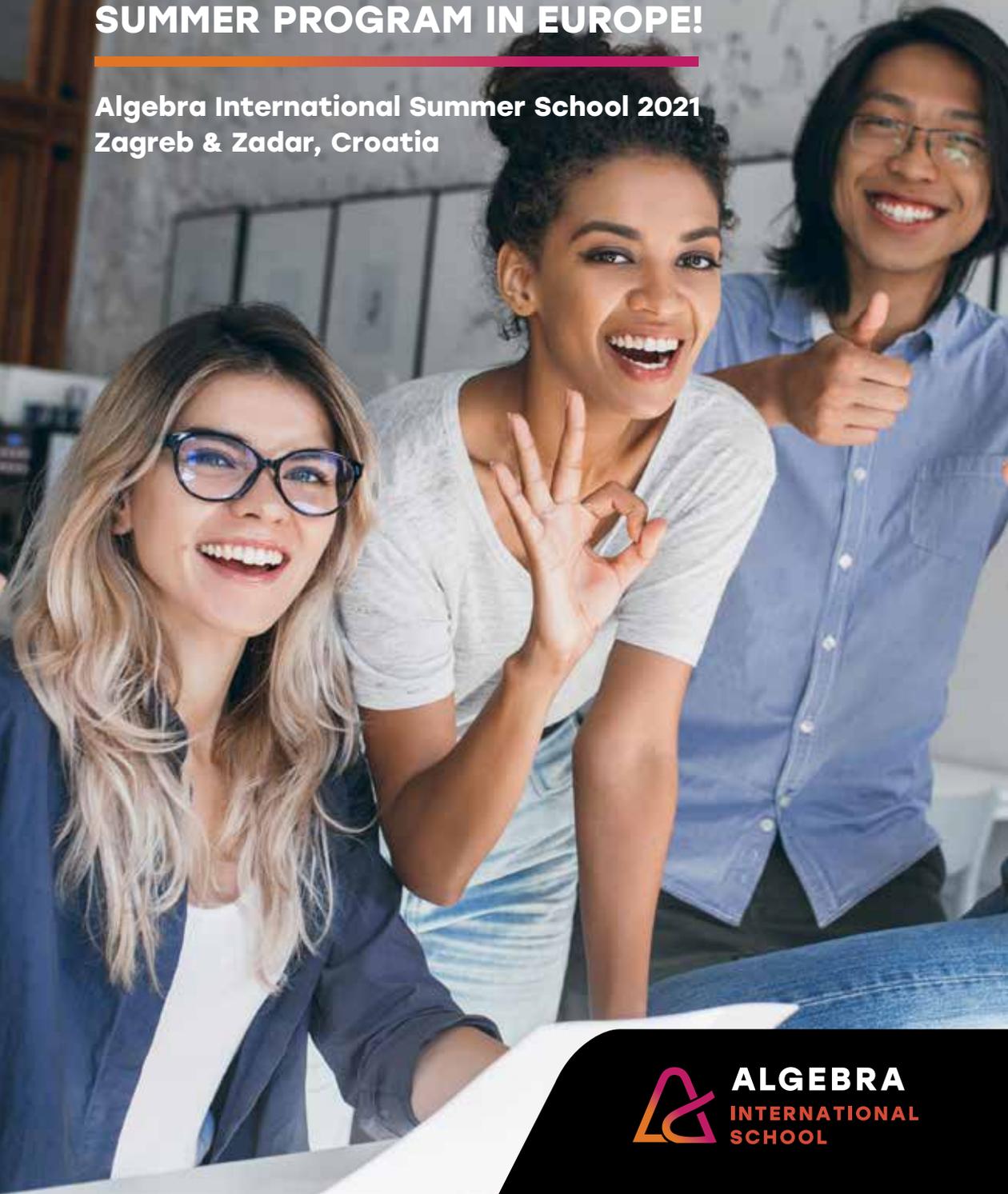


GET INSPIRED

AND JOIN THE MOST INNOVATIVE
SUMMER PROGRAM IN EUROPE!

Algebra International Summer School 2021
Zagreb & Zadar, Croatia



ALGEBRA
INTERNATIONAL
SCHOOL

ABOUT ALGEBRA UNIVERSITY COLLEGE

Your time spent in higher education should not be just a short break between the innocence of student life and the harsh future that awaits you. Education is always an opportunity, a step forward, and it should be taken seriously. That is why we are here to help you along this road and why we work hard to improve and perfect our programs. We want you to unlock your greatest potential while at Algebra, regardless of whether you are attending a Bachelor or Master program, or just a short summer or winter course. We are glad when others recognize our

efforts, but our number one concern is to justify the trust you put in us. We choose our lecturers very carefully. Our mission is to give you useful, up-to-date and applicable knowledge to make you a true expert with bright career prospects. Each course is envisioned as a small but significant step toward that goal. Our passion will rub off on you if you let it.

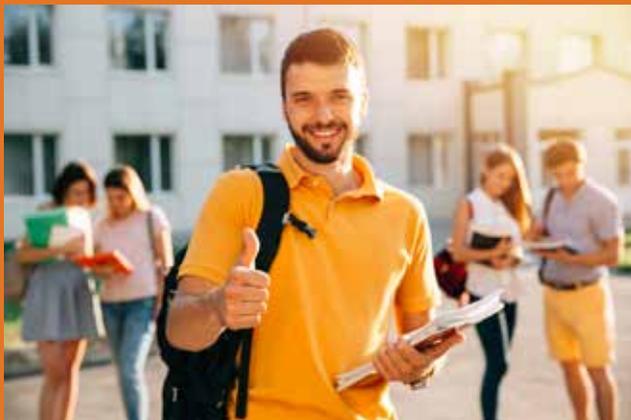
“Join us and let’s create digital future together!”



OUR STUDY PROGRAMS

DID YOU KNOW?

Algebra is the biggest private education provider in Croatia! Algebra University College offers top quality professional programs according to the Croatian Agency for Science and Higher Education. In 2014, Microsoft listed Algebra among 3200 of the best educational organizations, a status that Algebra has reconfirmed in 2020.



Experience Algebra University College through our International Summer School and find out why we are the number one choice for your education!

Our students can choose between 13 undergraduate and graduate study programs/specializations. All our graduate level programs are held exclusively in English, even for Croatian students, so that exchange and international students can choose any course or program.

Undergraduate Professional Study Programs / Specializations (Bachelor)

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

Specialist Graduate Professional Study Programs / Specializations (Master)

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

Learn more at www.algebra.university

WHY JOIN THE INTERNATIONAL SUMMER SCHOOL PROGRAM?

Would you describe yourself as creative, curious and open-minded? If your answer is yes to any of the above, Algebra's International Summer School is the right choice for you!

Summer is the perfect time to get inspired and learn about new and interesting things. Algebra offers you varying and exciting courses so that you can invest your summer into acquiring new knowledge and skills, while still having fun. The number of young people around the globe who have already taken part in our International Summer School program confirms the quality of our professional curriculum. They have also gathered a lot of wonderful memories through studying, spending time together and exploring Croatia. The program is designed to offer our students a well-balanced mix of work & play. Our courses are creative and suitable for students from all backgrounds so don't get discouraged if you are just making your first steps in the digital world!

There is no better way to spend your summer than traveling and discovering new places, and there is no better place to do that than Croatia! Did you know that Croatia has more than 1000 islands and more than 2700 hours of sunshine a year? And you get to experience that and much more over three weeks! You will have a chance to spend two weeks in Zagreb and one week in the beautiful coastal city of Zadar during its liveliest season.

Now that you know all the steps necessary for an unforgettable summer, it is time to pack your bags and head to Croatia! You have until May 31 (or March 31 if you want to catch the early bird applications) to apply for Algebra's International Summer School. The best summer of your life is at your doorstep, don't miss it!

At Algebra's International Summer School, you will encounter like-minded individuals from all corners of the world, make friends for life and have the chance to join dozens of young people in creating a digital future! Meet us in Zagreb and Zadar from July 4 - July 24 and see why we are the most exciting summer school in Europe.

#Excel at what you love doing!

Algebra International Crew

CHOOSE YOUR SUMMER COURSE

EARN 6 ECTS PER COURSE

ARTIFICIAL INTELLIGENCE
THE BENEFITS AND THE
RISKS OF ARTIFICIAL
INTELLIGENCE

**DIGITAL
MARKETING**
NEW WAYS OF
COMMUNICATION

BRANDING
CREATING PERSONALIZED
VISUAL IDENTITY FOR A
BRAND

**MOBILE APPLICATION
DEVELOPMENT**
FROM IDEA TO CREATION

CYBER SECURITY
THE FORCE IS STRONG
WITH THIS ONE

**DATA DRIVEN
STORYTELLING**
HOW TO CREATE AND
TELL A STORY USING
BIG DATA



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 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 course 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 part in this course will be rewarded with additional 3 ECTS points.



ARTIFICIAL INTELLIGENCE

THE BENEFITS AND THE RISKS OF ARTIFICIAL INTELLIGENCE

Artificial intelligence has been a fascinating concept for more than a decade, and we are finally getting close to making AI a reality. We are currently witnessing significant innovations in various technologies that all relate to the influence of AI. This drives demand for understanding not only how to use and implement such technologies but also how the basic concepts of 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 learn why the social aspect of AI is important and how complex it is to create an efficient one. Be prepared to use your innovation skills and elevate them in practice. Once you grasp the key AI complexity and enabling components, we will start a discussion on how to successfully invoke AI in our lives. The prototyping process will begin with a simple question: Can you create a simple but efficient AI solution scenario by covering “all important” aspects? Selecting the appropriate or at least the most adoptable technology model can be crucial to achieve success. You will get to 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 own story, share it and improve your AI skills in a group. Finally, you will be able to use this skill to learn how to navigate through business quickly and efficiently.

Then we will be ready to take a look into 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 peer 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.



BRANDING

CREATING PERSONALIZED VISUAL IDENTITY

“ A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another. If the consumer (whether it’s a business, a buyer, a voter or a donor) doesn’t pay a premium, make a selection or spread the word, then no brand value exists for that consumer. ”

Seth Godin

Visual identity and branding are two terms that are often used to describe the process of creating a company or a personal brand. However, these terms have different meanings. Visual identity represents the visual aspect of branding that businesses create in order to evoke certain feelings and experiences connected with the brand, however; a brand is much more than just visual identity. Nonetheless, it may serve as a starting point for understanding the business. This course will cover the current generalization of visual identities in the field of visual communications. After covering the common mistakes, all our efforts will be concentrated on creativity and thinking outside the box. Furthermore, we will try to completely avoid clichés when creating a visual identity for a brand, whether it is a company or a personal brand. Design and marketing wise, the focus will be on true values that are to be transformed into

a visual identity. The end result will be a well thought-out, workable, and rounded solution to a specific project.

You will learn to understand a brand and its values, as well as deduce the visual side of the communication process. Apart from that, you will learn how to perform research and synthesize the common mistakes, as well as propose alternative ways to add value to a brand. And that is not all. You will be able to create and define elaborate guidelines and sketches for a proposed visual identity, to recreate, construct and evaluate the proposed visual identity bearing in mind the giving and receiving ends of visual communication and brand values. Last but not least, you will learn to simulate solutions for visual identities in accordance with the media scope and brand activities, as well as to create and present the final project pitch and its accompanied materials.



CYBER SECURITY

THE FORCE IS STRONG WITH THIS ONE



Get to know the “dark side” of security and how to use “the force” in 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 networks).

Cyber security is an ever-evolving field with opportunities awaiting everyone with an affinity to learn more and develop their skills in this interesting and demanding field. This course will demonstrate the basic steps that most of the hackers would go through while compromising the victim’s computers. Also, 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, but you will also acquire knowledge that will help you

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

The prerequisite for this course is an 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 the military/government sector, as also in any security-aware corporation/company.



DATA DRIVEN STORYTELLING

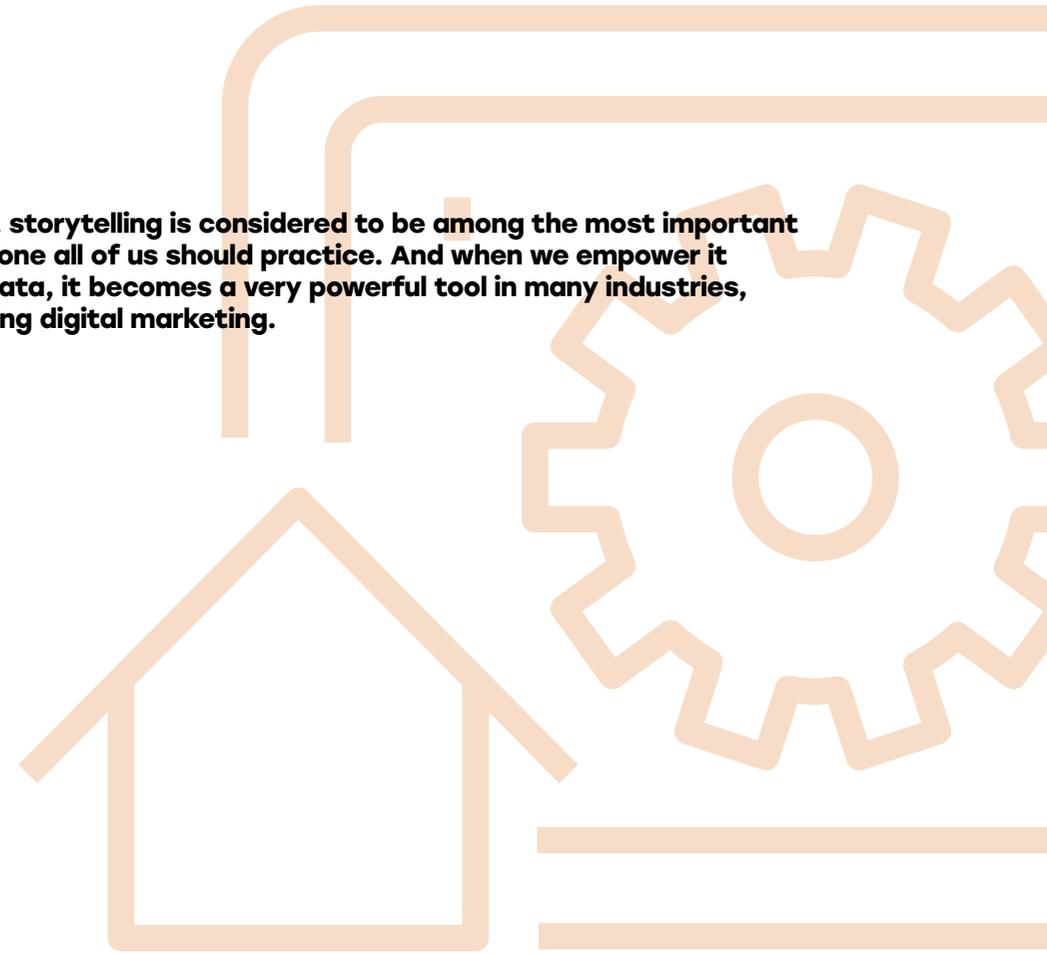
HOW TO CREATE AND TELL A
STORY USING BIG DATA

Today, storytelling is considered to be among the most important skills, one all of us should practice. And when we empower it with data, it becomes a very powerful tool in many industries, including digital marketing.

Our society is founded on “stories” that are the basis for the way we communicate, live and dream. In the introduction to this course, a short section of technology development will be elaborated with a special focus on EDU/ government/business (learning by doing) and data science, as well as advanced visualization. We will describe and conduct a characteristic data science project and show some techniques related to the big data infrastructure and the way we use mathematics for various activities in different phases of these projects. We will demonstrate how to use data and advanced visualization tools combined with large data

sets to gain content and the manner in which we can tell a story with the help of this content.

The course aims to teach you how to think outside the box and create interesting and, more importantly, relevant stories using data. In order to do that, you will master different techniques of visualization and exploratory data analysis. You will acquire the necessary theoretical and practical knowledge and skills in the field of data science that is characterized by large volumes of data. Apart from these techniques, you will be introduced to a variety of tools for visualization and exploratory data analysis.





DIGITAL MARKETING

**NEW WAYS OF
COMMUNICATION**

The course will introduce students to 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 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 faster, more precise, real-time and data driven. The tools that digital marketing experts use every day allow us to execute digital campaigns targeting audiences across the world much more efficiently and with smaller budgets than in traditional marketing.

In this course, we are going to examine the basic concepts of digital strategy, starting from understanding a company business model, products, customers, markets and business goals as well as how to accomplish company marketing goals on digital platforms.

The topics covered by the Digital Marketing course include understanding the consumer, grasping cross-platform communication, goals and metrics, web optimization, user research techniques such as SEO, advertising on Google Ads and YouTube, measuring success with Google Analytics as well as using social media channels to position a brand in the digital world.



MOBILE APPLICATION DEVELOPMENT

FROM IDEA
TO CREATION

The use of mobile technology presents an opportunity to expand customer relationships. Your cellphone is always on, always at hand and knows where you are. Mobile phones are useful tools that add value and thus industry of mobile applications definitely holds a prosperous future.

This course is focused on preparing you for independent work and further learning. After the successful completion of the course, you will be able to implement applications that use dialogs, menus, user preferences, background services, SQLite database, Google Maps and other location services, web services, phone and SMS features.

The Android application development course is performed in the Java programming language and is carried out in an Android Studio integrated development environment using the Android emulator. Therefore, the basic requirement for attending this course is basic knowledge of programming and

Object-oriented paradigm (Encapsulation, Inheritance, Polymorphism, Abstraction), but the course is not limited to Java programming language.

The course starts with a presentation of the Android architecture through Android Software Stack, the basics of the Android Operating System and a Virtual machine used in the emulator. Furthermore, it is concentrated on the basic components for the implementation of scalable Android applications (Activity, Service, BroadCast Receiver, Content Provider and Intent). All the building blocks are covered in great detail with many examples and variations in layout presentations.

QUICK FACTS

APPLICATION

The Summer School application process is carried out online at the official program website: www.summer.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 May 31, 2021.

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

STUDENTS PROFILE

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

LANGUAGE OF DELIVERY

English.

The Summer School Program is intended for students with at least a pre-intermediate level of English (B2) and it is not suitable for beginners or students with an elementary level of English.



APPLY FOR SCHOLARSHIP

Check out all of the scholarship opportunities at www.summer.algebra.university
If you need any additional information, send us an e-mail at summerschool@algebra.university

DATES

July 4 – July 24, 2021

TUITION FEES

	One course	Two courses
Full Tuition Fee	1,600.00 €	2,960.00 €
Early bird Tuition Fee*	1,360.00 €	2,516.00 €

*for the students enrolling before March 31, 2021

STUDENTS WILL BE AWARDED 6 ECTS/3 US CREDITS PER COURSE.

• **Ask for information about special prices for groups and partner universities.**

THE TUITION FEE ALSO INCLUDES:

 **CULTURAL & SOCIAL PROGRAM:**
quirky museums, historical sightseeing, boat trip

 **ADDITIONAL FREE COURSE**
Croatian language and culture

 Morning refreshment (tea or coffee)

 **CROATIAN CUISINE:** lunch during weekdays



ACCOMMODATION

**Recommended
price = 600 €**

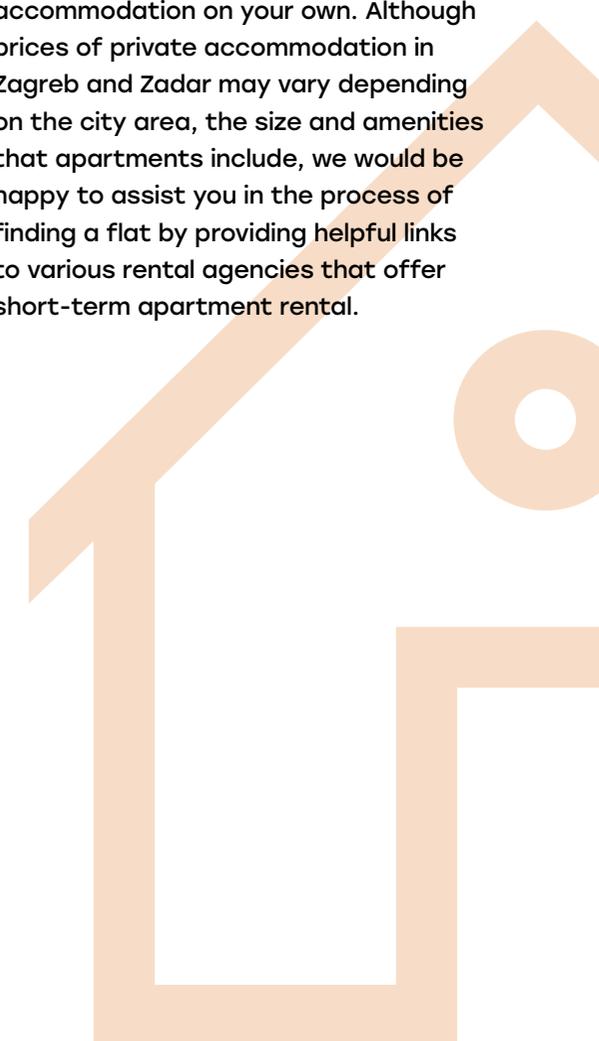
**We recommend you book
your accommodation before
May 31, 2021.**



Accommodation is NOT INCLUDED in the tuition fee.

The price for accommodation during the three-week International Summer School program is approximately EUR 600 if you stay at hostels in Zagreb and Zadar in multiple bed dorms. All premises 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 and Zadar.

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 and Zadar 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.

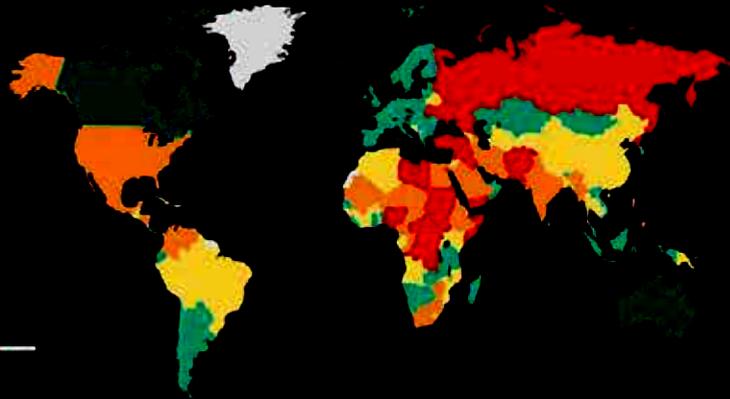


CROATIA

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), ranking 28 among 163 countries.

2019 GLOBAL PEACE INDEX



86

76

-0.09

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 every year. Even though Croatia is widely known for its beautiful coast, sunny islands and great football, it is also a land of innovators and a home to inventions which have transformed human existence. Several of these we use daily, such as: the tie, the ball-point pen (Penkala pen), the alternating electrical current, electrical transformers, power lines, the parachute and many others. Croatia is also the birthplace of Nikola Tesla, Marko Polo and many more outstanding individuals.



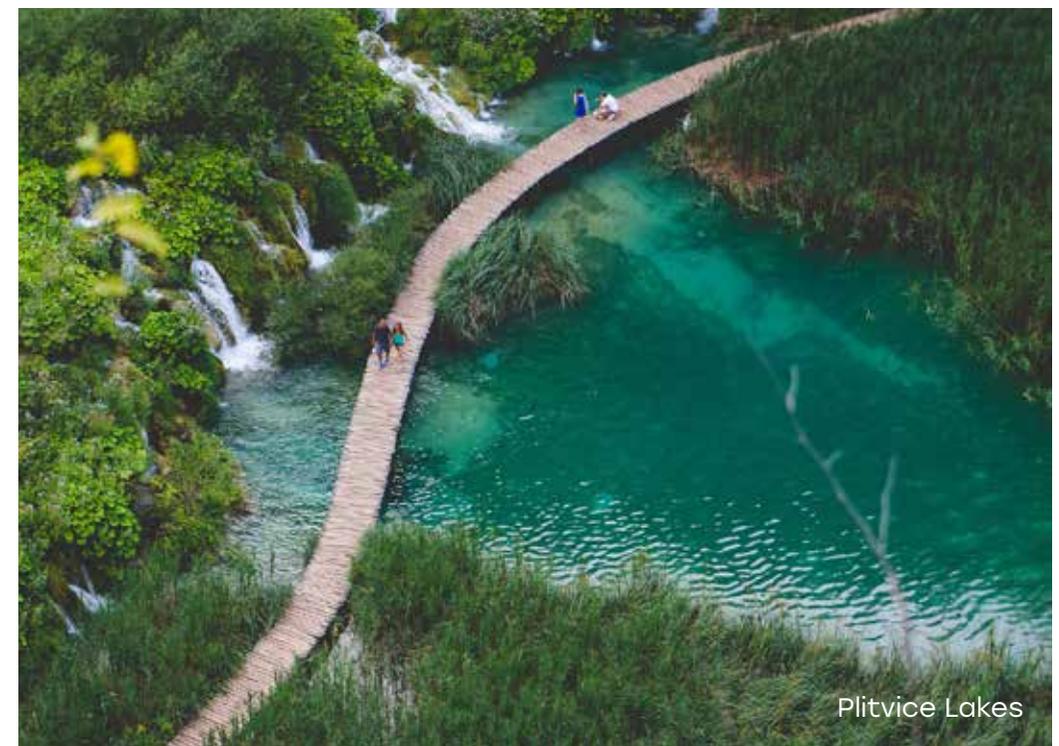
Rovinj



Bol, Brač

Croatia – a small home of the World's Greatest Technological Innovators

Aside from the beautiful coast, great cultural and historical heritage, Croatia has been recognized for its contribution in the area of innovations and global reference projects. We are an exporter of the best business-technological practices, and home to many individuals who have been recognized for their skills and expertise all over the world.



Plitvice Lakes



City of Zagreb



Zagreb, one of the oldest European cities, is not only the administrative but also the economic, diplomatic and cultural capital of Croatia, with a population of almost one million people. Zagreb is also a University center with forty higher education schools and over 85,000 students. It is a city that is proud of its long history of excellence in education: the first secular city school was built in the mid-14th century, the first secondary school was founded at the beginning of the 16th century and, in the second half of the 16th century, Zagreb had its first University.

As the capital of Croatia, Zagreb is a great place to be all year round, but summertime is when the city is at its liveliest! There is an abundance of green surfaces such as the Maksimir park, or the Budek and Jarun lakes where you can spend your free time sunbathing, having a picnic, barbecuing or doing outdoor sports. Also, Zagreb offers plenty of cultural and open-air festivals in the summer. With approximately fifty museums, and events such as open-air cinema, outdoor

stand-up comedy shows, rooftop parties and much more, a summer in Zagreb is to everyone's liking!

Even though Zagreb is a Central European city, in many ways, it beats to the Mediterranean rhythm of life.

A great atmosphere and friendly local people are the greatest treasures you will discover in 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... come meet us at the best Christmas Market in Europe – the Advent in Zagreb.

In Zagreb, even the most demanding visitors will find a variety of events to their liking. There is plenty of fun, excellent food, unique events, art, but also a genuine Christmas atmosphere, on the streets of Croatia's capital.



City of Zadar

Zadar, 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 region. Those who respect and admire historical monuments and cultural heritage find the city irresistible. Zadar is both an atmospheric time machine and an open-air museum, surrounded by historical ramparts, a treasury of archaeological and monumental riches from the ancient and medieval times. It is a Renaissance city with a modern flair thanks to the first sea organ in the world!

Zadar was built around a Roman forum with well-guarded city walls that have protected old monuments against many adversaries. Full of archives, museums and libraries, Zadar is the keeper of literary and musical treasures and the city with the oldest

University in Croatia (1396). The Zadar region is known for its crystal-clear sea waters, a multitude of small islands and beautiful natural beaches.

Here you can choose to visit theatres, museums and exhibitions or attend different concerts every day. Enjoy the city of Zadar, a city of exceptional history and a rich cultural heritage.



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





ALGEBRA

**INTERNATIONAL
SCHOOL**

International Office

Ilica 242, HR-10000 Zagreb

Croatia – Europe

E-mail summerschool@algebra.university

Phone 00 385 1 5809 313

Fax 00 385 1 2222 183

More information:

www.summer.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 summerschool@algebra.university.



Algebra International School



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