

# GET INSPIRED

AND JOIN THE MOST INNOVATIVE  
WINTER PROGRAM IN EUROPE!

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Algebra International Winter School 2021  
Zagreb, Croatia



# ABOUT ALGEBRA UNIVERSITY COLLEGE

Your time spent in higher education should not be just an intermezzo, a short break between the innocence of school life and the harsh future that awaits you. Education is always an opportunity and a step forward and that is why it should be taken seriously. We are here to help you along this road and that is why Algebra University College opened its doors to you. Because of you.

You are the reason why we work hard every day to improve and perfect our programs. You are the reason why we never compromise on quality. We want you to discover the best version of yourself during your time at Algebra University College, regardless of taking a bachelor or master program, or just a short summer or winter course. We want you to find an area you will be passionate about and become really good at it.

Of course we take pride in all the awards received during the years. We are glad when others recognize our efforts. But our number one concern is justifying the trust you put in us.

We chose our lecturers very carefully. They will be your guides on the journey toward graduation. Their mission is to give you useful, up-to-date and applicable knowledge of their respective areas. To make you a true expert with real career prospects. Each course is envisioned as a small but significant step toward that goal. Their passion will rub onto you if you let it.

“Join us and let’s create digital future together!”

Algebra



## OUR STUDY PROGRAMS

Students can choose between 12 study programs/specializations on bachelor and master level at our institution. All our master level programs are organized exclusively in English, even for Croatian students, so exchange and international students can join any program or course.

### Undergraduate Professional Study Program (Bachelor)

- Software Engineering
- System Engineering
- Multimedia Computing
- Digital Marketing
- Visual Communications Design
- 3D Modeling

### Specialist Graduate Professional Study Program (Master)

- Software Engineering
- System Engineering
- Data Science
- Game Development
- Digital Marketing
- Design and Communications Management
- e-Leadership MBA

## DID YOU KNOW?

Algebra is the biggest private education provider in Croatia! Algebra University College is ranked 1<sup>st</sup> in Republic of Croatia in respect to overall quality of the programs and institution according to the National Agency for Science and Higher Education for Quality Assurance System and is the best education organization in the world among 3,200 organizations as evaluated by Microsoft in 2014.

Learn more at [www.algebra.university](http://www.algebra.university)

# WHY JOIN THE INTERNATIONAL WINTER SCHOOL PROGRAM?

**W**ould you describe yourself as creative, curious and open minded? If your answer is yes, to any of the 3 epithets, Algebra's International Winter School is the right choice for you!

Are you interested in spending the three weeks in January exploring the land of a thousand islands, of fairy tales and Game of Thrones shooting locations, while learning new technology trends at a premier educational institution while adding new qualifications to your CV?

Algebra University College offers you two different courses, so that you can spend your winter gaining new knowledge and skills. Young people around the globe already confirmed the quality of our professional curriculum and collected a lot of wonderful memories through studying, spending time together and exploring Croatia. The program is organized in a way to offer our students an excellent mix of work & play. Our courses are designed to be both applicable, creative and suitable for students from all backgrounds so don't get discouraged if you are just introducing yourself to the world of digitalization, we have something for everyone!

Now that you know all the necessary steps to an unforgettable winter, it's time to pack your bags and head to Croatia! You have until November 15th to apply for Algebra's International Winter School. The best winter of your life is right on your doorstep, don't miss it!

There is no better place to meet likeminded individuals from all over the world than Algebra's International Winter School. Make friends for life and join dozens of young people in creating digital future! Join us in Zagreb from January 5 – January 25 and see why we are the most exciting winter school in Europe.

**#Excel at what you love doing!**

Algebra International Crew

# CHOOSE YOUR WINTER COURSE

EARN 7.5 ECTS

## ARTIFICIAL INTELLIGENCE

THE BENEFITS AND THE  
RISKS OF ARTIFICIAL  
INTELLIGENCE

## CYBER SECURITY

THE FORC3 IS STRONG  
WITH THIS ONE

## DIGITAL MARKETING

NEW WAYS OF  
COMMUNICATION

## ADDITIONAL FREE COURSE CROATIAN LANGUAGE & CULTURE

The Croatian Language and Culture course will help you learn the very basics of Croatian and offer an excellent insight into the Croatian culture. You will learn to read and write some of the most important Croatian words, as well as learn key conversational phrases. You will also learn tidbits about famous Croats and Croatian history, geography, cuisine and more! But, don't worry, this workshop is not only about learning – you will have lots of fun simulating real-life conversational situations, playing games and meeting new friends.

Don't let Croatian catch you by surprise. Expect the unexpected!

**Students who take on a project will be rewarded with additional 2,5 ECTS.**





# ARTIFICIAL INTELLIGENCE

## THE BENEFITS AND THE RISKS OF ARTIFICIAL INTELLIGENCE

**Artificial intelligence has been a fascinating concept for society in the past decade, and we are finally getting close to making AI a reality. Generally, we are witnessing significant improvement of various technologies all related to AI influence which drives demand for understanding not only how to use and implement such technologies but to understand the basic concepts of how selected components really work.**

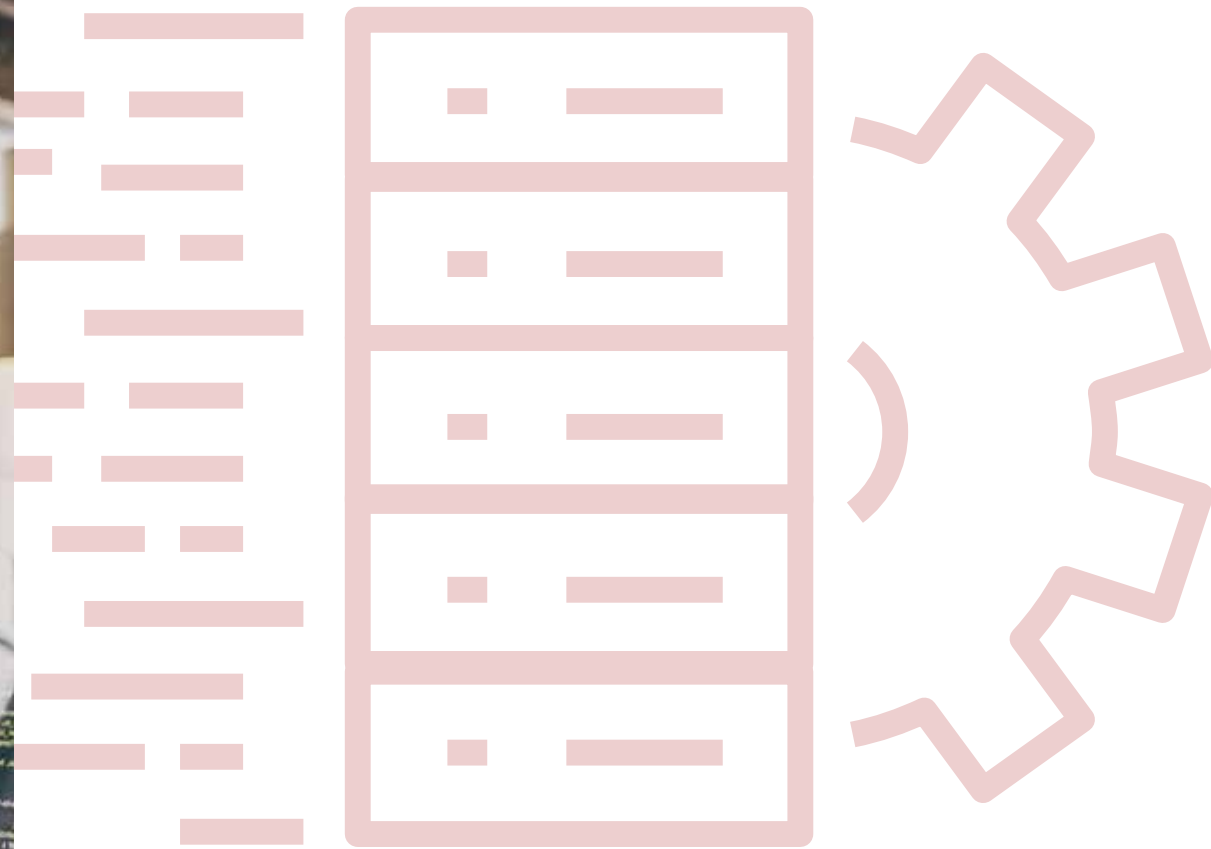
In order to fully understand how AI will impact the future of work, this program seeks to explore the core features of AI technologies from a business and user perspective. You will understand why AI's social aspect is important and how complex it is to create efficient one. Be prepared to use your innovation skills and to advance it to next practical level. Once you get a grasp on the key AI components, complexity and enabling components, we will start a discussion how to successfully invoke AI in our life. Prototyping process will begin with a simple question: Can you create simple but efficient AI solution scenario by covering „all important“ aspects? Selecting appropriate or at least most adoptable technology model can be crucial for success. Play with solutions

using prepared scenarios and create your own with specific target customer/industry in mind. Once you master experimenting, you will push your imagination to its limits and create your story, share it and improve your AI skills in a group. Finally, you will be able to use this skill to learn how to quickly and efficiently navigate through business. Wrapping up, we are ready to take a look in the future. What can happen in a year or so? How will these cases evolve and how fast will our current skills become obsolete? Teamwork and individual pitches will be presented for mentor and participants evaluation. Exciting times are ahead, let this course reveal the benefits and the risks of AI and invoke the skills you will need in the future.



# CYBER SECURITY

**THE FORCE IS STRONG WITH THIS ONE**



**Get to know the “dark side“ of security and how to use “the force“ the right way. In this course, you will learn how to use the computer without exposing it to most of the threats lurking outside, whether this is simple Internet browsing, “innocent“ usage of publicly available Wi-Fi or usage of “secure“ corporate network.**

**C**yber security is an ever-evolving field with opportunities waiting for everyone with the interest to learn more and develop their skills in this interesting and demanding topic. This course will show the basic steps most of the hackers would go through while compromising the victim’s computers and it will define some interesting known and less known attack vectors and protections against them.

You will not only have a chance to compromise many vulnerable machines by using different attack vectors, you will also gain knowledge that will help you protect

the computers and networks against the attacks covered in this course. The course will also cover some of the latest attacks and methods used in the wild.

The prerequisite for this course is the understanding of the basics of operating systems, network and web applications. Nevertheless, the important concepts will be delivered during the class as a refresher. Everyone brave enough to step into this class will be rewarded with the knowledge that is heavily sought after not only in military/government sector, but also in any security-aware corporation/ company.



# DIGITAL MARKETING

## NEW WAYS OF COMMUNICATION

**T**he course will introduce you to the digital marketing strategies and user behavior, from content marketing, search, social to analytical tools used to track the success of digital campaigns. The digital revolution completely changed the way organizations approach their core business from creating products and services, managing customers to marketing and sales. Digital platforms introduce new ways of communication with end customers allowing companies to tailor products and services to customer's needs in a more agile manner. In a way, digital marketing changed traditional marketing, making it fast, more precise, real-time and data-driven. The tools marketers use every day allow us to execute digital campaigns targeting audiences across the world much more efficiently and with smaller budgets than traditional marketing.

In this course, we're going to examine the basic concepts of digital strategy, starting from understanding the company business model, product, customer, market and business goals as well as how to accomplish their marketing goals on digital platforms.

### The topics covered by the International Winter School are:

- Buying Personas, Buyers Journey, Consumer Micro moments: understanding the consumer
- Digital Marketing Essentials: cross-platform communication, goals, and metrics
- Web optimization – elements of efficient landing pages, optimizing purchase funnels, creating useful content, user research techniques SEO
- Advertising on Google AdWords – SEM, Google Display Network, Mobile Advertising
- YouTube advertising
- Measuring Success with Google Analytics
- Social Media Channels
- Digital Strategy essentials – how to position brand on digital channels

**During the course, you will acquire Google AdWords and Google Analytics Certificates**

# QUICK FACTS APPLICATION

The International Winter School application process is carried out online at the official program website: [www.winter.algebra.university](http://www.winter.algebra.university) Applications are reviewed on a rolling basis, once you submit your application the admissions team will contact you to schedule an online interview.

Applications must be submitted before **November 15, 2020.**

**We work in small groups and places are limited, so make sure to apply on time.**

## STUDENT PROFILE

Highly enthusiastic and motivated students interested in the field of technology, applied science, social sciences and humanities as well as arts students who aspire to personal growth and effective start of their career.

## LANGUAGE OF DELIVERY English.

The International Winter School Program is intended for students with at least a pre-intermediate level of English and is not suitable for beginners or students with the elementary level of English.

## DATES

**January 10 – January 30, 2021**

## TUITION FEES

|                         | One course |
|-------------------------|------------|
| Full Tuition Fee        | 1875 €     |
| Early bird Tuition Fee* | 1600 €     |

\* for students enrolling before September 30, 2020

STUDENTS WILL BE AWARDED 7.5 ECTS CREDITS PER COURSE.

## THE TUITION FEE ALSO INCLUDES:



**CULTURAL VISITS:** National park Plitvice; Trip to the Croatian Coast



**SOCIAL PROGRAM:** Zagreb sightseeing



**COMPANY VISITS**



**ADDITIONAL FREE COURSE**  
(Croatian language and culture)



Morning refreshment (tea or coffee)



**CROATIAN CUISINE:** lunch during week days

## APPLY FOR SCHOLARSHIP

Check out all of the scholarship opportunities at [www.winter.algebra.university](http://www.winter.algebra.university)

If you need any additional information, send us an e-mail to

[international-office@algebra.university](mailto:international-office@algebra.university)





## ACCOMMODATION

**RECOMMENDED  
PRICE = 400 €**

**We recommend you book  
your accommodation before  
December 1, 2020.**

**A**ccommodation is NOT INCLUDED in the tuition fee. The price for accommodation during a three week winter course is approximately 400-500 EUR if you stay at hostels in multiple bed dorms. All spaces facilitate the student life to the fullest and allow students to have a unique experience. Most hostels are modern & urban designed, located in the heart of Zagreb.

If you do not wish to stay in the hostel, you can alternatively look for private accommodation on your own. Although prices of private accommodation in Zagreb may vary depending on the city area, the size and amenities that apartments include, we would be happy to assist you in the process of finding a flat by providing helpful links to various rental agencies that offer short-term apartment rental.

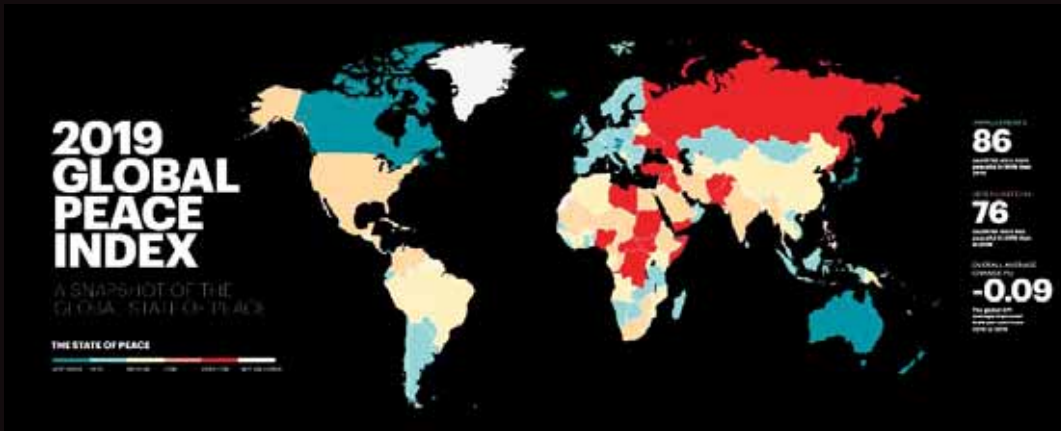




# CROATIA

## YOUR “LIVE AND LEARN” DESTINATION

Croatia is considered one of the safest countries in the world according to The Global Peace Index 2019 produced by Institute for Economics and Peace (IEP), ranked 28 among 163 countries.



Croatia is one of the sunniest spots in Europe. You should expect 13 hours of sunshine a day in July. More than 19 million people choose Croatia for their holidays.

Even though Croatia is widely known for its beautiful coast, sunny islands and great football, it is also a land of innovators and home to inventions which have transformed human existence, several of which are used in everyday life like: tie, ball-point pen (Penkala pen), alternating electrical current, electrical transformers, power lines, parachute and many others. Croatia is also the birthplace of Marko Polo, Nikola Tesla, and many more outstanding individuals.



### Croatia - a small country of World's Greatest Technological Innovators

Aside from the beautiful coast and great cultural and historical heritage, Croatia has been recognized for innovation, global reference projects, export of the best business-technological practices, as well as great professionals recognized for their skills and expertise all over the world.





## City of Zagreb



**Z**agreb, one of the oldest European cities, is not only administrative but also the economic, diplomatic and cultural capital of Croatia, with a population of almost one million.

It is also a university center with forty higher education schools and over 85,000 students, a city that is proud of its long history of education: the first secular city school was built in the middle of the 14<sup>th</sup> century, the first secondary school was founded at the beginning of the 16<sup>th</sup> century and in the second half of the 16<sup>th</sup> century, Zagreb had its first university.

Zagreb is a city of science and culture. The city has approximately fifty museums and galleries, as well as private art collections and about twenty theatres and music venues. Many open-air events and exhibitions are organized from spring to autumn. While walking down the streets of Zagreb, you can admire the architecture, which mostly dates back to the Austro-Hungarian Empire.

Even though Zagreb is a Central European city, in many ways, it has a Mediterranean way of life.

Great atmosphere and friendly local people are the biggest values of Zagreb.

### **DID YOU KNOW?**

**Zagreb – the best Christmas Market in Europe in 2016, 2017 and 2018!**

The sound of Christmas bells, the scent of gingerbread, mulled wine and various other delicacies... Join the awarded best Christmas Market in Europe – the Advent in Zagreb. Zagreb offers a variety of events that will satisfy even the most demanding visitors.

There is plenty of fun, excellent food, unique events, art, but also a genuine Christmas atmosphere, on the streets of Croatia's capital.

# INTERNATIONAL WINTER SCHOOL FIELD TRIPS

## The City of Zadar

**Z**adar, a city with over 3,000 years of history, is the administrative, economic, cultural and political center of northern Dalmatia with 75,000 inhabitants, situated in the heart of the Adriatic.

Those who respect and admire historical monuments and cultural heritage, artists, tourists and its citizens find the city irresistible. Zadar is a city monument, surrounded by historical ramparts, a treasury of the archaeological and monumental riches of ancient and medieval times, Renaissance and many contemporary architectural achievements such as the first sea organ in the world. It was created around the Roman forum, a city inside well-kept walls and a city of old Croatian monuments. Full of archives, museums and libraries, it

is the keeper of literary and musical treasures and the city with the oldest University in Croatia (1396).

Zadar region is known for its crystal-clear waters, a multitude of small islands and beautiful natural beaches. Enjoy listening to concerts, visit theatres, museums, and exhibitions. Enjoy the city of Zadar, a city of exceptional history and rich cultural heritage, a city of tourism.

### DID YOU KNOW?

The Sea organ (Croatian: Morske orgulje) is an architectural sound art object located in Zadar, Croatia and an experimental musical instrument, which plays music by way of sea waves and tubes located underneath a set of large marble steps.



## The Plitvice Lakes

**P**litvice lakes! Wonder of nature at your feet. The national park was founded in 1949 and is situated in the mountainous karst area of central Croatia, at the border with Bosnia and Herzegovina. The important north-south road connection, which passes through the national park area, connects the Croatian inland with the Adriatic coastal region. The protected area extends at around 300 square kilometers (73,350 acres).

**Have a creative, inspirational and educative winter in Croatia with Algebra!**

### DID YOU KNOW?

Plitvice Lakes National Park (Croatian: Nacionalni park Plitvička jezera, colloquially Plitvice, pronounced [plítvitse]) is one of the oldest and largest national parks in Croatia. In 1979, Plitvice Lakes National Park was added to the UNESCO World Heritage register.





**ALGEBRA**

**INTERNATIONAL  
SCHOOL**

**International Office**

Ilica 242, HR-10000 Zagreb  
Croatia – Europe

**E-mail** [international-school@algebra.university](mailto:international-school@algebra.university)

**Phone** 00 385 1 5808 863

**Fax** 00 385 1 2222 183

**More information:**

**[www.winter.algebra.university](http://www.winter.algebra.university)**

Every effort has been made to ensure that the information in this brochure is accurate and up-to-date. However, some changes, for example to programs, courses, facilities or fees, may become necessary due to legitimate staffing, financial, regulatory and academic reasons. In such circumstances, Algebra will: (i) endeavor to keep any changes to a minimum; (ii) take all reasonable steps to minimize disruption to students; and (iii) keep students informed appropriately by e-mail advising where to seek further information if required. If you require further information or confirmation of any matter, please contact us at [international-office@algebra.university](mailto:international-office@algebra.university).



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