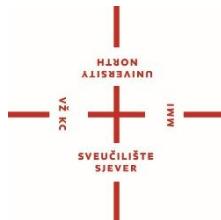


GUIDE FOR INTERNATIONAL STUDENTS

UNIVERSITY CENTER KOPRIVNICA



1. Introduction

Welcome to University North – University Center Koprivnica. Here you will find information about study programs, admission requirements, and administrative contacts.

2. Study Programs

University North offers **31 study programs** in the fields of technical, biomedical, social, and arts sciences.

2.1. Undergraduate Programs

2.1.1. Logistics and Mobility

Curriculum and Competencies

This program is designed as an interdisciplinary study combining technical and social sciences, focusing on the planning, organization, management, control, and mobility of materials, people, energy, and information flows within systems. The curriculum includes general economics, specialized logistics, and technical courses, making it unique in Croatia. Compulsory courses provide foundational knowledge, while elective courses allow for adaptation to labor market needs and students' personal interests. The program emphasizes logistics and mobility as the coordination of movements of people, raw materials, and products from organizational, informational, and transport perspectives.

Career Opportunities

Graduates acquire competencies for managing complex logistics and transport processes and are prepared to work in local, regional, and international environments. Potential positions include logistics management, warehouse and transport disposition, freight forwarding management, corporate logistics, and related roles. Graduates can continue their education in master's programs in related fields, such as the University Master's Program in Sustainable Mobility and Logistics Management offered at the University Center Koprivnica.

Program Details

- Duration: 6 semesters
- ECTS Credits: 180
- Degree Title: Bachelor of Science, Engineer of Logistics and Mobility
- Abbreviated Title: BSc Eng. Logist.
- Study Mode: Full-time

Admission Requirements and Scoring System

- High school grade point average: 40%
 - Mandatory part of the State Matura (minimum B level):
 - Croatian language: 10%
 - Mathematics: 30%
 - Foreign language: 10%
 - Elective part of the State Matura (Physics or Politics & Economics*): 10%
- *Optional, but additional points are awarded if taken.

2.1.2. Food Technology

Curriculum and Competencies

The program covers theoretical and specialized knowledge in food technology, biotechnology, nutrition, agronomy, and environmental protection. Graduates are prepared to work in the food industry and related sectors across the entire food production chain, from raw materials to finished products. The program also equips students to manage small family farms, start-ups, and entrepreneurial activities.

Graduates gain skills to:

- Work independently in agricultural production and processing
- Produce traditional and functional foods
- Manage agritourism and gastronomy
- Supervise production lines in food industry
- Develop new food products and menus
- Perform food-related tasks in governmental institutions and inspection services
- Handle food management in large commercial centers and warehouses

Program Details

- Duration: 6 semesters
- ECTS Credits: 180
- Degree Title: Bachelor of Science, Engineer of Food Technology
- Abbreviated Title: BSc Eng. Techn. Aliment.
- Study Mode: Full-time

Admission Requirements and Scoring System

- High school GPA: 40%
- Mandatory part of State Matura (minimum B level):
- Croatian language: 10%
- Mathematics: 20%
- Foreign language: 10%
- Elective part of State Matura (Chemistry*): 20%
- *Optional; additional points if taken.

2.1.3. Computing and Informatics

Curriculum and Competencies

This program prepares students for a dynamic technological field. Graduates become architects and implementers of modern information and communication technologies, working in industry, commerce, and the public sector. Students learn to identify, formulate, and solve engineering problems using computing tools and to understand the interaction between engineering, design, production, marketing, user requirements, and production processes.

Graduates are qualified to:

- Specify, design, and implement computer systems
- Install, apply, and maintain operating systems and software/hardware
- Apply object-oriented programming
- Develop communication technology applications
- Construct and document hardware and system programs
- Develop graphical and interactive user interfaces
- Configure and manage database systems
- Apply higher-level programming languages
- Maintain web presentations using standard tools
- Implement input/output programming with standard protocols
- Design basic digital circuits and systems
- Participate in complex software development
- Understand digital signal processing and computer networking

Career Opportunities

Graduates can continue in related master's programs or enter a growing job market locally, nationally, and internationally in IT and communications, education, services, and industry.

Program Details

- Duration: 6 semesters
- ECTS Credits: 180
- Degree Title: Bachelor of Science, Engineer of Computing
- Abbreviated Title: BSc Eng. Comp.
- Study Mode: Full-time, Part-time

Admission Requirements and Scoring System

- High school GPA: 40%
 - Mandatory State Matura (minimum B level):
 - Croatian language: 10%
 - Mathematics: 20%
 - Foreign language: 10%
 - Elective State Matura (Informatics*): 20%
- *Optional; additional points if taken.

Direct admission granted for students who ranked in the top three in regional, national, or international informatics competitions.

2.1.4. Business and Management

Curriculum and Competencies

This three-year program educates future experts, young professionals, and managers for lower and middle management positions in both the private and public sectors, with specific insights into media management. The program also prepares competent entrepreneurs and craftsmen to start and manage small and medium enterprises, family businesses, and cooperatives.

Graduates acquire competencies for:

- Fast, creative, and efficient business planning
- Developing and implementing projects or business strategies
- Applying research, critical thinking, and analytical methods across industries
- Students gain deep knowledge of business theory and practice, and develop awareness of managerial responsibilities in economic, social, and political contexts. Graduates are prepared to operate locally, regionally, and internationally.

Program Details

- Duration: 6 semesters
- ECTS Credits: 180
- Degree Title: Bachelor of Science in Business and Management
- Abbreviated Title: BSc Oec.
- Study Mode: Full-time, Part-time

Admission Requirements and Scoring System

- High school GPA: 40%
- Mandatory State Matura (minimum B level):
- Croatian language: 20%
- Mathematics: 20%
- Foreign language: 20%

2.1.5. Media Design

Curriculum and Competencies

The Media Design program provides students with knowledge and skills in contemporary media design, media industries, and the professional environment of media designers. The curriculum emphasizes creative and independent work through courses, projects, and internships. Key objectives include fostering innovation, openness to artistic and scientific knowledge, creativity, and practical skills.

Career Opportunities

Graduates can:

- Design visual identities (logos, color systems, typography)
- Work with digital imaging, graphic editing, and graphic tools
- Lead creative processes and project management in web and media design
- Apply knowledge in photography, drawing, illustration, original graphics, and scenography
- Manage multimedia storytelling, sound design, animation, 3D animation, and new media projects
- Program Details
- Duration: 6 semesters
- ECTS Credits: 180
- Degree Title: Bachelor of Arts in Media Design
- Abbreviated Title: Univ. BSc Art.
- Study Mode: Full-time

Admission Requirements and Scoring System

- High school GPA: 10%
- Mandatory State Matura (minimum B level):
- Croatian language: 6%
- Mathematics: 2%
- Foreign language: 2%
- Optional State Matura:
- Art: 5%
- Informatics: 5%

Additional Assessment (specific skills and competencies): 70%

- Portfolio: 30%
- Project assignment: 20%
- Interview: 20%

2.1.6. Communication, Media, and Journalism

Curriculum and Competencies

This interdisciplinary program in information and communication sciences provides students with theoretical foundations for understanding and functioning effectively in contemporary media and public spaces. Students gain knowledge in communication theory, public relations, media research, multimedia, history, political science, cultural studies, international relations, and law.

The program also develops practical skills in:

- Planning and research
- Writing, interviewing, and editing
- Investigative reporting and new media usage
- Students may specialize in the second and third year through elective courses in communication, mass media, and journalism.

Career Opportunities

Graduates can work as public relations specialists, spokespeople, professional journalists, or media content creators. They are qualified for roles in print, radio, TV, internet, nonprofit organizations, government, and consulting agencies. Graduates can continue studies at related master's programs.

Program Details

- Duration: 6 semesters
- ECTS Credits: 180
- Degree Title: Bachelor of Communication, Media, and Journalism
- Abbreviated Title: Univ. BSc Comm.
- Study Mode: Full-time, Part-time

Admission Requirements and Scoring System

- High school GPA: 40%
- Mandatory State Matura (minimum B level):
- Croatian language: 25%
- Mathematics: 10%
- Foreign language: 25%

2.1.7. Environmental Protection, Recycling, and Packaging

Curriculum and Competencies

Students acquire knowledge and skills in:

- Green technologies and renewable energies
- Environmental management
- Environmental monitoring and inspection
- Laboratory research
- Programming and graphic design
- Process design
- Product design and construction

The program uses STEM-based project teaching, focusing on interdisciplinary problem-solving. Students learn to approach environmental engineering and modern production challenges, developing critical awareness and project management skills. They gain expertise in eco-friendly packaging, integrated process design, and sustainable materials.

Career Opportunities

Graduates can pursue master's studies in related fields or work in:

- Public administration and local government
- Environmental agencies and funds
- Inspection services
- Waste management and energy companies
- Eco-friendly production and packaging in various industries
- Laboratories for water, soil, and air quality
- Public health microbiology labs
- Schools as environmental engineering teachers
- Program Details
- Duration: 6 semesters
- ECTS Credits: 180
- Degree Title: Bachelor of Science in Environmental Engineering
- Abbreviated Title: Univ. BSc Ing. Amb.
- Study Mode: Full-time

Admission Requirements and Scoring System

- High school GPA: 40%
- Mandatory State Matura (minimum B level):
- Croatian language: 20%
- Mathematics: 20%
- Foreign language: 20%

2.2. Graduate Studies

2.2.1. Communication, Media, and Journalism

Curriculum and Competencies

The University Graduate Study in Communication, Media, and Journalism provides students with a stimulating and creative environment, a contemporary and interdisciplinary approach, and access to the latest knowledge and technologies applied in leading European programs in the field. The program strongly integrates theoretical and practical components and offers a wide range of knowledge that addresses new scientific insights from history, politics, economics, psychology, media philosophy, communication science, linguistics, semiotics, emerging media and technology trends, art, and more.

Courses within each semester are thematically linked, and students actively co-create their study plan by selecting from an attractive range of elective courses.

Career Opportunities

Graduates will be able to occupy leading positions in communication, media, and journalism. They will be capable of creating, editing, and delivering well-researched, substantiated, and socially engaged media content. Graduates will also be proficient in the latest technological tools applicable in modern communications, adopting an interdisciplinary approach that combines knowledge from communication, technology, media industries, geopolitics, culture, art, economics, and sports.

Skills acquired include:

- writing, ICT use, critical judgment, and management, enabling graduates to work in:
- Public relations
- Nonprofit organizations
- Government administration
- Corporate communications
- Creative industries
- Fast-growing ICT sectors
- Program Details
- Duration: 4 semesters
- ECTS Credits: 120
- Academic Title: Master of Communication, Media, and Journalism
- Abbreviated Title: univ. mag. comm.

Admission Requirements

Candidates with a relevant university undergraduate degree in social sciences, communication sciences, or political science can enroll without remedial courses.

Candidates from other fields may be required to complete up to 30 ECTS of remedial courses as determined by the Department's Academic Committee.

- Remedial Courses (if applicable)
- Croatian Language in Media: 5 ECTS
- News Writing: 5 ECTS
- Introduction to Media: 5 ECTS
- Political Concepts and Ideas: 5 ECTS
- History of Journalism: 5 ECTS
- Journalism Workshop: 5 ECTS

2.2.2. Media Design

Curriculum and Competencies

The Media Design program fosters creativity and the highest quality of visual communication, preparing students to innovate and use the latest tools for creating media and multimedia content. Graduates gain competencies in:

- Advanced design and interdisciplinary communication in digital spaces
- Independent design of media systems and typography
- Leadership of creative processes
- Knowledge of creative industries, print, radio, mobile platforms, and television
- Project management in web design, production, information visualization, audio production, and protective graphics in digital media
- Skills in photography, applied drawing, presentation techniques, and media scenography
- Management of multimedia storytelling, animated graphics, 3D animation, and new media
- Career Opportunities

Graduates can pursue careers as:

- Creative directors
- Graphic designers
- Web or interactive designers
- Information designers
- Photo editors
- Illustrators
- Media designers
- Packaging designers
- Art directors
- Brand and design managers
- Media project managers and directors

Program Details

- Duration: 4 semesters
- ECTS Credits: 120
- Academic Title: Master of Media Design
- Abbreviated Title: univ. mag. art.
- Study Mode: Full-time, Part-time

Admission Requirements

- Candidates with an undergraduate degree in applied arts, design, or graphic technology may enroll without remedial courses.
- Candidates from other fields may need to complete up to 30 ECTS of remedial courses.
- Remedial Courses (if applicable)
- Multimedia – 5 ECTS
- Drawing and Composition – 5 ECTS
- Animated Graphics – 5 ECTS
- Graphic Editing – 5 ECTS
- Artistic and Media Photography – 5 ECTS
- Sound Design – 5 ECTS

2.2.3. Packaging, Recycling, and Environmental Protection

Curriculum and Competencies

This technical program provides students with theoretical and practical foundations to understand and work efficiently in modern production environments. Students gain knowledge in packaging design, production, recycling, environmental protection, chemistry, and material handling.

The program also addresses global issues such as air and soil pollution, emphasizing sustainable development and environmental responsibility. Students develop problem-solving, project management, and analytical skills applicable to packaging technology and environmental protection.

Graduates can:

- Assess and summarize the quality of different packaging materials
- Critically evaluate advanced and emerging packaging technologies
- Apply technologies correctly in design and production processes
- Analyze environmental data and develop strategies for sustainable packaging and recycling
- Manage projects and reduce environmental impact

Career Opportunities

Graduates may pursue doctoral studies in technical or related sciences. In industry, they are qualified for roles in packaging, recycling, environmental management, and ISO 14001-compliant systems. They are also trained to lead complex projects successfully.

Program Details

- Duration: 4 semesters
- ECTS Credits: 120
- Academic Title: Master of Engineering in Graphic Technology
- Abbreviated Title: univ. mag. ing. techn. graph.
- Study Mode: Full-time, Part-time

Admission Requirements

- Candidates with a technical undergraduate degree in relevant fields may enroll without remedial courses.
- Candidates with related technical degrees may need up to 15 ECTS of remedial courses.
- Remedial Courses (if applicable)
- Reproduction Processes in Packaging – 7.5 ECTS
- Introduction to Packaging Industry – 7.5 ECTS

2.2.4. Sustainable Mobility and Logistics Management

Curriculum and Competencies

This two-year program prepares the next generation of transport engineers and logistics system managers through two tracks: Sustainable Transport Systems and Logistics Management. It emphasizes sustainable development, modern management of transport systems, and logistics processes from origin to destination, integrating technological, technical, economic, managerial, and ecological knowledge.

The program supports horizontal and vertical mobility, allowing students from technical and social sciences backgrounds to enroll. Graduates can continue doctoral studies in related fields.

Career Opportunities

Graduates are prepared for leadership roles in transport engineering, logistics management, and sustainable mobility planning, both nationally and internationally.

Program Details

- Duration: 4 semesters
- ECTS Credits: 120
- Academic Title: Master of Engineering in Sustainable Mobility and Logistics
- Abbreviated Title: univ. mag. ing. traff.
- Study Mode: Full-time, Part-time

Admission Requirements

- Candidates with a technical undergraduate degree (transport technology, fundamental technical sciences) or social sciences degree (economics) may enroll without remedial courses.
- Other candidates may need up to 30 ECTS of remedial courses.
- Remedial Courses (if applicable)
- Basics of Business Logistics – 4 ECTS
- Basics of Transport and Technical Logistics – 4 ECTS
- Basics of Transport Infrastructure – 4 ECTS
- Land Transport Technology – 4 ECTS
- Fundamentals of Economics – 4 ECTS
- Finance and Accounting – 4 ECTS
- Quantitative Methods – 6 ECTS

2.3. Doctoral Study - Media and Communication

Program Basis

The Doctoral Study in Media and Communication is founded on the Salzburg Principles (2005) and Salzburg II Recommendations, emphasizing the distinctiveness of doctoral education within the European Research Area and the European Higher Education Area.

The program incorporates contemporary elements of doctoral education:

- Advancing knowledge through original research
- Emphasis on mentorship
- Transforming doctoral candidates into an active, critical community
- Interdisciplinary approach
- Increased student mobility

Field of Study

Research in media and communication, aided by advances in information technology, evolves rapidly in both theoretical and methodological dimensions. The program prepares doctoral students to create new knowledge applicable in professional contexts, responding to labor market demands, and contributing to societal and cultural development on a global scale.

The study is situated within the information-communication field of social sciences, with strong interdisciplinary links to humanities, technical sciences, and artistic disciplines.

Qualification Level

- Level 8.2 of the Croatian Qualifications Framework (HKO)
- Focus on creating and evaluating new scientific knowledge that pushes the boundaries of the field
- Development of social skills, autonomy, and professional responsibility

Expected Skills

Doctoral candidates are expected to develop the following specific and generic competencies through their doctoral research:

- Critical information collection (literature search, critical reading, detecting bias, interviewing skills)
- Project planning and management (research design, organization, problem anticipation, resource planning, team leadership)
- Application of statistical software for data analysis (qualitative and quantitative data interpretation)
- Use of scientific research methodologies in independent research
- Design and implementation of new theoretical paradigms based on scientific achievements
- Academic writing and reporting skills (oral and listening skills, ability to present data to non-experts)
- Adherence to ethical and professional standards in research and professional practice
- Awareness of social responsibility in conducting research and societal impact of results
- Organizational competencies for scientific and professional efficiency
- Time management, self-management, and career development skills

Program Details

- Duration: 6 semesters
- ECTS Credits: 180
- Academic Title: Doctor of Science in Social Sciences
- Abbreviated Title: dr. sc. socio.

Admission Requirements

- a) Completion of a university graduate or integrated master's program, or a specialist university study in social or humanistic sciences, with recommendations from two university professors or a mentor.
- b) Graduates from other scientific or artistic fields may enroll with additional requirements determined by the Admissions Committee and the Doctoral Study Council.
- c) Candidates already holding a doctorate may apply for recognition of previously completed postgraduate courses, depending on compatibility with the program.
- d) Candidates from other postgraduate programs in Croatia may be admitted to the first, second, or third year based on content compatibility and completed course load.
- e) Candidates with foreign diplomas in relevant fields may apply, providing official recognition of their foreign higher education qualifications through the Office for Academic Recognition of Foreign Qualifications.

Commissioners for International Cooperation

International coordinators at University North are responsible for coordinating all activities related to international cooperation and the mobility of students and staff. They provide information and support for applications to Erasmus+ and other exchange programs, and maintain communication with partner institutions abroad. They also assist incoming international students with their arrival, orientation, and integration into university life.

Serial Number	DEPARTMENT	COMMISSIONERS FOR INTERNATIONAL COOPERATION
1.	Department of Nursing	assist. prof. Sonja Obranić, PhD
2.	Department of Electrical Engineering	Jurica Hižak, PhD
3.	Department of Multimedia	assoc. prof. Andrija Bernik, PhD
4.	Department of Mechanical Engineering	assist. prof. Boris Jalušić, PhD
5.	Department of Civil Engineering	assoc. prof. Aleksej Aniskin, PhD
6.	Department of Logistics and Sustainable Mobility	assoc. prof. Ana Globočnik Žunac, PhD
7.	Department of Mechatronics	assoc. prof. Damira Keček, PhD
8.	Department of Physiotherapy	assist. prof. Manuela Filipec, PhD
9.	Department of Communication Studies, Media, and Journalism	assist. prof. Đilda Pečarić, PhD
10.	Department of Art Studies	assist. prof. Niko Mihaljević, PhD
12.	Department of Economics	assoc. prof. Ana Globočnik Žunac, PhD
13.	Department of Public Relations	Višeslav Kirinić Silov, PhD
14.	Department of Environmental Protection, Recycling, and Packaging	assoc. prof. Lovorka Gotal Dmitrović, PhD
15.	Department of Food Technology	assist. prof. Predrag Putnik, PhD
16.	Department of Geodesy and Geomatics	assist. prof. Nikola Kranjčić, PhD
17.	Department of Environmental Protection, Recycling, and Packaging	Ivana Dodelek Šarkanj, PhD
18.	Department of Computer Science and Informatics	Vlado Halusek, PhD
19.	Section of International Economic Relations and Management	prof. Anica Hunjet, PhD