American higher education programs for successful careers
High quality American standards of education

RIT Croatia is a global campus of the prominent American university, Rochester Institute of Technology (RIT), from Rochester, New York. RIT is known for contemporary American programs and career-oriented education. We are proud of our student and alumni, their stories, ideas and success.

Our traditional and virtual classrooms prepare students for challenging global careers. RIT Croatia provides its students with a support system during their years of studying which includes academic advisors, faculty and peer mentors, career advisors, ombudsperson, study abroad and Erasmus specialists and International Student Office.

We promote diversity, curiosity, innovativeness, integrity. We are an excellent choice for all who wish to study in an international and dynamic environment. We offer the following programs at our campuses:

**BS DEGREES AWARDED BY RIT AND RIT Croatia**
- Hospitality and Tourism Management (Dubrovnik)
- International Business (Zagreb), AACSB Accredited
- Web and Mobile Computing (Dubrovnik and Zagreb)

**MS DEGREES AWARDED BY RIT**
- Service Leadership and Innovation (Zagreb)
- Information Technology and Analytics (Zagreb)

Why students choose RIT Croatia?

- Two degrees, an internationally accredited American degree from RIT, New York and a Croatian degree from RIT Croatia
- All classes are in English
- Studying in an international environment
- An opportunity to spend one or two semesters at RIT campuses in Rochester, New York and in Dubai, UAE
- 800 hours of cooperative education in companies in Croatia and abroad
- High American educational standards
- Program quality is recognized by relevant international accreditations*
- Valuable scholarships
- Career opportunities in the EU and worldwide

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* RIT 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. RIT Croatia is a private higher education institution and its programs are delivered in accordance with the national accreditations.
A career in the hospitality industry has become highly specialized in today's business world and RIT Croatia graduates are in demand. The Hospitality and Tourism Management curriculum ensures that students possess the requisite knowledge of HTM operations. By taking courses ranging from finance, strategic management and marketing to lodging operations and event management, students acquire a comprehensive understanding of the industry as a whole.

The four-year undergraduate Hospitality and Tourism Management (HTM) program is multidisciplinary and prepares students for managerial positions in services, hospitality and tourism, one of the biggest and fastest-growing industries in the world.

At the end of sophomore year, students choose one of two concentrations:

// ENTREPRENEURSHIP IN THE HOSPITALITY INDUSTRY
// DESIGNING LUXURY EXPERIENCE

During their studies, students can participate in various projects and work with industry partners. During the past academic year, our students collaborated with Dubrovačka brewery and Domoy Farms on an interesting project called breweRIT. Led by their instructor, students were creating a supply chain that brought unique ingredients from the USA to be brewed, bottled and distributed in Dubrovnik. They were involved in every step of the process, from planning and organizing, to sales and accounting, to designing the retro logo and product label. Overcoming the obstacles posed by the Covid-19 pandemic, students distributed the final product just in time for the holidays, bringing this successful project to its end.

Students can choose to combine their course requirements to obtain a minor in Anthropology & Sociology.

COURSES EXAMPLES:
HTM Fundamentals; Lodging Operations; Meeting and Event Management

CO-OP PARTNERS:
Cinestar, Direct Booker, Dorchester Collection, Falkensteiner Hotels and Resorts, Hilton Podgorica, Heritage Hotel San Bocci, HTP Kastelci, La Bagnaia Golf & Spa Resort Sestri-Carso Collection by Hilton, Maitra, Makarska Resort, Saint Tivoli Hotel, Valamar Riviera d.d.

COMPANIES HIRING HTM GRADUATES:

POSITIONS HELD BY HTM ALUMNI:
Our alumni have developed their careers as event managers, F&B consultants, F&B managers, restaurateurs, EU project managers. In addition, they assume managerial and leadership positions such as department heads (Marketing, MICE, Finance, HR), directors of strategic development, operations managers, general managers, chief executive officers (CEOs), entrepreneurs / business owners, and positions in state administration (Mayor, Secretary of State).
The four-year undergraduate International Business (IB) program provides students with knowledge and understanding of business practices and international strategic management with a focus on marketing and finance.

Through theory and more importantly – practice, students are being prepared for business in a dynamic global environment. They learn how to take local business global. Along with the core business classes, students also take related classes oriented toward the global environment, including Global Business Environment, Global Marketing, Global Entry and Competition Strategies, and Finance in Global Environment. Following their third year, students can choose from the following minors:

// MARKETING // FINANCE // MANAGEMENT

Students can choose to combine their course requirements to obtain a minor in Psychology.

In Business 1 course students learn how to plan, develop and launch a viable business idea. Throughout the whole semester students work on their ideas and business plans by putting theory into practice.

The purpose is to have a better understanding of cultural and contextual diversity. The project culminates with a full presentation of the entire idea concept, and a short, elevator pitch style presentation which is done in front of an expert jury comprising of entrepreneurs.

COURSE EXAMPLES:
Financial Management, Global Business Environment, Global Marketing

CO-OP PARTNERS:

COMPANIES HIRING IB GRADUATES:

POSITIONS HELD BY IB ALUMNI:
Our alumni have developed their careers as specialists across different fields (Sales, Customer care, HR, Marketing, and Finance), brand managers, business analysts, auditors, accountants, social media managers and specialists, project managers, and consultants. In addition they assume managerial and leadership positions such as department heads (Marketing, Finance, HR), senior partners in consulting companies, senior recruiters, business development managers, directors of strategic development, entrepreneurs / business owners, and chief executive officers.
The four-year Web and Mobile Computing / Information Technology (WMC / IT) undergraduate program prepares students for perspective and sought-after professions in the areas of programming and web and mobile application design.

The program explores full stack application development while paying attention to the visual design and understanding user expectations. The students learn how to build and work with all the different layers of application development which makes them incredibly valuable to employers seeking today’s application developers. They learn how to integrate the server-side code with the client-side UI to provide responsive applications, applications optimized for mobile and desktop performance.

Following their sophomore year, students will complete two concentrations:

// MOBILE APPLICATION DEVELOPMENT
// WEB APPLICATION DEVELOPMENT

Fourth-year students work on their Senior Project, on real business cases from local and international businesses and organizations. Over the past years, students were completing their Senior Projects by collaborating with their peers from RIT campuses in the US and Dubai. This helped students learn about the importance of teamwork, and experience how to work with someone overseas which is a common practice in companies operating on a global market.

Students can choose to combine their course requirements to obtain a minor in Anthropology & Sociology (Dubrovnik campus) or Psychology (Zagreb campus).

CO-OP PARTNERS:
Async Labs, Bit4Bytes, Cinnamon Agency, Croz, Enum Software, Ericsson Nikola Tesla, HR Cloud, Inforaut, Laos CC, Megatrend, mStart, Perpetuum Mobile, PRBS, Spark Mostar, t-matrix, Verso Altima Group, ZIRA

COMPANIES HIRING WMC / IT GRADUATES:
AG04, Amazon, Bazzar, CloudSense, Cinnamon Agency, Combiba, Croz, Direct Booker, ecc.in, Enum software, Ericsson Nikola Tesla, Hrvatski Telekom, Huawei Technologies, Infosip, IN2, Microbilink KING ICT, NSoft, Oradian, PRBS, SAP, Span, and Verso Altima group

POSITIONS HELD BY WMC / IT ALUMNI:
Android Developer, Back-end Developer, Fronend Developer, Full Stack Developer, Graphic & Web Designer, iOS Developer, IT Security Specialist, Java Developer, Program Engineer, QA Specialist, System Administrator, and Web Content Manager
New Media Design

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

Every day, millions of people engage in interactive digital experiences, from smartphones and smart TVs, to tablets, wearables, gaming systems, and more. The term ‘new media’ was first coined in the mid-80s to refer to the impact computing was beginning to have on traditional forms of media. New media now encompasses anything that integrates communication, computing, and technology – from social media (Facebook, Instagram) and streaming services (Spotify, Hulu, Amazon Prime), to highly interactive digital technologies like wearables (Apple Watch, FitBit), virtual reality, augmented reality, and gaming.

New Media Design program is a multidisciplinary, transformative program that integrates art, design, communications, computing, and technology to create highly interactive user experiences on all types of digital devices. The program responds to current and future digital media market needs and produces novel digital media experts with art and technology skills needed to design cutting edge interactive solutions from mobile apps to fully immersive digital environments. 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.

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New Media Design program is in its final preparation phase before the official launch. We are now calling potential candidates to express their interest for enrollment by fulfilling an application form on our website: https://www.croatia.rit.edu/applicationform/.

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Scholarships and financial aid are monetary funds applied towards the tuition cost of attending the college over the four years of study at RIT Croatia for undergraduate programs:

// HOSPITALITY AND TOURISM MANAGEMENT
// INTERNATIONAL BUSINESS, AACSB ACCREDITED
// WEB AND MOBILE COMPUTING

More than 80% of last year’s applicants who applied for financial aid were awarded scholarship or financial aid from RIT Croatia. Your chances of attaining a scholarship are high! Candidates who apply by February 15, 2022 will have priority consideration. Take advantage of this excellent opportunity!

In order to support qualified students in financing their studies, we have secured over €350,000 for scholarships and financial aid for enrollment in the 2022/2023 academic year.

Become a student of a reputable American university; earn an internationally recognized degree and achieve great employment opportunities in the European Union and worldwide!

APPLY BY DECEMBER 15TH AND FIND OUT HOW TO GET AN ADDITIONAL TUITION DISCOUNT!

Apply at www.croatia.rit.edu/applicationform

Application process: easy and customized to each candidate

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 term). Applying for early admission brings numerous benefits including possibility of obtaining a tuition discount.

TO APPLY EARLY YOU SHOULD:

1. Complete a non-binding application form (www.croatia.rit.edu/applicationform).
2. Submit your high school or university transcripts (by e-mail, fax or mailed to our address).
3. Write and submit a motivational essay in English (min. 400 words) and explain why you wish to study at RIT Croatia.
4. Participate in a motivational interview (on campus or via Skype).

The application process is personalized and tailored to each candidate. All candidates are in contact with our Recruitment and Enrollment specialists who lead them through the steps of the application process.
Experience the amazing

“Experience the amazing. What I like the most is the openness and genuine interest the faculty have in their students’ success.” Tetiana Kulbaka, student

“This college has helped me become the person I have always wanted to be - helping me to further develop my knowledge and skills. This led me to a position in which employers are looking for me.” Eni Hoyka, alumna

“Course topics are discussed and debated rather than forced on students. We truly encourage learning, discovery and knowledge application.” Dr. sc. Besim Agušaj, Hospitality and Tourism Management

“Experience the amazing. If you are still thinking that college is all about studying unnecessary stuff and attending boring lectures, well, probably, you have not yet experienced RIT. This college has helped me become the person I have always wanted to be, helping me to further develop my knowledge and skills. This led me to a position in which employers are looking for me.” Eni Hoyka, alumna

“Experience the amazing. If you are a genuinely curious, hard-working and an eager-to-learn individual looking for an education that will prepare you for the career of your choice (or will help you find out which career to pursue), look no further. We are waiting for you!” Dr. sc. Domagoj Tolić, Web and Mobile Computing / Information Technology

“Experience the amazing. The mandatory internship gives us a unique experience working in the most well-known and best-performing IT companies and gives us an edge over the competition.” Matko Piškor, alumnus

“Experience the amazing. All of us here at RIT Croatia want to see you succeed – not just as professionals, but as a person as well. For that reason we offer various opportunities, for broadening your horizons - from humanities courses that sharpen your critical thinking to studying abroad that develops your intercultural competence.” Dr. sc. Jakob Patekar, General Education Chair

“Experience the amazing. What I like the most is the openness and genuine interest the faculty have in their students’ success.” Tetiana Kulbaka, student
Experience American education in Croatia!

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Zagreb campus
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