

# Ekonomski fakultet u Osijeku: EFOS - Znanjem do izvrsnosti

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## Other / Ostalo

Publication status / Verzija rada: **Published version / Objavljena verzija rada (izdavačev PDF)**

Publication year / Godina izdavanja: **2012**

Permanent link / Trajna poveznica: <https://urn.nsk.hr/urn:nbn:hr:145:962787>

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Download date / Datum preuzimanja: **2024-09-20**



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# Ekonomski fakultet u Osijeku

EFOS - Znanjem do izvrsnosti



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## Riječ dekana

Ekonomski fakultet u Osijeku u ovoj godini obilježava pedeset petu obljetnicu uspješnoga djelovanja u visokome obrazovanju i znanstvenoistraživačkome radu. Kroz sve godine postojanja i rada, Ekonomski je fakultet težio biti autonomnom i modernom institucijom, kvalitetom bliskom visokim europskim i svjetskim standardima. Osnovan je prije pedeset pet godina, kao jedna od prvih visokoškolskih institucija u gradu i regiji, i kao takav bio je jedna od okosnica osnutka Sveučilišta Josipa Jurja Strossmayera u Osijeku. Danas je Ekonomski fakultet u Osijeku visokoobrazovna institucija bogate tradicije koja sustavno razvija intelektualni potencijal Fakulteta te će i u budućnosti biti jamac dobrome obrazovanju i snažnoj potpori razvoja gospodarstva regije i Republike Hrvatske kao cjeline.

Kao potvrda opredijeljenosti Fakulteta za pružanje visoko kvalitetne obrazovne usluge i znanstvenoistraživačkoga rada te primjenu uspješnoga sustava upravljanja organizacijom, svjedoče nacionalna i međunarodna akreditacija kvalitete, kao i certifikat o ispunjavanju norme ISO 9001:2008 i norme ISO 22301. Od 2008. godine Ekonomski fakultet u Osijeku ima i UNESCO katedru za poduzetništvo, koja predstavlja značajno međunarodno priznanje, a dodjeljuje se institucijama i pojedincima za iznimna postignuća u nekome području.

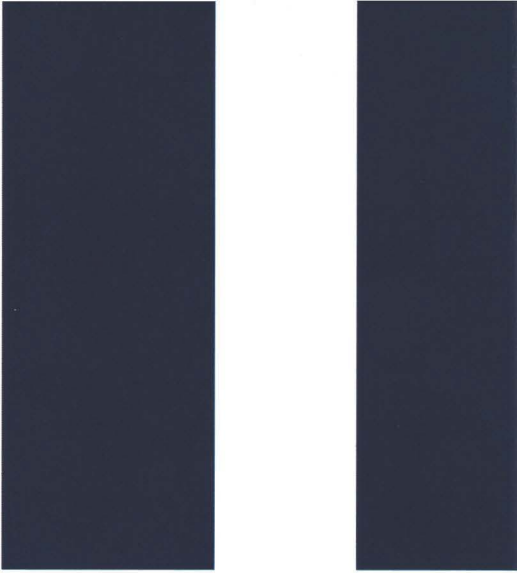
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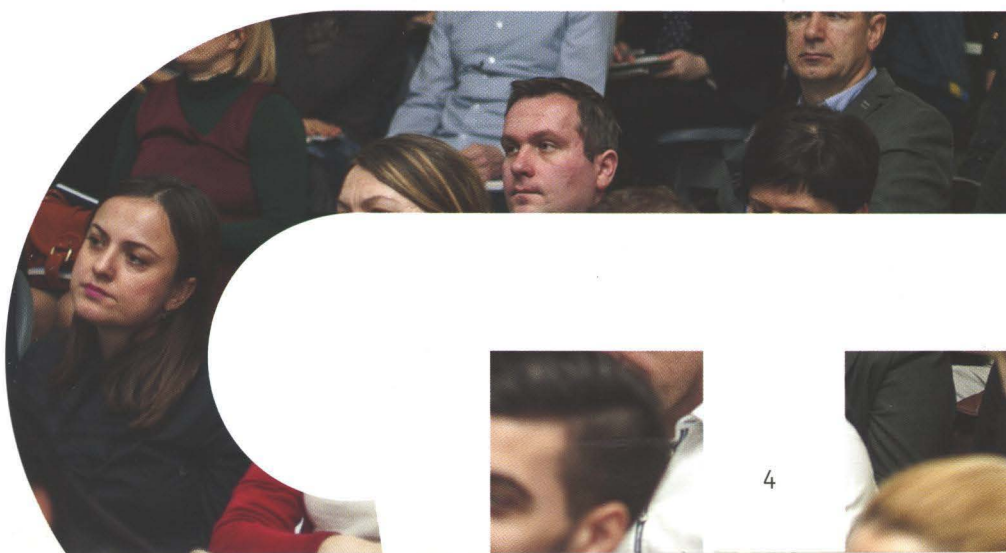
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No nismo stali samo na tome. Nastavljamo se prilagođavati i odgovarati sve konkurentnijemu i izazovnijem okruženju u kojemu živimo i djelujemo. Našim studentima nudimo kombinaciju teorije i prakse kako bismo ih osposobili za sve izazove koji ih čekaju nakon što napuste naše klupe i učionice. Tu su i naši **ALUMNI klubovi**, na koje smo iznimno ponosni. Oni su dokaz da radimo dobro, a njihova je uloga i da nam pomognu u daljnjemu ostvarenju naše misije i vizije. Oni otvaraju mogućnosti za studentske prakse, povezivanje s gospodarstvom kroz različite projekte, pomažu u razvoju karijere naših studenata kroz savjetovanje i mentoriranje te u konačnici pomažu u njihovome zapošljavanju.

Moto našega Fakulteta glasi: **Znanjem do izvrsnosti** kojim jasno poručujemo čemu stremimo i što želimo postati. Pozivamo i vas da u tome sudjelujete!





## O Osijeku

Osijek je grad u istočnoj Hrvatskoj, smješten je na desnoj obali rijeke Drave. Najveći je grad u Slavoniji, a četvrti po veličini grad u Republici Hrvatskoj te je sjedište Osječko-baranjske županije. Osijek je već stoljećima značajno političko, kulturno i trgovačko, a u zadnje vrijeme i turističko središte ovoga dijela Hrvatske. U samome gradu živi 84 000 stanovnika, a na području administrativnoga područja grada (grad Osijek i 11 prigradskih naselja) 108 048 stanovnika (popis iz 2011.). Tradicija visokoga obrazovanja u Osijeku postoji još od 1707. godine, kada je u Osijeku osnovana prva visokoškolska ustanova. Danas na Sveučilištu Josipa Jurja Strossmayera u Osijeku studira oko 18 000 studenata.





## O Ekonomskome fakultetu u Osijeku

Ekonomski fakultet u Osijeku jedan je od najstarijih fakulteta Sveučilišta Josipa Jurja Strossmayera u Osijeku. Osnovan je 1961. godine, kao nastavak aktivnosti Centra za ekonomski studij zagrebačkoga sveučilišta, a uz veliku podršku tadašnjega gospodarstva, gospodarske komore, te institucija lokalne i regionalne vlasti. Ta „*regionalna*“ utemeljenost odredila je od samoga početka i profil Fakulteta: u istraživačkome radu usmjerenoga k problemima regionalnoga razvoja i razvoja poduzeća, a u obrazovnim programima usmjerenoga k problematici organizacije poslovanja i upravljanja poduzećem.

Ono što ga čini drugačijim od ostalih fakulteta jesu brojne mogućnosti koje pruža svojim studentima: velik broj studijskih programa na svim razinama obrazovanja, brojne izvannastavne aktivnosti u kojima studenti razvijaju svoja znanja i vještine te povećavaju svoju zapošljivost, suradnja na nacionalnoj i međunarodnoj razini s institucijama visokoga obrazovanja i gospodarskim subjektima na različitim znanstvenim i stručnim projektima, kao i projektima mobilnosti kroz Erasmus+ program. Neka od europskih sveučilišta s kojima Ekonomski fakultet u Osijeku ima potpisane ugovore o bilateralnoj suradnji su: University of Vienna, University of Business in Prague, Universitat Augsburg, HHL Leipzig Graduate School of Management, Pforzheim University, University of Malaga, Murcia University, Kaposvar University, University of Pecs, University of Bari Aldo Moro, Hanze University of Applied Sciences Groningen.

Kroz svoju viziju i misiju Ekonomski fakultet u Osijeku dokazuje svoju predanost poticanju i ostvarenju izvrsnosti u svojoj znanstvenoistraživačkoj i nastavnoj aktivnosti kao važnome preduvjetu ostvarenja napretka i konkurentnosti društva u kojemu živi i djeluje.



## Vizija

Vizija je Ekonomskoga fakulteta u Osijeku biti prepoznatljiv razvijajući se na standardu izvrsnosti u obrazovanju i razvoju budućih *poslovnih lidera*, izgrađivanjem i održavanjem vodećih ekonomskih stručnjaka i poslovnih ljudi na regionalnoj, državnoj i međunarodnoj razini.

## Misija

Misija je Ekonomskoga fakulteta u Osijeku jačati kvalitetu visokoškolskoga obrazovanja kroz nastavu, znanstvenoistraživački rad te neprekidnu suradnju s drugim visokoškolskim institucijama i gospodarskim subjektima.

Kao dokaz kvalitete znanstvenoistraživačkoga rada, obrazovnoga procesa, ali i organizacije poslovanja i sustava upravljanja organizacijom, Ekonomski fakultet u Osijeku nositelj je nekoliko akreditacija kvalitete: akreditacije Agencije za znanost i visoko obrazovanje Republike Hrvatske (čime dokazuje da zadovoljava sve zakonske uvjete za uspješno obavljanje svoje djelatnosti u Republici Hrvatskoj) te akreditacije IQA (CEEMAN International Quality Accreditation) kojom se potvrđuju visoka kvaliteta programa i njegova realizacija, kadrovski potencijal i opremljenost, ali i konačni rezultati obavljanja djelatnosti. Kao potvrda uspješnoga sustava upravljanja organizacijom, svjedoči i Certifikat o ispunjavanju norme ISO 9001:2008 koji je



Fakultet dobio 2013. godine, kao i Certifikat ISO 22301 koji je Fakultet dobio 2016. godine.

Od 2008. godine Ekonomski fakultet u Osijeku ima i UNESCO katedru za poduzetništvo koja se dodjeljuje institucijama i pojedincima za iznimna postignuća u određenome području.

Na Fakultetu je zaposlen 61 djelatnik u znanstveno-nastavnim i suradničkim zvanjima te 40 zaposlenika u tehničkim službama Fakulteta. Svojim predanim radom, svi oni, teže povećanju kvalitete usluge i prepoznatljivosti Ekonomskoga fakulteta kao centra izvrsnosti.

### **Opremljenost Fakulteta**

U strateškim opredjeljenjima Ekonomskoga fakulteta u Osijeku posebna pozornost posvećena je sustavnom unaprjeđenju informatičke tehnologije i proširenju obrazovnih sadržaja koji se neposredno oslanjaju na iskorištavanje ICT-a. Primjena Bolonjske deklaracije rezultirala je uvođenjem novih obrazovnih sadržaja u kojima se potiče kreativno korištenje informacijsko-komunikacijske tehnologije. Već sada se na Fakultetu izvode neki programi pomoću sustava učenja na daljinu, što omogućava praćenje studijskih programa i studentima koji su geografski udaljeni i nisu u mogućnosti doći u Osijek.

Na Ekonomskome fakultetu u Osijeku studentima je na raspolaganju više od 200 osobnih računala. Sve učionice Ekonomskoga fakulteta opremljene su multimedijalnom opremom za kvalitetno izvođenje obrazovnoga procesa (računalo priključeno na internet, projektor i ozvučenje), a na raspolaganju je i pametna ploča. Oprema se neprekidno obnavlja i prilagođava najnovijim trendovima u ICT industriji.



## Obrazovni programi na Ekonomskome fakultetu u Osijeku

Na Ekonomskome fakultetu u Osijeku trenutno studira oko 3 000 studenata na neke od obrazovnih programa preddiplomske, diplomske ili poslijediplomske razine.

Nastava je na Ekonomskome fakultetu u Osijeku organizirana u skladu s bolonjskom reformom na tri razine sveučilišnoga obrazovanja: preddiplomskoj, diplomskoj i poslijediplomskoj, na kojima se nude studijski programi ekonomije i poslovne ekonomije (Slika 1.).

U 55 godina postojanja Fakulteta na njemu je diplomiralo je 11 657 studenata, a titulu prvostupnika ekonomije dobilo je 2 847 studenata.

Poslijediplomske studije, od njihovoga utemeljenja 1973. godine, završio je 691 pristupnik, a na Fakultetu je doktoriralo 229 doktora znanosti.

### Preddiplomski studij

Preddiplomski studij na Ekonomskome fakultetu u Osijeku traje tri godine (6 semestara) i njegovim završetkom student stječe 180 ECTS bodova i zvanje sveučilišnoga prvostupnika ekonomije ili skraćeno univ. bacc. oec.





Na Ekonomskome fakultetu u Osijeku postoji 6 studijskih programa na pred-diplomskoj razini, 1 iz područja ekonomije: Ekonomska politika i regionalni razvoj i 5 iz područja poslovne ekonomije: Financijski menadžment, Menadžment, Marketing menadžment, Poduzetništvo i Poslovna informatika. Završetkom preddiplomskoga studija, student je osposobljen za obavljanje stručnih zadataka, upravljanja projektima te preuzimanje etičke i društvene odgovornosti za rad na projektima u gospodarskim i izvangospodarskim djelatnostima.

### **Diplomski studij**

Diplomski studij na Ekonomskome fakultetu u Osijeku traje 2 godine (4 semestra). Nakon završetka diplomskoga sveučilišnoga studija student ostvaruje 120 ECTS bodova i stječe naziv magistar/magistra ekonomije ili skraćeno mag. oec. Uvjet za upis na diplomski studij je završen preddiplomski sveučilišni studij ili preddiplomski stručni studij (uz polaganje razlikovnoga programa) te ostvarenih (minimalno) 180 ECTS-a.

Ekonomski fakultet u Osijeku nudi jedan diplomski studij iz područja ekonomije (Ekonomska politika i regionalni razvoj) i 6 diplomskih studijskih programa iz područja poslovne ekonomije (Financijski menadžment, Menadžment, Marketing menadžment, Poduzetništvo, Poslovna informatika i Trgovina i logistika).

Završetkom diplomskoga studija student stječe znanja i vještine koje mu daju mogućnost obavljanja različitih složenih poslova upravljanja i vođenja razvojnih aktivnosti, donošenja odluka u uvjetima visoke nesigurnosti i kompleksnosti, preuzimanja osobne i timske odgovornosti za strateško odlučivanje i izvršenje zadataka kao i preuzimanja društvene i etičke odgovornosti u svim područjima gospodarske i izvangospodarskih djelatnosti.

### **Poslijediplomski studiji – doktorski i specijalistički**

Poslijediplomski studijski programi dijele se na poslijediplomske doktorske studije i poslijediplomske specijalističke studije.

Na Ekonomskome fakultetu u Osijeku izvode se dva doktorska poslijediplomska studija: poslijediplomski doktorski studij Menadžment i međunarodni međusveučilišni poslijediplomski interdisciplinarni doktorski studij Poduzetništvo i inovativnost.

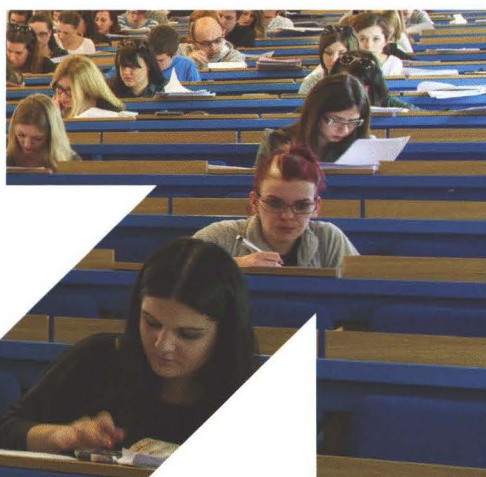


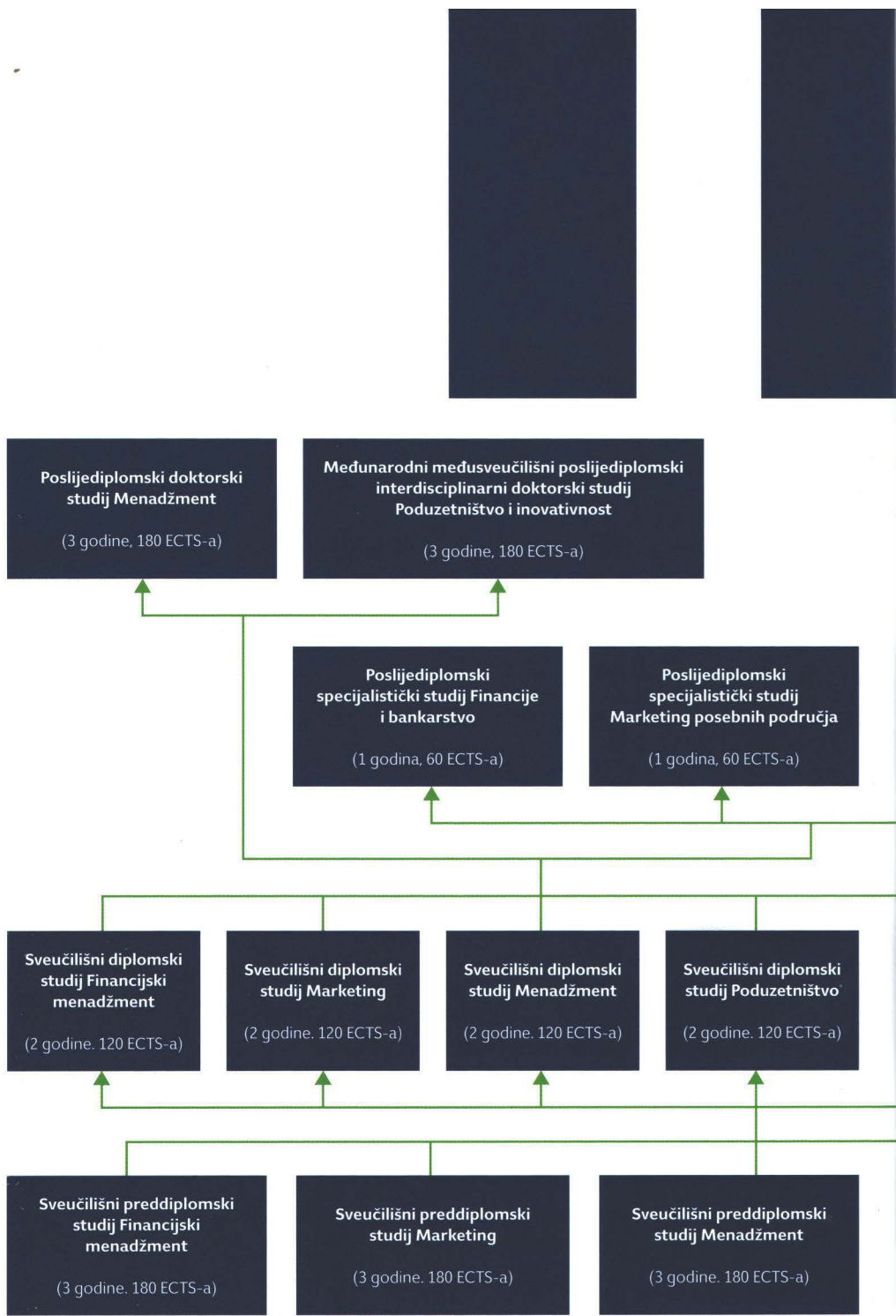
Doktorski studij traje 3 godine (180 ECTS bodova) i njegovim završetkom student stječe titulu doktora znanosti iz područja ekonomije (dr. sc.).

Završetkom doktorskoga studija, studenti su osposobljeni za rad na znanstvenoistraživačkim projektima, korištenje naprednih znanstvenih metoda, kao i za kreiranje i vrednovanje novih činjenica, za izražavanje osobnoga i profesionalnoga autoriteta te za preuzimanje etičke i društvene odgovornosti za uspješnost provođenja istraživanja, za društvenu korisnost rezultata istraživanja, kao i za posljedice tih istraživanja.

Na Ekonomskome fakultetu u Osijeku izvodi se sedam poslijediplomskih specijalističkih studija: Financije i bankarstvo, Marketing posebnih područja, Organizacija i menadžment, Poduzetništvo, Računovodstvo, revizija i analiza, Upravljanje ekonomskim razvojem i Upravljanje javnim službama. Poslijediplomski specijalistički studiji organizirani su u trajanju od 2 ili 3 semestra, ovisno o smjeru, a završetkom poslijediplomskog specijalističkog studija stječe se 60 ili 90 ECTS bodova i naziv sveučilišni specijalist ekonomije, što se označava kraticom univ. spec. oec.

Završetkom specijalističkih poslijediplomskih studija, studenti stječu specijalizirana znanja iz pojedinih područja koja im daju mogućnost obavljanja složenih poslova, kreativno i kritičko razmišljanje u rješavanju složenih problema te bolje snalaženje i pozicioniranje u uvjetima visoke konkurentnosti društva u kojemu žive i djeluju.





Slika 1. Obrazovni programi na Ekonomskome fakultetu u Osijeku



Poslijediplomski  
specijalistički studij  
Organizacija i menadžment

(1,5 godina, 90 ECTS-a)

Poslijediplomski  
specijalistički studij  
Poduzetništvo

(1,5 godina, 90 ECTS-a)

Sveučilišni diplomski studij  
Poslovna ekonomija  
Smjer Poslovna informatika

(2 godine, 120 ECTS-a)

Sveučilišni diplomski  
studij Ekonomska politika i  
regionalni razvitak

(2 godine, 120 ECTS-a)

Sveučilišni diplomski  
studij Trgovina i logistika

(2 godine, 120 ECTS-a)

Sveučilišni preddiplomski  
studij Poduzetništvo

(3 godine, 180 ECTS-a)

Sveučilišni preddiplomski  
studij Poslovna informatika

(3 godine, 180 ECTS-a)



## Izvanastavne aktivnosti

### Studentske udruge

Na Ekonomskome fakultetu u Osijeku djeluje šest studentskih udruga: Studentski zbor, Studentsko sportsko društvo EFOS, AIESEC, BOOKMARK, Poduzetnici bez granica – EWOB i Financijski impuls kroz koje studenti sudjeluju u različitim izvanastavnim i sportskim aktivnostima i projektima. Studentske udruge omogućuju im kvalitetno međusobno druženje, kao i razvijanje znanja i vještina koje su im potrebne da spremniji i konkurentniji iziđu na tržište rada.

Ove udruge pokrivaju različita područja studentskih interesa pri čemu Ekonomski fakultet u Osijeku aktivno sudjeluje u provođenju, mentoriranju i podršci njihovih projekata.

### Suradnja s Hrvatskom udrugom poslodavaca

Ekonomski fakultet u Osijeku u suradnji s Hrvatskom udrugom poslodavaca organizira stručne prakse za svoje studente. Cilj praksi je omogućiti studentima primjenu naučenih teorijskih znanja, razvijanje postojećih i dodatnih znanja i vještina, te upoznavanje stvarnoga poslovnoga svijeta. Studentske prakse su često i prvi korak za predstavljanje budućim poslodavcima, a često i dobra prilika za zapošljavanje.

### Pravno-ekonomska klinika

Pravni i Ekonomski fakultet Sveučilišta Josipa Jurja Strossmayera u Osijeku su, uz potporu poduzetničkoga inkubatora BIOS, Centra za poduzetništvo Osijek, osječkih odvjetnika i Odvjetničke komore u Osijeku, pokrenuli interdisciplinarni projekt pod nazivom Pravno- ekonomska klinika. Ideja je ovoga projekta da se udruživanjem znanja studenata s Pravnoga i Ekonomskoga fakulteta u Osijeku, uz mentorstva profesora i odvjetnika, pružaju besplatne savjetodavne usluge osječkim poduzećima, s ciljem stjecanja praktičnih znanja i vještina te povećanja zapošljivosti studenata obaju fakulteta.



### E-marketing akademija

Kao dio izvannastavnih aktivnosti na Ekonomskome fakultetu u Osijeku, od 2014. godine, organizira se i napredna edukacija pod nazivom "E-marketing akademija" namijenjena studentima diplomskoga studija. Cilj ovoga edukativnoga programa, koji se organizira u suradnji s istaknutim i priznatim stručnjacima u području elektroničkoga marketinga je popularizirati potencijale elektroničkoga marketinga u suvremenome poslovanju, ali i otvoriti mogućnosti za zapošljavanje studenata.

### Volonterski program

Volonterski program na Ekonomskome fakultetu u Osijeku pokrenut je 2009. godine na inicijativu studija Poduzetništvo. Pod sloganom "Volontiram – dakle, jesam", Volonterski program ima za cilj poticanje studentskoga volonterstva i razvoj socijalne osviještenosti i društvene odgovornosti među studentima. Volonterski program surađuje i s drugim udrugama i institucijama poput Volonterskoga centra u Osijeku, Udruge za rad s mladima Breza, Dječjim domom Klasje i SOS dječjim selom Ladimirevci. Poticanjem volonterskoga rada kroz volonterski program želi se pomoći studentima u stjecanju iskustva u rješavanju problema u stvarnom svijetu te ih naučiti da prepoznaju prilike i budu proaktivni, što su važne osobine poduzetničkoga ponašanja svakoga pojedinca.



## Gosti predavači

U nastavnome procesu na Ekonomskome fakultetu u Osijeku, na svim razinama obrazovanja, važnu ulogu imaju gosti predavači, koji dolaze iz svih područja gospodarskoga, društvenoga i javnoga života. Prenoseći svoja iskustva studentima, obogaćuju sadržaje kolegija, doprinose njihovom boljem razumijevanju, a često se iz ovih aktivnosti rađaju i projekti različitih oblika suradnje između Ekonomskoga fakulteta i različitih institucija i poduzeća iz okruženja u koje se rado uključuju i studenti i profesori kao i predstavnici tih institucija i poduzeća.

## Cjeloživotno obrazovanje na Ekonomskome fakultetu u Osijeku

U programe cjeloživotnoga učenja ubrajaju se svi oblici učenja tijekom života čija je svrha stjecanje i unaprjeđivanje kompetencija za osobne, društvene i profesionalne potrebe. Programi cjeloživotnoga učenja ne smatraju se studijem u smislu Zakona o znanstvenoj djelatnosti i visokom obrazovanju, ali su izuzetno važan dio obrazovnoga procesa u kojemu svaki pojedinac razvija i nadopunjuje vlastita znanja i vještine.

Svjestan trendova i potreba tržišta, Ekonomski fakultet u Osijeku organizira i sudjeluje u izvođenju programa cjeloživotnoga obrazovanja, namijenjenih širokoj populaciji. Ponuda ovih programa mijenja se u skladu s potrebama tržišta, a u njihovom kreiranju i izvođenju uvijek sudjeluju i stručnjaci – predstavnici gospodarstva i lokalne zajednice. Postojeći programi se stalno revidiraju, osuvremenjuju i prilagođavaju potrebama gospodarstva i lokalne zajednice.

Neki od programa cjeloživotnoga obrazovanja na Ekonomskome fakultetu u Osijeku su: Upravljanje projektnim ciklusom, Seminar za turističke vodiče i voditelje poslovnica, Program za članove nadzornih odbora, Javna nabava, Cost & Benefit analiza troškova i koristi investicijskih projekata.



Nakon završetka nekoga od navedenih programa cjeloživotnoga obrazovanja, polaznici dobivaju potvrdu o završenome programu, a u nekim slučajevima i određeni broj ECTS bodova.

## Znanstvenoistraživačka djelatnost na Ekonomskome fakultetu u Osijeku

Znanstvenoistraživačka djelatnost neodvojiv je dio aktivnosti Ekonomskoga fakulteta u Osijeku kao temelja budućega razvoja Fakulteta i u njegovom nastavnom smislu. Ona je usmjerena na istraživanje različitih područja društvenih zbiljanja, povezanih s poslovnom i ekonomskom problematikom u najširem smislu. Znanstvenoistraživačka djelatnost se primarno provodi kroz znanstvenoistraživački rad znanstvenika / istraživača na različitim znanstvenim projektima, koji rezultiraju brojnim znanstvenim i stručnim publikacijama.

Časopis Ekonomskoga fakulteta u Osijeku *Econviews/Ekonomski vjesnik* rezultat je napornoga rada na promicanju znanstvene izvrsnosti, što se dokazuje referiranjem objavljenih radova u poznatim i važnim svjetskim bazama kao što su:

Emerging Sources Citation Index, Web of Science, Thomson Reuters, New York, USA, Cab Abstracts (CAB International), Wallingford, United



Kingdom, EBSCOhost, Ipswich, USA, Econlit, Pittsburgh, USA, ABI/INFORM, ProQuest, London, United Kingdom, Hrčak – Portal znanstvenih časopisa Republike Hrvatske (MZOS, Srce i HID), Hrvatska. Ekonomski vjesnik pohranjuje se i u hrvatskom arhivu weba.

Dio istraživača Ekonomskoga fakulteta u Osijeku čini istraživački tim GEM (Global Entrepreneurship Monitor) istraživanja za Hrvatsku, najvećega međunarodnoga znanstvenoga istraživanja o poduzetništvu, u kojemu Ekonomski fakultet u Osijeku sudjeluje od 2002. godine.

Kao platformu za prikazivanje rezultata svojih znanstvenih projekata i istraživanja, istraživači najčešće koriste konferencije, koje su odlična prilika za razmjenu ideja i mišljenja, rezultata znanstvenih i stručnih projekata i istraživanja, ali i za umrežavanje sa znanstvenicima i istraživačima iz Hrvatske i inozemstva. Ekonomski fakultet u Osijeku domaćin je velikome broju međunarodnih znanstvenih konferencija i simpozija, od kojih možemo izdvojiti: Business Logistics in Modern Management, Economy of Eastern Croatia – vision and growth, Interdisciplinary Management Research, International Conference on Operational Research, Osijek-Pforzheim Symposium itd.

## Popularizacija znanosti

Aktivnosti i projekti popularizacije znanosti važan su dio znanstvenoistraživačkoga rada Ekonomskoga fakulteta u Osijeku, kroz koji se rezultati znanstvenih istraživanja čine dostupnima široj javnosti. To je ujedno i dobra platforma za povezivanje teorije i prakse, kako za studente, tako i za nastavnike i istraživače. Već su tradicionalnima postale: Kreativna riznica, popularizacijski simpozij kreativne i kulturne industrije, EFOS EU tjedan, Globalni tjedan poduzetništva, Globalni tjedan novca, Dani marketinga na EFOS-u i drugi.



### Glajoljčki murali na Ekonomskome fakultetu u Osijeku

Glajoljica je znakovno pismo nadahnuto kršćanstvom u kojemu svaki znak istodobno predstavlja *slovo*, *broj* i *simbol*. Većina znanstvenika za tvorca glajoljice drži Konstantina Filozofa (827. – 869.). Začetak glajoljčkoga pisma veže se za 863. godinu u kojoj je Konstantin Filozof prolazio bizantskom Dalmacijom u pratnji svojega brata Metoda (815. – 885.). Sveta su braća kristijanizirala hrvatski puk te ga istodobno i opismenjivala. Naime, učenjem glajoljčkih pismena primao se kršćanski nauk, ali i obratno – umijećem čitanja i pisanja glajoljice, kršćanski su vjernici obnavljali i učvršćivali svoju vjeru. Glajoljica je u Hrvatskoj bila aktivno pismo sve do početka 20. stoljeća, a njezina živa uloga najduže se zadržala u bogoslužjima na narodnome jeziku i u liturgijskim knjigama ispisanim glajoljicom.

Otvorenjem *Aule glajoljice*, kao spomen-obilježja glajoljici, Ekonomski fakultet u Osijeku pridružio se čuvarima glajoljice koji aktivno skrbe o nematerijalnoj kulturnoj baštini.

Uz *Aulu glajoljice*, na Ekonomskome fakultetu u Osijeku postoji i *Aula znanosti*, posvećena Josipu Jurju Strossmayeru, Lavoslavu Ružički i Vladimiru Prelogu – trojici uglednih znanstvenika koji su svoju mladost proveli u Osijeku. Uz Josipa Jurja Strossmayera, Lavoslava Ružički i Vladimira Preloga, *Aula znanosti* posvećena je i osječkim učiteljima – Krunoslavu Babiću i Ivanu Kuriji. Oba su osječka učitelja utjecala na buduće nobelovce, koji su se upravo



zbog srednjoškolskih sklonosti dobivenih od svojih učitelja, opredijelili za životne pozive znanstvenika.

## Knjižnica

Knjižnica Ekonomskoga fakulteta u Osijeku osnovana je istodobno s osnutkom Ekonomskoga fakulteta i od tada je njegov sastavni dio. Danas djeluje u sastavu Fakulteta kao posebna organizacijska jedinica u funkciji obrazovanja i osposobljavanja studenata i kao informacijska potpora znanstvenoistraživačkom radu nastavnoga osoblja. Ukupan knjižnični fond bliži se broju od 40 000 svezaka knjižne građe i 125 naslova stručnih i znanstvenih časopisa i novina. Sadržaj knjižničnoga fonda obuhvaća sve udžbenike, priručnike, zbirku magistarskih i doktorskih radova te ostalu stručnu i znanstvenu literaturu koja je potrebna za studij ekonomskih znanosti. Korisnici knjižnice su studenti Ekonomskoga fakulteta u Osijeku (redoviti, izvanredni, polaznici poslijediplomskih studija, doktorandi), profesori, nastavnici, asistenti i suradnici Ekonomskoga i drugih fakulteta Sveučilišta J. J. Strossmayera u Osijeku, diplomirani ekonomisti, gospodarstvenici i ostali građani.

## Ured za studente s invaliditetom

Iako je broj studenata s invaliditetom na Ekonomskome fakultetu u Osijeku malen, u odnosu na ukupan broj upisanih studenata, Ekonomski fakultet u Osijeku čini značajan iskorak u pružanju potpore studentima s invaliditetom s ciljem njihove prilagodbe u akademskoj zajednici. Osobama s invaliditetom osiguran je nesmetan prilaz i ulaz u zgradu, kao i kretanje u gotovo cijeloj zgradi te su im učinjeni dostupnima i svi sadržaji na Fakultetu: od knjižnice, studentske referade, dvorana i sanitarnoga čvora. Na Ekonomskome fakultetu u Osijeku djeluje koordinator za studente s invaliditetom, koji je poveznica između studenata s invaliditetom s jedne strane i nastavnika, te stručnoga i administrativnoga osoblja Fakulteta s druge strane, a ujedno je i poveznica studenata sa sveučilišnim Uredom za studente s invaliditetom.



Imenovanjem koordinatora za studente s invaliditetom slijedi se primjer dobre prakse razvijenih europskih sveučilišta. Koordinator za studente s invaliditetom pruža informacije, ali i izravnu podršku, pomoć i prilagodbu studentima s invaliditetom pri rješavanju njihovih problema.

## Udruga ALUMNI Ekonomskoga fakulteta u Osijeku

Udruga Alumni EFOS osnovana je u veljači 2015. godine s ciljem izgradnje i održavanje veze između Ekonomskoga fakulteta u Osijeku i njegovih bivših studenata. Svojim svakodnevnim djelovanjem u zajednici, članovi udruge ALUMNI predstavljaju Fakultet i doprinose izgradnji njegove prepoznatljivosti, a članstvo u udruzi ALUMNI im omogućava umrežavanje i razmjenu iskustva i znanja s ostalim studentima, te održavanje veze s Ekonomskim fakultetom u Osijeku.

Neke od aktivnosti udruge ALUMNI EFOS su *Leadership Forum* čiji je cilj podijeliti iskustvo vođe (*lidera*) u njihovim primjerima postizanja izvrsnosti u izgradnji timova, vođenja poduzeća, pokretanja promjena u sredinama u kojima žive i djeluju te sudjelovanje članova udruge ALUMNI kao gostiju predavača u nastavnim sadržajima na Ekonomskome fakultetu u Osijeku.



efos







# Faculty of Economics in Osijek

EFOS - Through Knowledge to Excellence





Where we are:  
Trg Ljudevita Gaja 7, Osijek  
Phone: +385 31 224 400  
Email: [ured@efos.hr](mailto:ured@efos.hr)





## Dean's Note

This year, the Faculty of Economics in Osijek marks the fifty-fifth anniversary of successful work, striving through all those years to be an autonomous, modern institution. The Faculty of Economics in Osijek was founded as one of the first higher education institutions in the city and the region, and as such it was one of the building blocks for establishing the Josip Juraj Strossmayer University of Osijek. Rich tradition and continuously developed intellectual potential of the Faculty will continue to be a guarantee of good education and strong support for the development of the economy of the region and the Republic of Croatia as a whole.

National and international quality accreditation, together with certificates of compliance with ISO 9001:2008 and ISO 22301 standards, serve as confirmation of the Faculty's commitment to provide high quality educational services and scientific research work, and successful implementation of organisation management system. In 2008, UNESCO Chair in Entrepreneurship was established at the Faculty of Economics, which represents a significant international recognition that is awarded to institutions and individuals for outstanding achievement in a field.



But we are not stopping here, we continue to adapt and respond to increasingly competitive and challenging environment in which we live and work. We offer a combination of theory and practice to our students, in order to prepare them for all the challenges that await them after they leave our desks and classrooms. There are also our **alumni**, whom we are proud of. They are the proof that we are doing a good job, and they are here to help us to continue achieving our mission and vision. They open up opportunities for student internships, connecting with the economy through various projects, assist with career development of our students through counseling and mentoring and, ultimately, their employment.

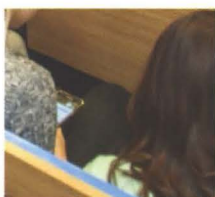
The motto of our Faculty „Through Knowledge to Excellence“ clearly states what we strive to and what we want to become. We invite you to be a part of that!





## About Osijek

**Osijek** is a city in Eastern Croatia, located on the right bank of the river Drava. It is the largest city in Slavonia, the fourth largest city in Croatia and the administrative centre of the Osijek-Baranja County. The City of Osijek has for centuries been an important political, cultural and commercial, and recently also a tourist centre of this part of Croatia. The city itself has 84,000 inhabitants, while in the administrative area of the City of Osijek (Osijek and 11 suburban settlements) there are 108,048 inhabitants (according to the 2011 Census). The tradition of higher education in Osijek dates back to 1707, when the first institution of higher education was established in Osijek. Today, about 18,000 students attend the Josip Juraj Strossmayer University of Osijek.







## About the Faculty of Economics in Osijek

The Faculty of Economics in Osijek is one of the oldest faculties of the Josip Juraj Strossmayer University of Osijek. It was founded in 1961, as continuation of activities of the Centre for Economic Studies of the University of Zagreb, with great support of the economy of the time, chamber of economy, and institutions of local and regional authorities. This "regional" foundation has determined the profile of the faculty since the very beginning: focused on problems of regional development and enterprise development in research work, and focused on issues of organisation of operations and enterprise management in educational programmes.

What makes it different from the others are numerous opportunities that it provides for students: a large number of study programmes at all levels of education, many extracurricular activities through which students develop their knowledge and skills and increase their employability, as well as cooperation at national and international level with higher education institutions and business entities on various scientific and professional projects, as well as on mobility projects, through the Erasmus+ program. Some of the European universities with which Faculty of Economics has signed agreements on bilateral cooperation are: University of Vienna, University of Business in Prague, Universitat Augsburg, HHL Leipzig Graduate School of Management, Pforzheim University, University of Malaga, Murcia University, Kaposvar University, University of Pecs, University of Bari Aldo Moro, Hanze University of Applied Sciences Groningen.

Through its vision and mission, the Faculty of Economics in Osijek is proving its commitment to the promotion and achievement of excellence in its scientific research and teaching activities, as an important prerequisite for achieving progress and competitiveness of the society in which it lives and operates.



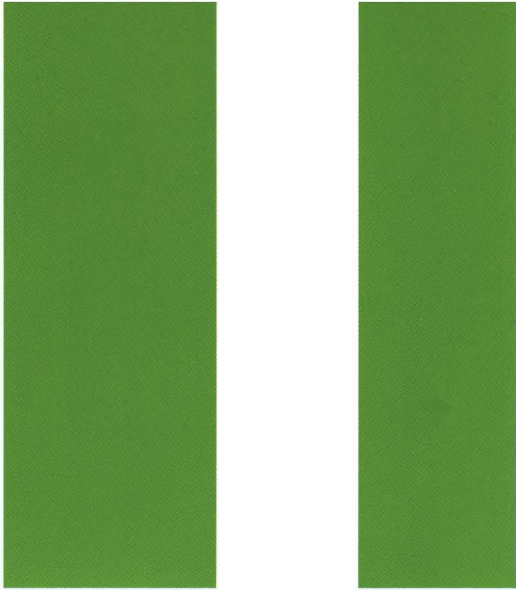
## Vision

The vision of the Faculty of Economics in Osijek is to be recognisable as the standard of excellence in education and development of future business leaders, build and maintain a leading society of economic experts and business people at regional, state and international level.

## Mission

The mission of the Faculty of Economics in Osijek is to enhance the quality of higher education through teaching, scientific research work, and continuous cooperation with other higher education institutions and business entities.

As proof of successful care and work on the quality of scientific research work, educational process, as well as on organisation of operations and organisation management system, the Faculty of Economics in Osijek is the holder of several quality accreditations: accreditation of the Agency for Science and Higher Education of the Republic of Croatia, thereby proving that it meets all the legal requirements for successfully carrying out its activities in the Republic of Croatia, and IQA accreditation (CEEMAN International Quality Accreditation), certifying the high quality of the programme and its implementation, personnel potential and equipment, as well as the final results of the activity.



The Certificate of Compliance with ISO 9001:2008 standard, which the Faculty received in 2013, as well as the ISO 22301 Certificate, which the Faculty received in 2016, serve as confirmation of a successful organisation management system.

In 2008, UNESCO Chair in Entrepreneurship was established at the Faculty of Economics, which is awarded to institutions and individuals for outstanding achievement in a field.

The Faculty has 61 employees in scientific-teaching and associate titles, and 40 employees in faculty's support services. With their work, they all strive to increase the quality of service and recognisability of the Faculty of Economics as a centre of excellence.

### **Faculty's equipment**

Strategic orientation of the Faculty of Economics in Osijek dedicates special attention to the continuous improvement of information technology and the expansion of educational content that directly relies on the use of ICT. The implementation of the Bologna declaration resulted in the introduction of new educational content that encourages creative use of information and communication technologies. Some programmes at the Faculty are already being carried out using distance learning technology, which enables students who are geographically dislocated and are unable to come to Osijek to participate in the programmes.

There are over 200 personal computers at students' disposal at the Faculty of Economics in Osijek. All classrooms of the Faculty of Economics are equipped with multimedia equipment for quality delivery of the educational process (computer connected to the Internet, projector and sound system) and an interactive board is also available. The equipment is continuously renewed and adapted to the latest trends in the ICT industry.



## Educational programmes at the Faculty of Economics in Osijek

There are currently about 3,000 students attending some of the educational programmes of undergraduate, graduate or postgraduate level at the Faculty of Economics in Osijek.

Teaching at the Faculty of Economics in Osijek is organised in accordance with the Bologna reform in three levels of university education: undergraduate, graduate and postgraduate level, at which study programmes in economics and business economics are offered (Figure 1).

In 55 years of existence of this faculty, 11,657 students have graduated from it, and 2,847 students have received a bachelor's degree in economics.

Since their establishment in 1973, 691 candidates have finished postgraduate studies, and 229 doctors of science have earned their doctorates at the Faculty.

### Undergraduate study

Undergraduate study at the Faculty of Economics lasts three years (6 semesters) and upon its completion students are awarded 180 ECTS credits and the degree of University Bachelor of Economics (abbreviated: univ.



bacc.oec). There are 5 study programmes at the undergraduate level at the Faculty of Economics in Osijek, all in the field of business economics: Financial Management, Management, Marketing Management, Entrepreneurship and Business Informatics.

Upon completion of undergraduate study, students are qualified to perform professional tasks, manage projects, and assume the ethical and social responsibility for work on projects in both economic and non-economic activities.

### **Graduate study**

Graduate study at the Faculty of Economics lasts 2 years (4 semesters). Upon completion of graduate university study, students are awarded 120 ECTS credits and the degree of Master of Economics (abbreviated: mag.oec). The requirement for admission to graduate study is completed undergraduate university study or undergraduate professional study (with passed differential programme) and obtained (at least) 180 ECTS.

Faculty of Economics offers one graduate study in the field of economics (Economic Policy and Regional Development) and 6 graduate study programmes in the field of business economics (Financial Management, Management, Marketing Management, Entrepreneurship, Business Informatics and Trade and Logistics).

Upon completion of graduate study, students acquire knowledge and skills which enable them to perform a variety of complex tasks of managing and leading development activities, make decisions under conditions of high uncertainty and complexity, assume personal and team responsibility for strategic decision-making and execution of tasks, as well as to assume the social and ethical responsibility in all aspects of economic and non-economic activities.

### **Postgraduate studies – doctoral and specialist**

Postgraduate study programmes are divided into postgraduate doctoral studies and postgraduate specialist studies.

Two postgraduate doctoral studies are carried out at the Faculty of Economics in Osijek: postgraduate doctoral study Management and international





inter-university postgraduate interdisciplinary doctoral study Entrepreneurship and Innovativeness.

Doctoral study lasts 3 years (180 ECTS) and upon its completion students are awarded the degree of Doctor of Science in Economics (Ph.D.).

Upon completion of doctoral study, students are qualified to work on scientific research projects, use advanced scientific methods, as well as to create and evaluate new facts, to express personal and professional authority, and to assume the ethical and social responsibility for successful implementation of research, for social usefulness of research results, as well as for the consequences of the research.

There are seven postgraduate specialist studies carried out at the Faculty of Economics in Osijek: Finance and Banking, Marketing of Special Areas, Organisation and Management, Entrepreneurship, Accounting, Audit and Analysis, Development Management and Public Services Management.

Postgraduate specialist studies are organised in duration of 2 or 3 semesters, depending on the major, and upon completion of postgraduate specialist study students are awarded 60 or 90 ECTS credits and the degree University Specialist in Economics (abbreviated: univ.spec.oec).

Upon completion of specialist postgraduate studies, students acquire specialised knowledge in specific areas that give them the ability to perform complex tasks, creative and critical thinking in solving complex problems, and better coping and positioning under conditions of high competitiveness of the society in which they live and work.





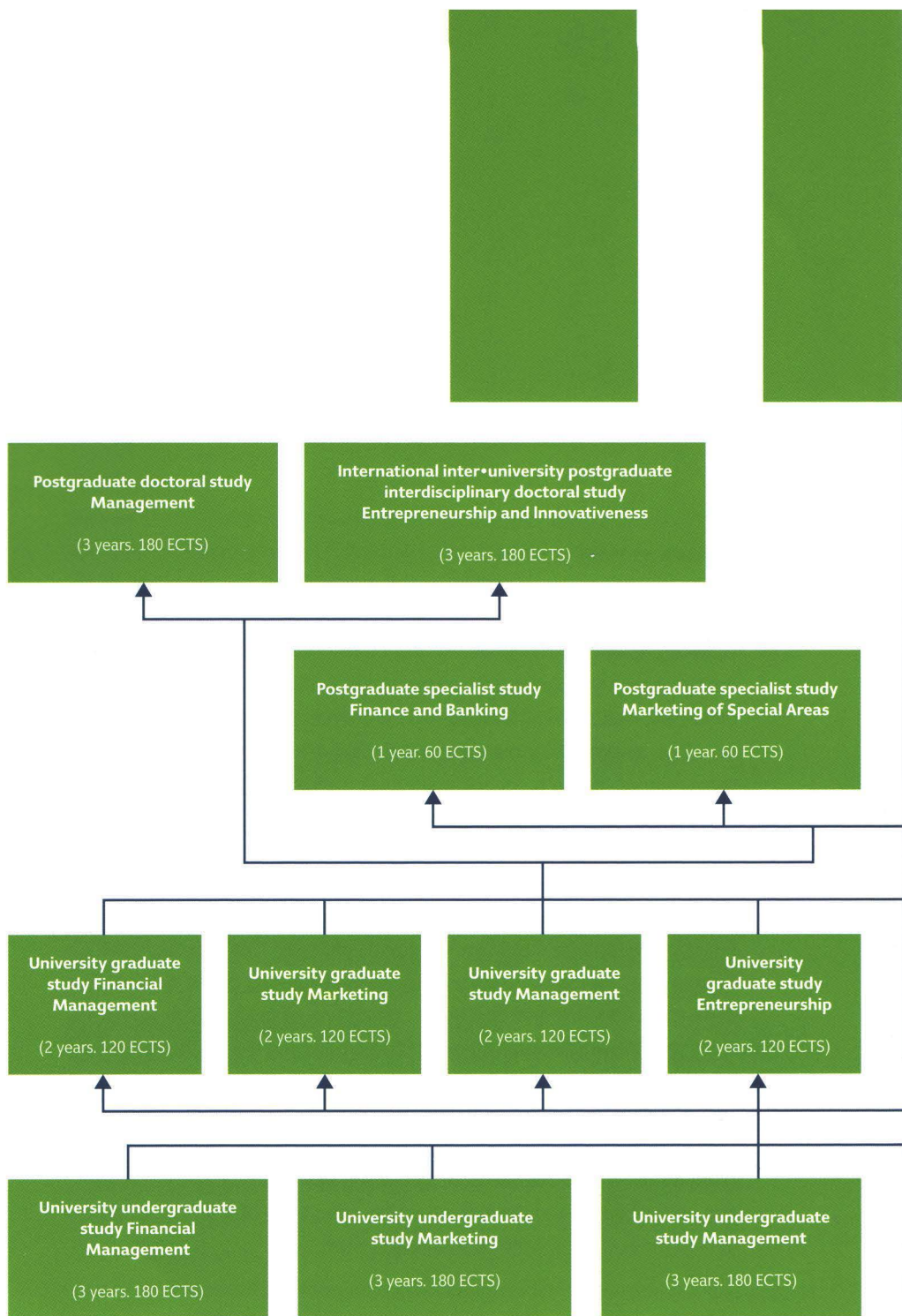
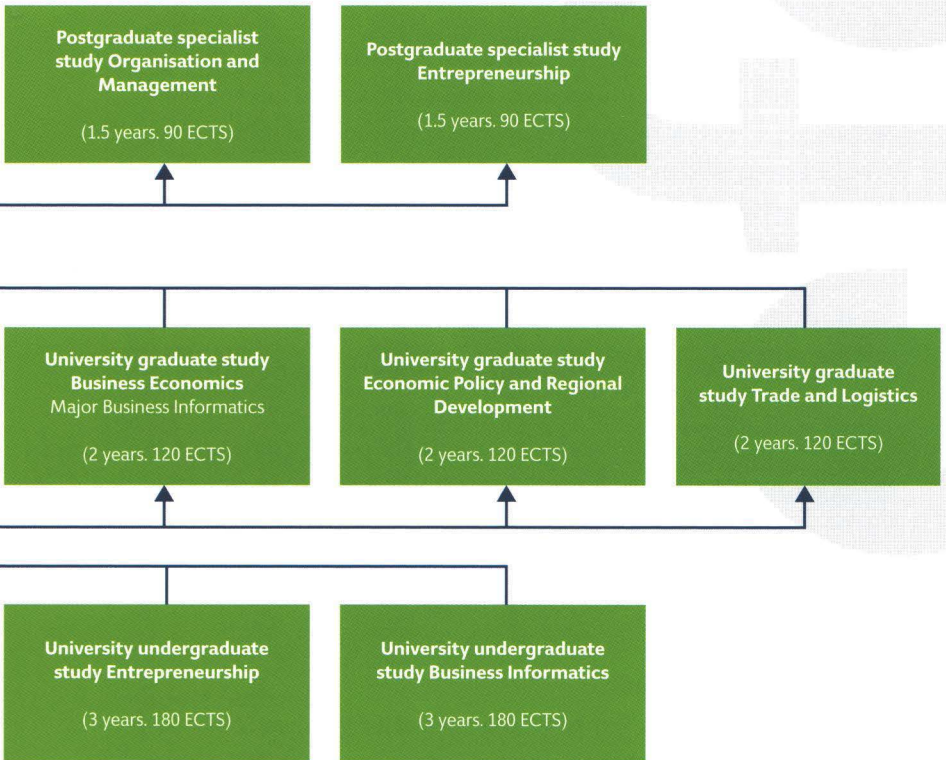


Figure 1. Educational programmes at the Faculty of Economics in Osijek





## Extracurricular activities

### Student associations

There are six active student associations at the Faculty of Economics in Osijek (Student Union, Students' Sports Association EFOS, AIESEC, BOOKMARK, Entrepreneurs Without Borders – EWOB and Financial Impulse), through which students participate in a variety of extra-curricular and sporting activities and projects, socialise and develop their knowledge and skills, in order to be better prepared and more competitive in the labour market.

These associations cover different areas of students' interests and the Faculty of Economics in Osijek actively participates in the implementation, mentoring and supporting their projects.

### Cooperation with the Croatian Employers' Association

In cooperation with the Croatian Employers' Association, Faculty of Economics in Osijek organises internships for its students. The goal of internships is to enable students to apply the learned theoretical knowledge, develop existing and acquire new knowledge and skills, and become familiar with the real business world. Student internships are often the first step for presentation to future employers, and often a good opportunity for employment.

### Legal-Economic Clinic

The Faculty of Law and the Faculty of Economics of the Josip Juraj Strossmayer University of Osijek, with the support of Business Incubator BIOS, Centre for Entrepreneurship Osijek, Osijek's lawyers and Bar Association in Osijek have started an interdisciplinary project called Legal-Economic Clinic. The idea of this project is, through synergy of knowledge of students from the Faculty of Law and the Faculty of Economics in Osijek, with mentoring by professors and lawyers, to provide free counselling services to Osijek companies, with the aim of gaining practical knowledge and skills, and increasing the employability of students of both faculties.





## E-Marketing Academy

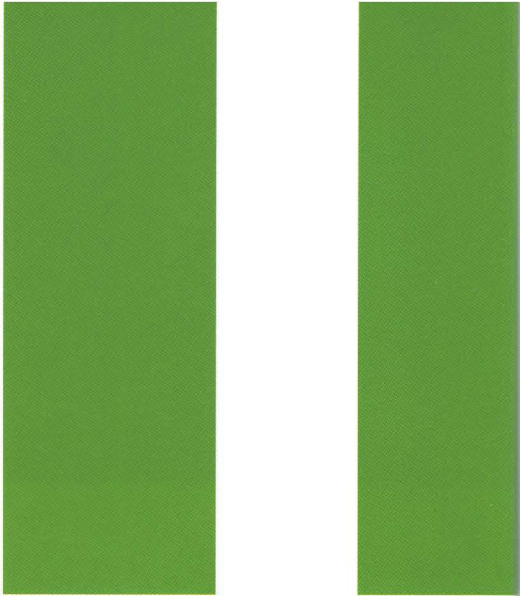
As part of extra-curricular activities at the Faculty of Economics in Osijek, advanced training called “E-Marketing Academy” intended for students of graduate studies is being carried out since 2014. The aim of this educational programme, which is organised in cooperation with prominent and recognised experts in the field of electronic marketing, is to popularise the potential of electronic marketing in modern business, but also to open up employment opportunities for students.

## Volunteer Programme

The Volunteer Programme at the Faculty of Economics in Osijek was launched in 2009 on the initiative of the Study Programme in Entrepreneurship. Under the slogan “*I volunteer – therefore, I am*” the Volunteer Programme aims to encourage student volunteerism and the development of social awareness and social responsibility among students. Volunteer Programme cooperates with other associations and institutions, such as Volunteer Centre in Osijek, Youth Association Breza, Children’s Home Klasje and SOS Children’s Village Ladimirevci. By encouraging volunteer work, the Volunteer Programme seeks to help students gain experience in solving real-world problems, and teach them to recognize opportunities and be proactive, which are important components of entrepreneurial behaviour of each individual.

## Guest lecturers

In the teaching process at the Faculty of Economics in Osijek, at all levels of education, an important role is played by guest lecturers who come from



all segments of economic, social and public life. By conveying their experiences to students, they enrich the content of courses, contribute to their better understanding, and these activities often result in projects with various forms of cooperation between the Faculty of Economics and various institutions and companies from the environment in which both students and professors and representatives of those institutions and companies gladly participate.

## Lifelong learning at the Faculty of Economics in Osijek

Lifelong learning programmes include all forms of learning throughout life whose purpose is the acquisition and improvement of competences for personal, professional and social needs. Lifelong learning programmes are not considered studies in the sense of the Act on Scientific Activity and Higher Education, but they are an extremely important segment of the educational process in which each individual develops and complements their own knowledge and skills.

Aware of trends and market needs, the Faculty of Economics in Osijek organises and participates in execution of lifelong learning programmes, intended for the general population. The offer of these programmes is changing in accordance with market needs, and in their design and execution always participate experts – representatives of the economy and the local community. The existing programmes are constantly revised, updated and adapted to the needs of the economy and the local community.

Some of the lifelong learning programmes at the Faculty of Economics are: Project Cycle Management, Seminar for Tourist Guides and Branch Managers, Programme for Members of Supervisory Boards, Public Procurement, Cost & Benefit Analysis of Investment Projects.

After completing one of the lifelong learning programmes, participants acquire a certificate of completion, and in some cases, a certain number of ECTS credits.





## Scientific research activities at the Faculty of Economics in Osijek

Scientific research activities are an inseparable part of the activities of the Faculty of Economics in Osijek, as the foundation for future development of the Faculty also in teaching terms. They are focused on the exploration of different segments of social events related to business and economic issues in the broadest sense. Scientific research activities are primarily carried out through scientific research work of scientists/researchers on various scientific projects, which result in numerous scientific and professional publications.

The journal of the Faculty of Economics in Osijek *Econviews / Ekonomski vjesnik* is the result of hard work on the promotion of scientific excellence, which is evidenced by indexing of the articles published in the journal in renowned and important international databases such as:

Emerging Sources Citation Index, Web of Science, Thomson Reuters, New York, USA, Cab Abstracts (CAB International), Wallingford, United Kingdom, EBSCOhost, Ipswich, USA, Econlit, Pittsburgh, USA, ABI/INFORM, ProQuest, London, United Kingdom, Hrčak – Portal of Scientific Journals of Croatia (MZOS, Srce and HID), Croatia. *Ekonomski vjesnik* is also stored in the Croatian Web Archive.



Several researchers from the Faculty of Economics in Osijek are part of the GEM research team (Global Entrepreneurship Monitor) for Croatia, the largest international scientific study on entrepreneurship, in which the Faculty of Economics has been participating since 2002.

Researchers most often use conferences as a platform for the presentation of the results of their projects and studies, which are an excellent opportunity for exchange of ideas and opinions, the results of scientific and professional projects and studies, but also for networking with scientists and researchers from Croatia abroad. Faculty of Economics in Osijek hosts a large number of international scientific conferences and symposia, from which we can single out: Business Logistics in Modern Management, Economy of Eastern Croatia - Vision and Growth, Interdisciplinary Management Research, International Conference on Operational Research, Osijek-Pforzheim Symposium, etc.

## Popularisation of science

Activities and projects of popularisation of science are an important segment of scientific research work of the Faculty of Economics in Osijek, through which the results of scientific research are made available to the general public. This is also a good platform to connect theory and practice, both for students and for teachers and researchers. Some of these have already become traditional, such as Creative Treasury, popularisation symposium of creative and cultural industries, EFOS EU Week, Global Entrepreneurship Week, Days of Marketing at EFOS, and others.

## Glagolitic murals at the Faculty of Economics in Osijek

The Glagolitic is an alphabet of signs inspired by Christianity in which each character represents simultaneously *a letter, a number and a symbol*. Most scientist attribute the creation of the Glagolitic alphabet to Constantine the Philosopher (827 – 869). The inception of the Glagolitic alphabet is linked to year 863, when Constantine the Philosopher, accompanied by his





brother Methodius (815 – 885), was passing through the Byzantine Dalmatia. The holy brothers were spreading Christianity and literacy among the Croatian people. Namely, by learning scriptures written in the Glagolitic alphabet, people accepted Christianity, and vice versa – the art of reading and writing in the Glagolitic alphabet renewed and strengthened the faith of Christian believers. The Glagolitic alphabet was actively used in Croatia until the early 20<sup>th</sup> century, and its living role was maintained the longest in worship services in the vernacular language and in liturgical books written in the Glagolitic alphabet.

With the opening of the *Atrium of the Glagolitic Alphabet* as a memorial to the Glagolitic alphabet, the Faculty of Economics in Osijek has joins the protectors of the Glagolitic alphabet in the safeguarding of intangible cultural heritage.

Besides the *Atrium of the Glagolitic Alphabet*, at the Faculty of Economics there is also the *Atrium of the Sciences*, which is dedicated to Josip Juraj Strossmayer, Lavoslav Ružička and Vladimir Prelog – three distinguished scientists who have spent their youth in Osijek. In addition to Josip Juraj Strossmayer, Lavoslav Ružička and Vladimir Prelog, *Atrium of the Sciences* is dedicated to Osijek teachers Krunoslav Babić and Ivan Kurija. These Osijek teachers have had a significant influence on future Nobel Prize winners, who have decided to pursue a career in science precisely because of preferences that were instilled by their high school teachers.



## Library

The library of the Faculty of Economics in Osijek was established simultaneously with the establishment of the Faculty of Economics and has since been an integral part thereof. Today it operates within the Faculty as a separate organisational unit in the function of education and training of students and as information support to scientific research work of the teaching staff. The total library collection is nearing the number of 40,000 volumes of library materials and 125 titles of professional and scientific journals and newspapers. The content of the library collection includes all textbooks, manuals, collection of master's theses and doctoral dissertations and other professional and scientific literature, which is necessary to study economics.

Library users are students of the Faculty of Economics (full time and part-time students, postgraduate students, doctoral students), professors, teachers, assistants and associates of the Faculty of Economics and other faculties of the J.J. Strossmayer University of Osijek, graduated economists, businessmen and other citizens.

## Office for Students with Disabilities

Although the number of students with disabilities at the Faculty of Economics in Osijek is small compared to the total number of enrolled students, Faculty of Economics in Osijek is making significant efforts to provide support to students with disabilities with the aim of their adjustment in the academic community. Disabled persons are provided unrestricted access and entrance to the building, as well as movement in almost the entire building, and all the facilities at the Faculty have been made accessible to them: library, student administration office, lecture halls and bathrooms. A coordinator for students with disabilities operates at the Faculty of Economics in Osijek, acting as the link between students with disabilities on the one hand, and teachers and professional and administrative staff of the Faculty on the other hand, and at the same time serves as student's link with the University Office for Students





with Disabilities. The appointment of the coordinator for students with disabilities follows the example of good practice of developed European universities. Through its activities, the coordinator for students with disabilities provides information, but also direct support, assistance and adjustment to students with disabilities in solving their problems.

## ALUMNI of the Faculty of Economics in Osijek

The Alumni EFOS Association was established in February 2015 aiming to build and maintain connections between the Faculty of Economics in Osijek and its former students. With their everyday activities in the community, members of the Alumni represent the Faculty and contribute to building its image, while membership in the Alumni Association allows them to network and exchange experiences and knowledge with other students, and to maintain a connection with the Faculty of Economics in Osijek.

Some of the activities of the Alumni EFOS Association are **Leadership Forum**, whose aim is to share the experiences of leaders in their examples of achieving excellence in building teams, running businesses, starting a change in the communities in which they live and work, and participation of alumni members as guest lecturers at the Faculty of Economics in Osijek.

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