Clients I deal with on a daily basis come from many different cultures; having good people skills is crucial for my job. Sometimes this challenging. For example, when a couple from Middle East comes for consultation, I am expected to focus my attention on the husband, and talk mainly to him.

Another challenge I faced at the beginning is the language barrier. There are over 180 different nationalities living in Dubai. Only 7 percent of the Dubai population is actually local! Many different nationalities means very different languages, and lots of people I work with, whether clients or colleagues, are not so fluent in English so it is easy to get “lost in translation.” I like saying that my office is like a mini UN – my colleagues are Canadian, Malaysian, Moroccan, Jordanian, Iranian, Saudi Arabian, Egyptian, Syrian, Yugoslavian, German, Indian, Filipino, South African and myself, Croatian. Luckily, as time passes, I am getting more and more used to different English accents and my job gets easier in that regard.

On the job, I am not only responsible for property consultations, arranging to view properties, and sales, but I also function as marketing executive. I take responsibility for weekly newspaper ads, selecting promotional materials and the design, organization of project launching events etc.

All it takes to make friends here is an open mind and respect for other nationalities, races and religions. I love meeting new people and new cultures and that is another reason why I find Dubai the place to be.

FROM: Ana Obrvan ’07
Dubai, United Arab Emirates

Selling Real Estate in Booming Dubai

Bonjour from Lausanne, Switzerland! I am very happy to have the opportunity to spend a year in this picturesque little town on Lake Geneva, which even resembles Dubrovnik a bit.

Since I graduated from ACMT, I have been working for two and a half years at Philip Morris Zagreb, specializing in Human Resources (HR). Last summer I was offered the opportunity to further develop my HR skills by coming to Lausanne-Philip Morris. Here, I am working as a Talent Management Specialist in a team of experts at Philip Morris’ International Center of Expertise.

Now that I have arrived I am settling in and will be starting my French lessons soon. Apart from work, there are a number of interesting things Lausanne and its surroundings have to offer. At first glance Lausanne is a very peaceful and easy-going Swiss-French neighborhood. On the other hand it offers everything from great pubs, cafes, clubs and jazz festivals to world famous skiing sites, hiking, beautiful scenery (this is where Milka chocolate commercials are filmed), wine trails, and numerous cultural sites.

I look forward to using my year here for both professional and personal development!

FROM: Maja Novak ’05
Lausanne, Switzerland

Year Assignment with Phillip Morris
Human Resources Team

Bonjour from Lausanne, Switzerland! I am very happy to have the opportunity to spend a year in this picturesque little town on Lake Geneva, which even resembles Dubrovnik a bit.

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Holiday Auction Raises Over 13,000 Kuna for Charity

The annual ACMT holiday auction, held this year at King Richard’s Pub in Dubrovnik, raised over 13,000 kuna for charity by auctioning off valuable and interesting items donated by students, faculty and staff. The proceeds were donated to the Dva Skalina humanitarian organization for families of children with special needs in Dubrovnik.

In February, ACMT students created and sold handmade Valentine’s Day cards to raise money for the “Dom Masline” orphanage in Dubrovnik.

Senior Research Projects
(continued from page 1)

The whole point of education is getting skills, and if you cheat, you don’t learn.”

Her research included a survey of ACMT students to see whether exposure to the college’s policy changed their attitudes and behaviors.

“My secondary research shows that honor codes really work in reducing plagiarism and other forms of cheating when students feel pressure from peers, and when the system is applied by students themselves” Danica said.

Arijana Kržalić researched the use of undercover “mystery shoppers” as a management tool for evaluating employee performance.

“Management wants to know how their employees are really performing on the job, and “mystery shopping” is a very popular way to do it,” Arijana said. “There are many forms, but the main concept is checking up on employee performance without their knowing it. Agents can pose as customers in person, on the phone, or through email, and monitor customer service. Then they give feedback to management. Once they know how their employees are performing, they can take steps to improve their systems,” she said.

Katarina Rak conducted research on how successfully the concepts of sustainable tourism are being applied in practice in the region of Gorski Kotor.

“This region is gaining popularity but it faces many problems such as depopulation and lack of accommodation facilities,” she said. “I decided to research this topic because I believe that it has a great potential to become a recognized destination where people can combine a vacation with learning experiences about environmental protection.”

Katarina said the future of the region is in development of small business by local people who really know the traditions and the customs. They need business training, she added, to take full advantage of opportunities in areas such as traditional crafts in order to preserve the authenticity of the region.

Darijo Tavrić surveyed his fellow students about their opinions on investing in stocks and other securities, through an analysis of development of open-end investment funds in the world and in Croatia.

“i am trying to discover whether these funds have been a lucrative investment option so far,” he said. “i want to know the level of awareness of ACMT seniors about this opportunity. They will enter the labor force soon and start making their own money. Are they planning to invest it or they have already been investing?”

Daniela Butorac investigated the sociological effects of consumer culture, particularly mass marketing to children. Her method included a focus group of young teens, who answered questions about their consumer behavior, purchasing habits, and attitudes towards buying material things.

“i am especially interested in finding out about feelings of wanting to buy things versus needing to buy things,” she said. “Advertising can be manipulative. It turns a want into a need.”
**Guest Lecture: Socialization in Japan**

by Ivona Milinović

Dr. Francis Brassard, an Assistant Professor at the Miyazaki International College in Japan, gave two guest lectures at ACMT in winter quarter. Dr. Brassard, who has a PhD in Religious Studies, and is a specialist in Eastern religions, gave a lecture on Socialization in Japan as a part of the Foundations of Sociology course taught by Prof. Dr. Davor Ljubimir.

In his first lecture, Dr. Brassard emphasized the fact that the Japanese culture promotes group work so an individual has a very strong sense of obligation towards the community. That obligation is the strongest towards an individual’s closest environment, his family and friends, Dr. Brassard said. Thus, more and more companies in Japan are mixing more levels of socialization and are trying to create a family atmosphere inside the company itself. In that way they improve an employee’s efficiency since his commitment to the group is much stronger.

Dr. Brassard drew on his own life experience regarding socialization in Japan. As a French Canadian who lived in America for a long time, Dr. Brassard had to go through the process of learning how to socialize in a different culture when he moved to Japan six years ago. He stated that it can be very hard to get used to live in the Japanese culture which always puts group interest above an individual’s. It was especially different for him coming from the U.S., a society which appreciates individualism over everything, he said.

Students who attended the lecture were very interested in the subject and participated actively in the discussion. Dr. Brassard was very responsive to student questions.

“I found the topic and Dr. Brassard’s presentation very interesting. I liked the way he drew on his own experience to show how socialization in a culture that is completely different from ours can be sometimes very demanding,” stated Mirta Pađen, a sophomore student of ACMT.

Dr. Brassard touched on similar themes in a second lecture to students in the International Food Distribution class in February. He discussed specialized research centers being developed in Japan to increase and improve local food production, to make the country less dependent on imports. Japanese businesses are also experimenting with hybrid types of produce to meet local consumer demand better, Dr. Brassard said.

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**Go For It!**

ACMT Student Sports Clubs

by Carmen Franjković

College life for students at ACMT is much more than staying up late studying and hanging out with friends and roommates. Many ACMT students socialize, stay fit, and keep up their strength, and take a break from schoolwork with sport activities, such as the ACMT basketball team, volleyball club or training in the Adriatic Hotel gym.

“Working out at the gym is about training body and mind,” said sophomore Matija Radić. “And it is amazing how many different kinds of people you can meet there.”

ACMT students have also organized a women’s volleyball club, which practices on Saturday mornings. This club is all about coming together and having fun while exercising. The club has about 20 members who cannot wait to show their skills at their first tournament in Sarajevo in March, when they will compete against numerous other colleges.

Ivana Šepak, the president of the volleyball club, is happy about every new member. “Initially, it was about finding an alternative to just hanging out in cafés and about creating a fun club for girls”, she says.

Meanwhile, the ACMT basketball team is looking forward to an important tournament on the 12th of March in Sarajevo. It will go on for five days and many colleges from Bosnia and Herzegovina and Croatia will participate. Two of the twenty athletes who will compete are sophomore students Vlado Blažić and Semir Elezović. They joined the team last year and practice with passion to win for the college. “It’s fun; we train; we play games and of course we try to win a couple of them,” states Vlado.

Anyone who wants to add to the team spirit can join the trip by bus to Sarajevo.

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**ACMT Student Band Rocks On United States of Balkan**

What’s USB? At ACMT, it’s not a stick, it’s a band—ACMT’s latest student musical group, as diverse in its membership and repertoire as the ACMT student body itself.

Emil Bakev, on guitar and vocals, is from Macedonia; Armando Millia, frontman and lead singer, is from Montenegro, bass guitarist Vedran Ercegović is from Zagreb; lead guitarist Paolo Bago is from Herzegovina; and drummer Ivica Gluntić is from right here in Dubrovnik.

“The band members all come from different parts of ex-Yugoslavia, and now we are students at an American college. That is how we came up with the name United States of Balkan,” explained Emil. “We represent the diversity of the student body.”

The band plays cover songs from around the world in a wide range of styles, from rock to punk to funk.

Songs in English include hits by Red Hot Chili Peppers, Rage Against the Machine, Queen, REM, and Oasis, while other favorites include well-known songs by popular Croatian and regional bands.

USB performs at college events such as the Dean’s List party and the holiday auction at King Richard’s Pub, and has made several appearances at Club Fuego.

“We like to contribute to night life of Dubrovnik in our own way” Emil said. “We enjoy representing the school, and making ACMT a brand.”

Dr. Davor Ljubimir with Dr. Francis Brassard
Did you know that...

- The best wood for making a pipe can be found only in the Mediterranean area?
- The rules of social and diplomatic protocol established in 1815 at the Vienna Congress are still practiced today?
- Your business meeting will be more successful if you invite only participants who are vitally interested?
- Wine can smell like bananas?
- Juggling makes our grey brain cells grow, and makes our brains bigger?
- One important purpose of a CV is to differentiate you in the eyes of the potential employer?

These interesting facts and more were presented at the newest part of ACMT’s annual Career Fair — workshops by ACMT Faculty, staff and guests, along with company presentations at Hotel Dubrovnik Palace in January. These workshops introduced practical, entertaining and useful information on personal and professional self-development, from organizing productive meetings, to wine and its importance in hospitality industry, to crisis management. Lighter topics included juggling and its impact, pipe making and international music.

**English Language Contest Offers Scholarships**

The second annual English language contest is now underway, giving talented Dubrovnik-Neretva County high school students an opportunity to show their English language and research skills, and win scholarships to ACMT. More than 70 students from the Dubrovnik area have already signed up for this year’s contest.

The contest highlights the value of an ACMT education in English and approaches students in a fresh and appealing way, said Irena Radijč, ACMT’s Marketing and Enrollment Manager. Students have a chance to test their English skills, become acquainted with the method of studying at ACMT, and win scholarships (free tuition). First place on the challenge wins a full scholarship for all four years of study. The second and third place winners earn full scholarships for two years. Like

Professor Tane Dusilo Cavich introduced students to the basics of diplomatic protocol and global etiquette, including formal introductions, ranks and titles and event organizing. Professor Jennifer Matić advised that a simple non-verbal way to stand out from the crowd of job applicants is to choose an unusual (but still professional) style for your CV. When recruiters look through piles of CVs, they notice one that looks different. It’s a good way to catch an employer’s attention and subliminally send the message “I’m different from the rest.”

ACMT foreign language students presented popular and classical music in Italian, German, French and Spanish. Workshop participants heard music by Luciano Pavarotti and Eros Ramazzotti, as well as German techno-pop, and learned about the history of French music, from Renaissance and Medieval periods. Finally, participants got a taste of dance music and rhythms from Latin American and Spain.

“Workshops were great, because professors could communicate the knowledge which we do not have time to talk about in class,” said sophomore student Matija Radijč.

The contest has the support of Social Activities Department of Dubrovnik-Neretva County. The contest is divided into three phases. Students are evaluated through written exams, a personal essay, an interview and an individual research presentation.

“The atmosphere during the contest was relaxed and we all enjoyed being there,” said Ivan Sršen, last year’s winner.

ACMT is accepting applications for the 2007-2008 academic year. Entrance exams will be held Saturday, April 26

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**ENTRANCE EXAMS FOR 2008-2009**

ACMT is accepting applications for the 2007-2008 academic year. Entrance exams will be held

Saturday, April 26
Zagreb

Saturday, April 26
Dubrovnik

The entrance exam takes 3 hours to complete. It includes a written mathematics exam, a written English language exam (including an essay) and a personal interview with a member of the ACMT faculty or staff.

To register for the exam, or for more information, please visit www.acmt.hr/admissions, email American.college@acmt.hr or call (385) 020 433 000, or 020 433 002.