

GET INSPIRED

AND JOIN THE MOST INNOVATIVE
VIRTUAL SUMMER PROGRAM IN EUROPE!

Algebra's Virtual International Summer School 2021



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.

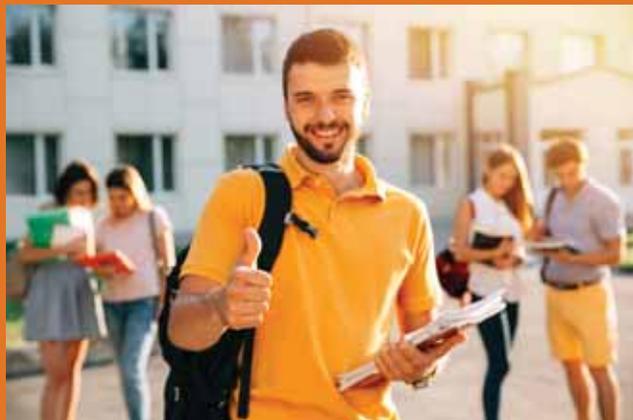
“Join us and let’s create digital future together!”



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 OUR VIRTUAL INTERNATIONAL SUMMER SCHOOL PROGRAM?

You are interested in all things digital? You like to be creative and aren't afraid of a challenge? If you answered YES to any of the above, then Algebra's Virtual International Summer School is the right choice for you!

There is no better way to spend your summer than charting the new digital frontiers and there is no better place to do that than at Algebra! Choose among Algebra's cutting-edge virtual courses and plug into the digital future alongside peers from around the globe. Join a digital generation of students who have already taken part in our Virtual International Summer School program and gather wonderful e-memories through studying, networking and virtually exploring Croatia. The virtual program is designed to provide students with the knowledge and skills tailored for the modern business world. Our virtual courses are suitable for students from all backgrounds so don't get discouraged if you are just making your first steps in the digital world!

Not only will you have a chance to virtually travel to Croatia, network with like-minded individuals and be part of the digital transformation but you will also have a chance to participate in Virtual Visits to companies that are leading global industry players in the business areas covered by our respective courses. You will gain invaluable insight into their corporate profile and daily operative management.

Upon successful completion of our virtual program, you will earn a minimum of 6 ECTS points and receive the official certificate and transcript of records issued by Algebra University College, a gamechanger in all future employment applications.

Now that you have marked the steps necessary for an unforgettable virtual summer, it is time to charge up your Wi-Fi and connect to Croatia! You have until May 31 (or March 31 if you want to catch the early bird applications) to apply for Algebra's Virtual International Summer School. The best virtual summer is one click away, so don't miss it!

At Algebra's Virtual International Summer School, you will challenge everything that you think you already know about digital technologies, form human connections that will last you a lifetime and have the chance to join dozens of young people in creating a digital future!

Apply for our distant but still social summer school program from July 4 – July 24 and see why we are the most exciting virtual summer school in Europe.

#Distantly, Together.

Algebra International Crew

CHOOSE YOUR VIRTUAL SUMMER COURSE

EARN 6 ECTS POINTS 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! The course includes a virtual tour of Croatia and virtual networking via group projects.

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



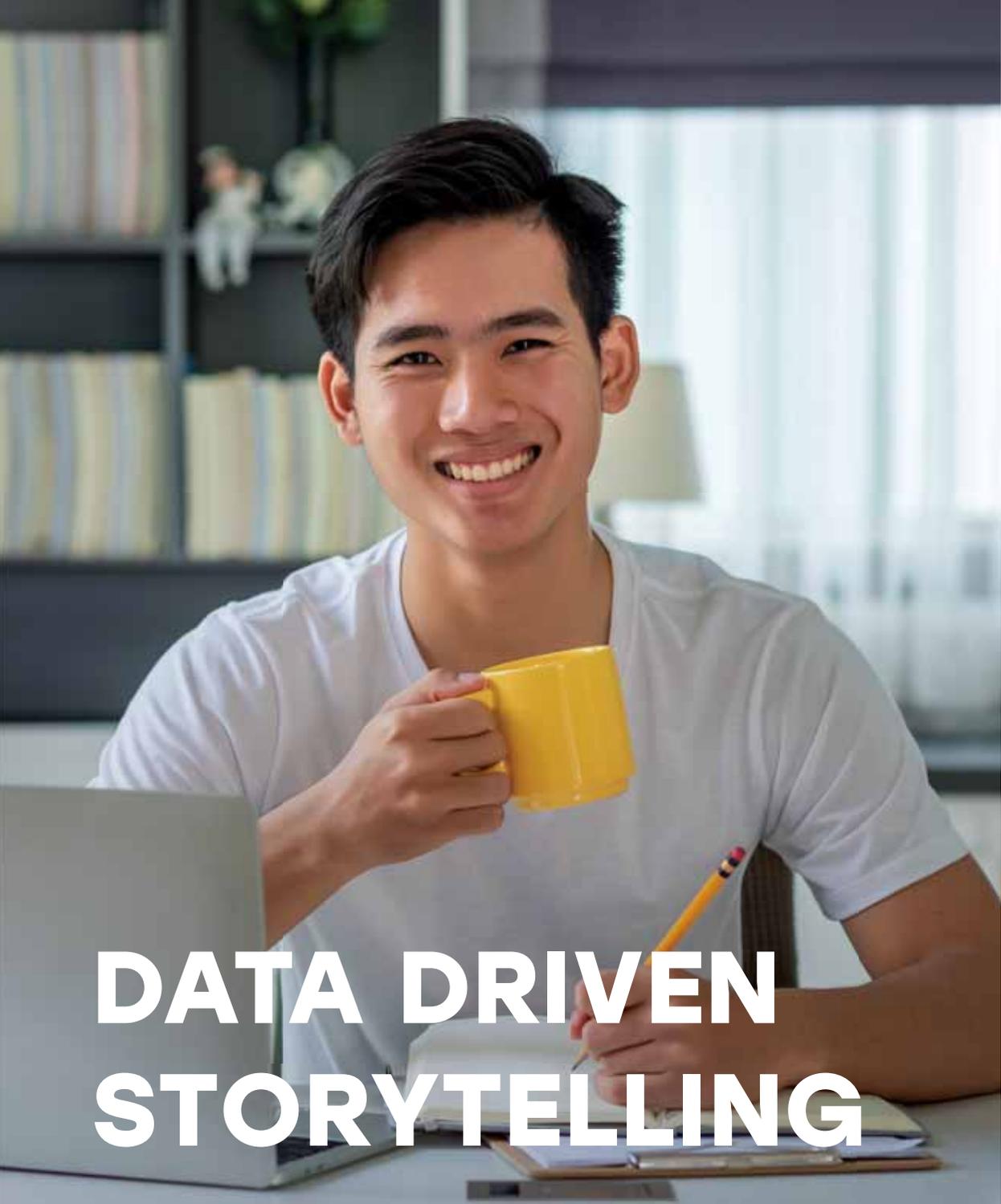
Get to know the “dark side” of security and how to use “the force” in the right way. In this course, you will learn how to use the computer without exposing it to most of the threats lurking outside, whether this is simple Internet browsing, “innocent” usage of publicly available Wi-Fi or usage of “secure”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

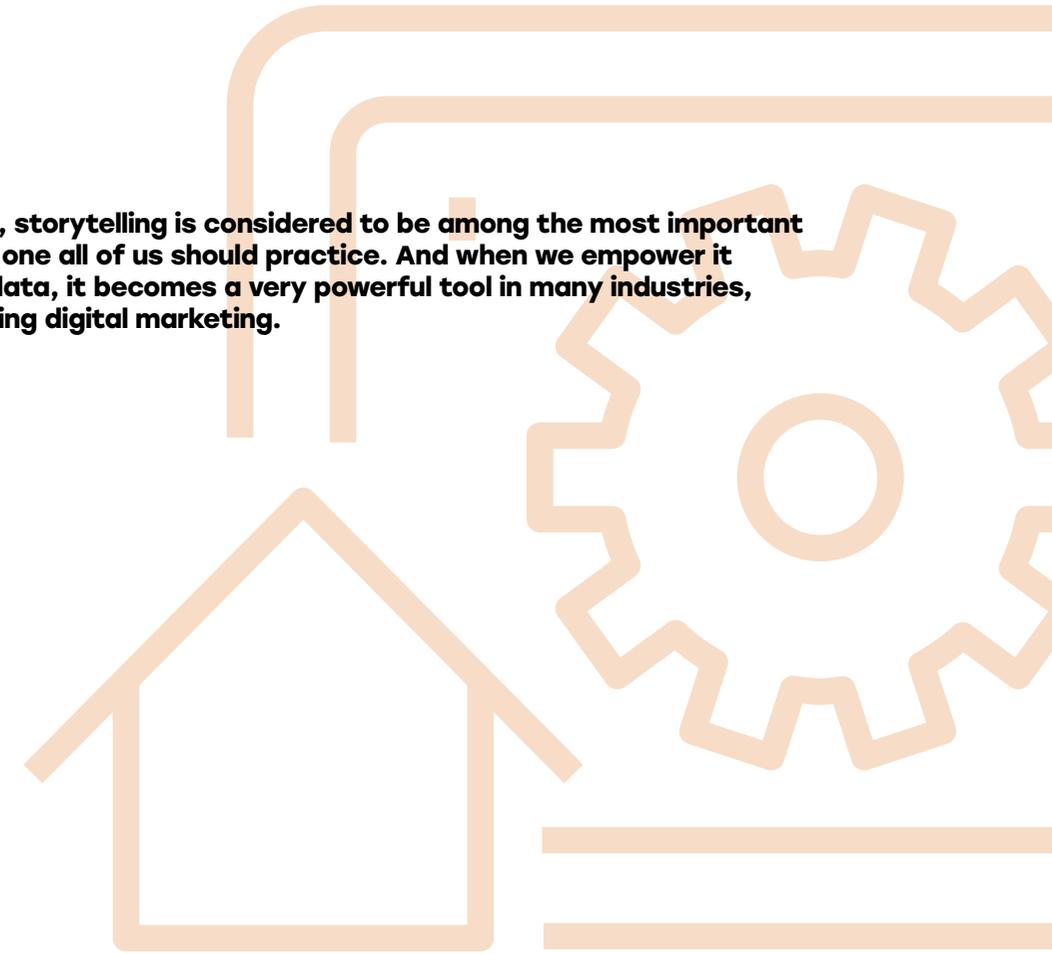
The prerequisite for this course is an understanding of the basics of operating systems, network and web applications. Nevertheless, the important concepts will be delivered during the class as a refresher. Everyone brave enough to step into this class will be rewarded with the knowledge that is heavily 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**

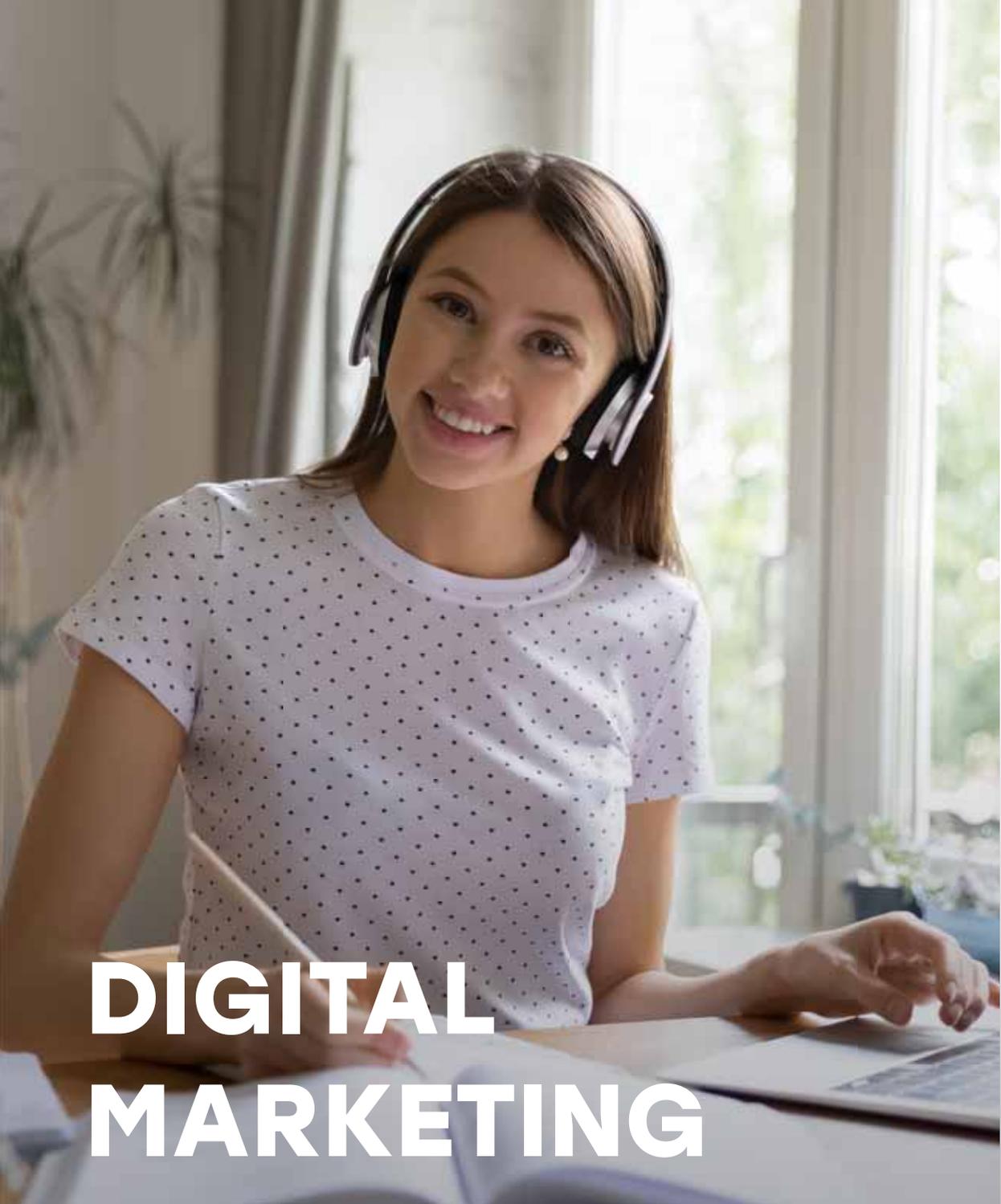
Today, storytelling is considered to be among the most important skills, one all of us should practice. And when we empower it with data, it becomes a very powerful tool in many industries, including digital marketing.



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

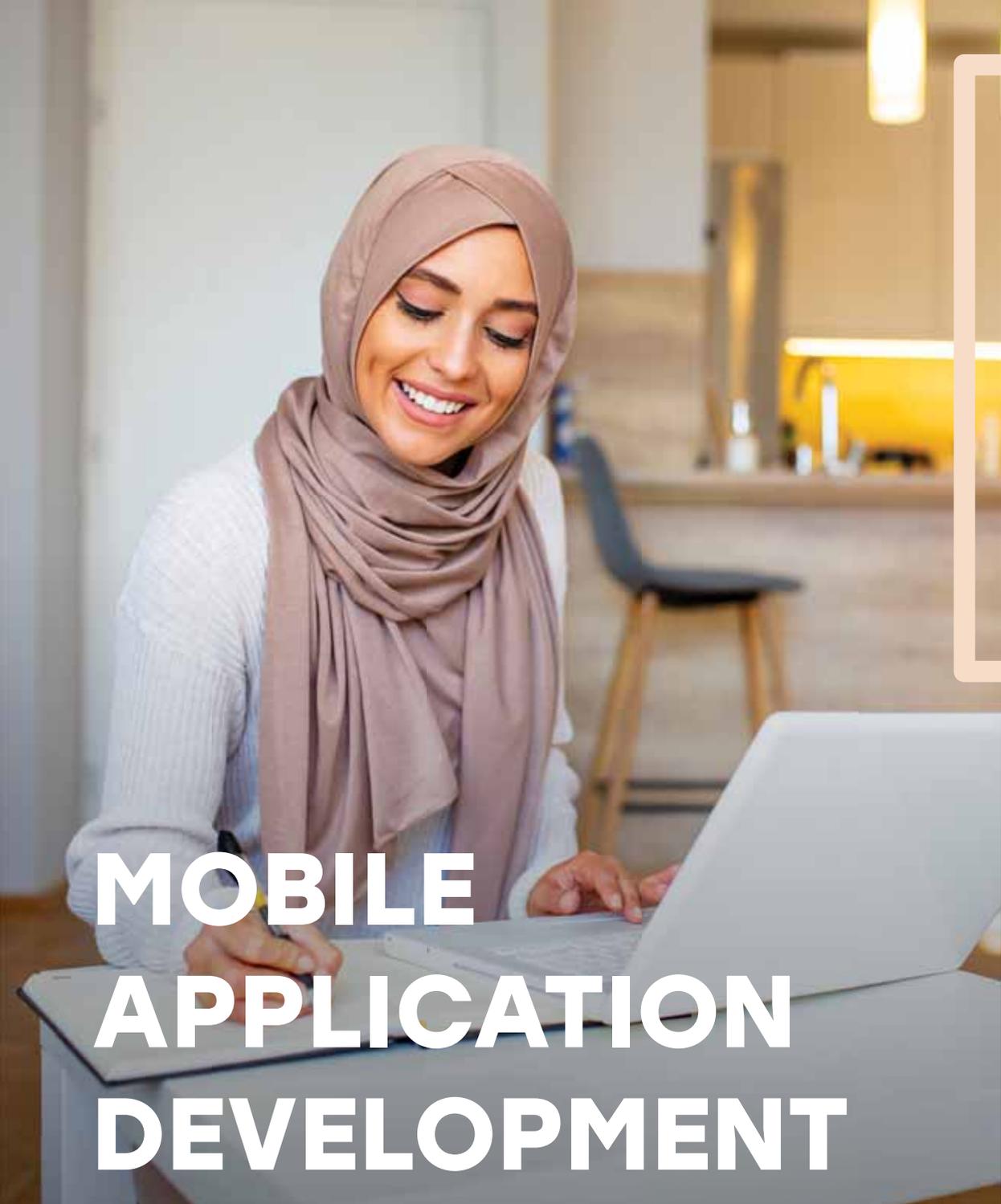
**NEW WAYS OF
COMMUNICATION**

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 Virtual 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 Virtual 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	1,200.00 €	2,200.00 €
Early bird Tuition Fee*	1,000.00 €	1,850.00 €

*for the students enrolling before March 31, 2021

STUDENTS WILL BE AWARDED 6 ECTS POINTS PER COURSE.

- Ask for information about special prices for groups and partner universities.

THE TUITION FEE ALSO INCLUDES:



VIRTUAL COMPANY VISITS

Get first-hand insight into the corporate profile of some of the leading global industry players



ADDITIONAL FREE COURSE

Croatian language and culture

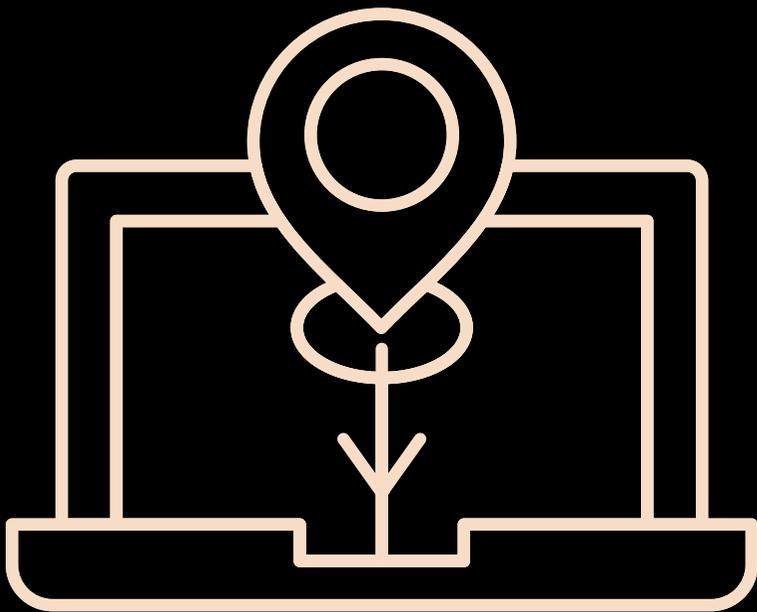
VIRTUAL EXPERIENCE

The health and safety of our students and lecturers remains our top priority and therefore we have already held virtual courses as part of Algebra's Virtual International School program cycles. We always make sure that students maximize their study experience through a dynamic and participative virtual curriculum. This way, our students from around the world form a true digital bond, spending 3 weeks in a virtual classroom, mastering new skills and earning academic credits.

VIRTUAL COMPANY VISITS

Students who join our Virtual Summer School program will have a chance to attend exclusive virtual lectures organized by Algebra's partner companies that are leading global industry players in the business areas covered by our respective virtual courses. Our guest lecturers are top business professionals who provide our students with an exclusive insight into their daily business operative

and offer priceless business advice that the students can later apply in forging their own careers. Our Virtual Company Visits are a unique opportunity for students to connect with potential future employers and to learn first-hand about the modern corporate culture and how to best find their footing in the digital business environment.



OUR VIRTUAL GENERATION STUDENT TESTIMONIALS

Some of our students from the virtual generation were kind enough to send us behind the screens photos and share their experience @ Algebra's Virtual International Winter School 2021:



Federica, Italy

“

In these strange times, I think it is important to constantly learn about new technologies and Algebra's International Winter School is the right place to find guidance in the digital world. I have enrolled in the Digital Marketing course and it exceeded my expectations! I have learned not only about what is behind the digital advertising world, Google Ads and social media but I have also learned how to utilize critical and analytical thinking. Additionally, the Croatian Language and Culture course was really instructive with regards to learning the language and getting to know more about the culture... Croatian music is truly intriguing, by the way! Also, it was fun to share this experience with other students from around the world. Who would have thought that I would exchange (basic) Croatian phrases with a girl from India? Although we have attended virtual classes, I did not notice any differences in relation to normal class since I felt fully engaged thanks to our enthusiastic teachers! Then you can imagine attending the International Winter School classes face to face!

Hvala!!

”

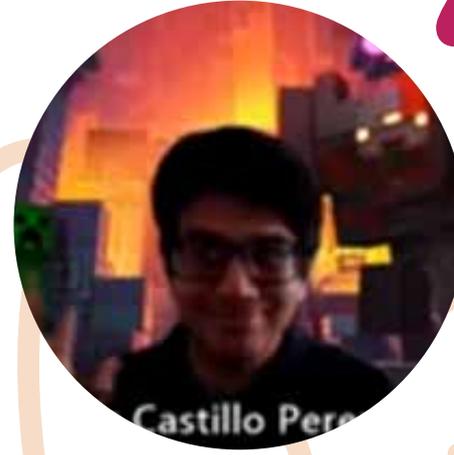


Saumya, India

“

The Croatian Language and Culture course took me on a virtual tour of Croatia. The course was very interactive and the classes were quite interesting! Undoubtedly, Petra's presentations were engaging as well as informative. I was pleased with the Cyber Security course. Professor Robert always amazed me by demonstrating the applications of cyber security which I had never explored before! The best part of the course were the company visits which bridged the gap between the practical and the theoretical knowledge in real life scenarios. The Cyber Security course enhanced my knowledge to a great extent!

”



Eduardo, Mexico

“

The Cyber Security course at Algebra's International Winter School showed me how much I DO NOT know! Professor Robert is CIA level and it was a nice introduction to 'the rabbit hole', as he would say.

”

“

The pandemic has changed everything, and I felt bad for not being able to travel and get to know a foreign country but now I feel so happy that I had decided to take the winter course at Algebra. I enrolled in the Croatian Language and Culture course and the Digital Marketing course where I had both learned a lot and have so much fun that I forgot that I was in my house for those several hours. Vanja and Petra are the greatest professors, they include theoretical and practical knowledge in their lessons and they are always available to answer any question. I am so grateful for everything that they had taught me. Thanks Algebra's International Winter School for so much fun and learning!

”

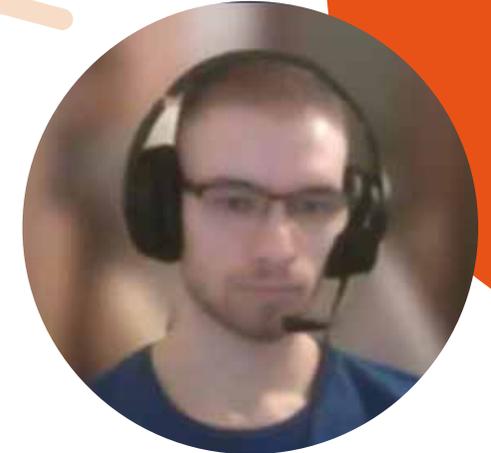


Adriana, Mexico

“

I was skeptical at first to enroll in online classes. But as soon as we started, I realized it was going to be a great journey, although a virtual one. Professor Vanja Šebek, along with the other international students, made this 3-week Digital Marketing course an unforgettable experience. I learned a lot from both the lecturers and my fellow students and gained a new perspective on digital marketing. The way all of us connected during this course is something I will look back upon with a big smile. Thank you everyone for this amazing Winter School experience!

”



Lovro, Croatia



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



Algebra International School



Algebra University College