

4th INTERNATIONAL SUMMER SCHOOL IN SERBIA

1-26 July, 2018

“START IT NOW”

BRAND NEW AND INTEGRATED PROGRAM

Multidisciplinary Project Based Learning & Job Shadowing

ORGANISED BY
EDUCONS UNIVERSITY

IN

NOVI SAD – EUROPEAN CAPITAL OF CULTURE IN 2021

DURATION: 4 weeks Summer School (July 1st - July 26th, 2018)

APPLICATION FINAL DEADLINE: April 1, 2019

Contact Person: Dr. Sladjana Cabrilo, I-Shou University, Taiwan, Email: sladjana@isu.edu.tw

FACEBOOK PAGE: 塞爾維亞暑期遊學團



WELCOME!

With 30 international students from four Asian universities (City University of Hong Kong; I-Shou University, Kaohsiung, Taiwan; National Chengchi University, Taipei, Taiwan; University of Tasmania, Hong Kong), the 3rd International Summer Program “Urban and Rural Development in Practice” in Serbia organized by the Educons University included exciting lectures, workshops, field trips, a two week industry internship & job shadowing program, and networking amongst students, lecturers and practitioners from all over the world. The program did also contain a number of social events and sightseeing tours. Last July, the Educons University hosted students from Hong Kong, Taiwan, China, Vietnam, Indonesia, and Mozambique.

Our philosophy is that students come to realize their own sense of value and feel at ease in sharing these values with others. At the same time, we want students to accept and respect other peoples’ and cultures’ principles. Academic philosophy is to encourage students to become forward-thinking individuals who can exercise their ideas with confidence.

For July 2019, we prepare a brand new and integrated program entitled “START IT NOW” that includes:

- 1) Multidisciplinary project based learning;**
- 2) Job shadowing, and**
- 3) A number of exciting social events and sightseeing tours.**

REASONS TO APPLY:

- 4 weeks of international experience in Serbia, a country situated at the crossroads between Central and Southeast Europe, building global awareness and thinking, and getting knowledge from top professionals and professors
- Project-based learning - that is filled with active and engaged learning. It inspires students to obtain a deeper knowledge of the subjects they're studying.
- Multidisciplinary team work –Students will learn how to communicate in multidisciplinary teams, how to share their opinions and perspectives and learn about those from others who have different expertise, how to make decisions and how to overcome obstacles in multidisciplinary team work.
- Job shadowing –It helps students develop integrative thinking. This experience helps students confront real business challenges with real stakes in real time. Dealing with "unexpected contingencies" helps students recognize, appreciate, and adapt to organization realities by tempering knowledge with practical constraints.
- Diverse learning environment
- Certificates and building up your CV

- Promo packages that include the tuition fee, food and accommodation, and the mini-tours and excursions
- Insight into the cultural events such as festivals, local traditional events and nightlife in Novi Sad and Vojvodina that have big impact on regional development.

PROJECT ORGANIZATION:

Educons University is organizing International Summer School

Contact person: Slobodan Rakić, coordinator of Summer School

Email: summerschool@educons.edu.rs

International Relations Office of Educons University: + 381 21 4893619

Contact person at I-Shou University (Taiwan): Dr. Sladjana Cabrilo,

International College, International Business Administration Department

Email: sladjana@isu.edu.tw; sladjanacabrilo@gmail.com

Office: 60701-B, Phone: +886-7-6577711 Ext. 8719

TARGET GROUP:

- Undergraduate students
- MBA students

Motivated students and graduates, who want to upgrade and enrich their understandings and gain new knowledge/experiences of the latest trends in urban and rural development, and in this context related disciplines (management and organizational science, law, tourism and hospitality, agriculture, political science, sociology, etc.). All participants who have a good knowledge of English or who are at the level of a good understanding of the English language.

AIM AND OBJECTIVES:

- Interdisciplinary approach – sharing knowledge, opinions and views, and interaction in multi diverse learning environment;
- Personal development - education of people as leaders with an international dimension;
- Global thinking - understanding the trend and challenges in global urban and rural development and accumulate the global awareness and thinking;
- Communication skills – building foundation in effective communication in today's culturally diverse working environment

THE PROGRAM

1) MULTIDISCIPLINARY PROJECT BASED LEARNING

Project-based learning is a dynamic approach to teaching in which students explore real-world problems and challenges, simultaneously developing cross-curriculum skills while working in small collaborative groups. As students in the Summer School have mostly been with different academic and cultural backgrounds, we have decided to organize participants in the 4th Summer School (July, 2019) to work on group project ideas that have to be multidisciplinary projects and span one discipline. Groups can either choose the complex

problem they would like to solve, or to develop their start-up business ideas. Lecturers will act more as moderators giving basic introductions in topics that are closely related to the start-up business and project management. More important is that lecturers are going to work with groups helping them to make a progress in their projects. Topics that will be covered will be as follows:

- Start-up business,
- Intellectual & Emotional Business,
- Project Management,
- Innovation and Intellectual Property Rights,
- Financing in Entrepreneurship,
- Digital Marketing,
- Integrated Communication and PR.

Groups have to submit their written final reports and present their finding in front of the Committee composed of academics and professionals. The Committee will assess the quality of their projects and decide on the best projects.

In the process of completing their multidisciplinary projects, students will benefit from multidisciplinary team work, because of its value in discussing problems or challenges with varied perspectives and complementary knowledge and skills that might enhance knowledge sharing within a team. These teams can be particularly helpful on complex projects and problems which are increasingly beyond the capability of a single discipline to undertake. In this process, students also hone their organizational and research skills, improve communication skills and learn how to work in diverse workplace. In addition, students develop confidence and self-direction as they move through both team-based and independent work.



2) JOB SHADOWING

The program includes 60 hours of 'Job shadowing' in different companies from different industries. This experience helps students develop integrative thinking and observe how to confront real business challenges with real stakes in real time. Dealing with "unexpected contingencies" helps students recognize, appreciate, and adapt to organization realities by tempering knowledge with practical constraints.

A list of companies with their profiles and number of job shadowing positions will be announced in January 2019. Companies will vary in age, size, industry and products/services (IT companies, hotels, banks, retailers, government agencies, etc). There would be no prerequisite for the students participating in the job shadowing program.

Procedure: Students choose a company according to their major interests. Because of limited number of job shadowing positions in companies, students have to register for the particular company. If there will be more students registered for the company than available positions in that company, positions will be assigned on a first come, first served basis or companies will choose more adequate candidates based on their CVs and submitted documents. Students not being selected by the company will choose another company for job shadowing. Students will get letters that will confirm their companies and job shadowing position no later than June 1, 2019. .

Contact person at Educons University responsible for contacting companies:

Gordana Racić, Coordinator for Industry Internship at Educons University

Email: gordana.racic84@gmail.com

Contact person at I-Shou University (Taiwan): Dr. Sladjana Cabrilo,

International College, International Business Administration Department

Email: sladjana@isu.edu.tw; sladjanacabrilo@gmail.com

Office: 60701-B, Phone: +886-7-6577711 Ext. 8719



3) SOCIAL EVENTS AND SIGHTSEEING TOURS

As in past years, the program contains numerous extracurricular activities.

- Novi Sad sightseeing/Pedestrian area of the town nucleus - Danube street, "Zmaj Jovina" street, City Hall, Orthodox Church "Banovina"- Monumental building of Executive council and Assembly of Vojvodina.
- Trip to the Petrovaradin Fortress, the symbol of Novi Sad, situated on the right bank of the Danube and due to its prominent location often referred to as the Gibraltar of the Danube. Guided tour of the Fortress.
- Weekend in Budapest (Hungary) and Vienna (Austria)
- Tour of Sremski Karlovci – historic and cultural center of Serbs, sightseeing of the beautiful baroque center and sightseeing of the beautiful baroque center – The Patriarchal Residence, Gymnasium, Four Lions Fountain, St Nicolas Church, Chapel of Peace. Visit to "Bajlo" wine cellar - wine tasting with traditional brunch. Return to Novi Sad.
- Trip to Belgrade, capital of Serbia
- Hiking and BBQ in national park Fruska Gora

... and many more social activities!







ADDITIONAL INFORMATION

Entry visa for Serbia information

Citizens of following countries may entry in Serbia without a visa up to 90 days: EU citizens, Albania, Andorra, Argentina, Australia, Belarus, Bolivia, BIH, Canada, Chile, Croatia, Costa Rica, Cuba, Holy See, Iceland, Israel, Japan, Kazakhstan, Rep. of Korea, Lichtenstein, Macedonia, Mexico, Montenegro, New Zealand, Norway, Russia, San Marino, Seychelles, Singapore, Switzerland, Tunis, Turkey and USA. All other nationalities need visa. For preparation documents for applying for the visa, please visit the website:

<http://www.mfa.gov.rs/en/consular-affairs/entry-serbia/visa-regime>

Obtaining entry permit for students will be organized by Dr. Cabrilo (contact person at ISU)

APPLICATION PROCESS AND DEADLINE:

All applicants who are interested in participation in the summer school can send their application form, Application deadline: April 1st, 2019. They can send application form to e-mail address: summerschool@educons.edu.rs or submit application form to Dr. Cabrilo.

Students must submit the following documents:

1. Application form
2. Copy of the passport

3. Two photos

PAYMENT DETAILS:

<i>Account with institution:</i> SWIFT: RZBSRBSG - RAIFFEISEN BANKA AD BEOGRAD, RS
<i>Beneficiary customer:</i> IBAN: RS35265100000012090616 Univerzitet Educons u Sremskoj Kamenici, Vojvode Putnika 87, Sremska Kamenica, Republika Srbija.
<i>Correspondent bank:</i> EUR Raiffeisen Bank International AG, Vienna, Austria – SWIFT - RZBAATWW
<i>Description: Summer School fee</i> Currency: EURO

VENUE:

Novi Sad, the capital of the Autonomous Province of Vojvodina and the administrative center of the Southern Bačka County is situated in the central part of the vast Vojvodina plain. As the second largest town in Serbia it is an administrative and economic center and due to its favorable geographical position Novi Sad has a very specific transit-tourist position as well. The first written documents about the city date back to the end of XVII century although, according to the previous findings, in the place of the Petrovaradin fortress near Novi Sad there was a human settlement even in 4500 BC. Since its foundation Novi Sad has become the centre of the Serbian culture and has rightly been named “Serbian Athens” and as long ago as 1826, Matica Srpska (Serbian Cultural Centre) was founded in Budapest as a distinctive bastion of the national awareness, culture and literacy. In 1864 it was moved to Novi Sad. Nowadays, with the population of about 400,000, Novi Sad is a large industrial and financial center of the Serbian economy, a university town with numerous state and private faculties and institutions of higher education. Novi Sad is a city of culture, museums, galleries, theatres, libraries, a university center whose students are more and more participating in the public life of the city, in a great number of research projects and in the organization of various cultural events and happenings. Another trait of Novi Sad and its people is that they love to have a good time and party, and there are few months in the year when there is not some major event going on. Surely one of the best-known and attended is the EXIT Festival, held every July in the Petrovaradin Fortress. Not forgetting to the Street Music Festival, Sterijino Pozorje theatre festival, Zmaj Children’s Games, the Novi Sad Spring horticultural fair, the Tunnels of Light, Night of Museums and many others. All of these events see a great many visitors and epitomize the spirit and relaxed atmosphere of Novi Sad. The town is the seat of numerous top-class sports clubs: football, volleyball, handball, table tennis, boxing, karate, judo and the others.

Near Novi Sad, on the northern slopes of Fruška Gora there is a settlement of Sremska Kamenica. The historical data say that these regions were devastated by a mighty Illyrian tribe even 2300 ago. Since that time many nations ruled this part of the country (Romans...). However, the first reliable fact of the place dates from the thirteenth century when it was mentioned in the charter of the Hungarian king Bela IV by the name of “Villa Kamanch” “The golden age” of Sremska

Kamenica was the period of XIV and XVI century as at that time it became a well-known provincial town on the Danube in which the crafts, trade and culture were flourishing. In the documents from 1408 it was called “civitas seu opidum” Kamanec and according to the data from 1439 – Kamanec. It went through the most difficult times during the Turkish conquest starting from 1520. Since 1687 Kamenica belonged to the Varadin County and in 1702 it was liberated from the Turks and became the property of the general-baron Ifelin. Kamenica developed rapidly and from 1886 to 1941 it was a part of the Irig County. A well-known building in Sremska Kamenica certainly is the police school, built in 1848 as a “cadet school” for the purpose of training the military police professionals in the Austrian empire. With its area of about 7,000 square meters and the number of stories it was one the highest buildings built on the territory of Novi Sad. From 1869 to 1895 the building was the premises of a silk plant and a barracks and in 1895 the “Cadet Academy” from Osijek was moved in and remained there till the fall of the Austro-Hungarian Empire. After the creation of the Kingdom of Yugoslavia the building became the state property and until 1941 it was gendarmerie school for the officers, noncommissioned officers and gendarmes.

EDUCONS is the first private University in Vojvodina. The University obtained work license from the Ministry of Education of the Republic of Serbia in June 2008. The University EDUCONS is comprised of eleven faculties: Faculty of Information Technology, Faculty of Digital Production, Faculty of Business Economy, Faculty of Applied Security, Faculty of Environmental Protection, Academy of Classical Painting, Faculty of Organic Agriculture, Faculty of Teacher Training, Faculty of Sport and Tourism – TIMS, Faculty of European Business and Law Studies - FEPPS, Faculty of Project and Innovation Management. EDUCONS enables bachelor academic studies, master academic studies, specialized and doctoral studies. All study courses at University EDUCONS are accredited.

The mission of EDUCONS as an integrated academic community of professors, researchers, artists and students is development of education, harmonization of curriculum with European experience and trends, attractiveness and competitiveness of curriculum both on national and international level as well as accomplishment of highly educated and scientific positions in the country and abroad.

TRAVEL INFORMATION/VENUE:

Airplane

International „Nikola Tesla“ Airport Belgrade is about 75 km apart. It has connections to/from all major European airports. Low cost airlines fly to Belgrade, also. National air-carrier is Air Serbia (<https://www.airserbia.com/>)

To get to Novi Sad take:

1. **Taxi**, specially contracted for the participants transfer, (car or mini-van) to Novi Sad, 1 hour trip – price about 20-30 EURO, (booking is needed at least one day a head), **recommended**, or
2. **Airport bus to Belgrade** – Railway/Bus station stop (0,5 hour trip – price about 2.- EURO) and then take bus to Novi Sad (1,5-2 hours trip – price about 7.- EURO). Bus Belgrade-Nov

Sad-Belgrade runs during peak hours every 15 min, every 30 min during the rest of the day and every 1 hour during late evening hours until midnight.

For plane schedule, please visit www.amadeus.net , www.skyscanner.net

For information about arrivals/departures: <http://www.beg.aero/welcome.54.html>

Train

Novi Sad is located at the main north-south railway line from Budapest (Hungary) to Belgrade and further to the south Sofia (Bulgaria), Skopje (Republic of Macedonia) or Thessaloniki (Greece). All trains stops in Novi Sad. For participants from east or west, take train to Belgrade and than train or bus to Novi Sad (1,5-2 hours trip – price about 7.- EURO). Bus Belgrade-Nov Sad-Belgrade runs during peak hours every 15 min, every 30 min during the rest of the day and every 1 hour during late evening hours until midnight. For train schedule, please visit www.bahn.de.

Bus

Regular bus lines from Subotica (north), Belgrade (south) and Zrenjanin (east) exists with frequent departures. International lines from Paris, Munich, Frankfurt, Zurich, Vienna, Ljubljana, Zagreb, Banja Luka also stops in Novi Sad. (<http://www.eurolines.com>, <http://www.eurolines.co.rs/Eng/index.php>)

Car

Novi Sad is located at the main E 75 (No.22) international highway (Budapest-Belgrade-Niš-Sophia) for travelers from north or south. For travelers from east, No. 7 main road connecting Timisoara-Jimbolia (Romania)-Zrenjanin-Nov Sad or No. 1-9 and No.7-1 Craiova-Resita-Moravita (Romania)-Vršac-Zrenjanin-Nov Sad is recommended. For travelers from west (Italia, Slovenia, Croatia, Bosnia&Herzegovina) take the main E70 (No.1) international highway up to Ruma crossing, than No.21 road north bound to Novi Sad. For information about travel, please visit: http://www.amss.org.rs/index_e.html

Public transport in Novi Sad

Novi Sad has a number of public bus lines connecting every part of the city with the center.

Conference venue („Master“ Congress Centre) is by Novi Sad Fair and is served by the:

Line 11 (circle line): Railway/Bus Station – Novi Sad Fair – Liman 4 – University Campus – Fish Market – Railway/Bus Station.

Line 8: Novo naselje – Master Centre – Liman 4 – Liman 1

Line 5: Temerinski put – City centre – Novi Sad Fair – Avijaticarsko naselje

For more details, please visit <http://www.gspns.co.rs/>

View Novi Sad, Serbia, Vojvodina in a larger map

Taxis

Taxis are quite cheap and a very popular form of transport in Novi Sad. For most destinations the ride will cost you 200-400 RSD. It is best to make a phone call or hail one of the taxis that are situated on the plateau to the left of the main entrance of the Railway Station. It is a good idea to avoid taxis outside the plateau because they charge unrealistically high prices. You can also send a text message (SMS) containing the address where you are. Usually very soon you get a message with the information about the vehicle and the arrival time. In most cases you will have

to pay in cash, although some companies (Nacionalni taxi) take credit cards as well. Go here for more taxi service numbers.

VIP taxi	+381 (0) 21/ 444000; +381 (0) 69 4440000; +381 (0) 66 444000
Delta taxi	+381 (0) 21/ 522622
Crveni taxi	+381 (0) 21/ 445577
Nacionalni taxi	+381 (0) 21/444 888; SMS (NS_address where you are) 4575
Naš taxi	+381 (0) 21/300300, +381 65 300 3000
Novus	+381 (0) 21/500700, +381 65 220 220 2, SMS 2021
Vojvodani	+381 (0) 21/522333, +381 63 322 333, SMS 1011

FROM NOVI SAD TO EDUCONS UNIVERSITY

By taxi (numbers written above)

By buses No76, 78, 79, 80, 81, 84 from the main train station.

By bus organized from accommodation for participants.

1st WEEK	29th & 30th June	Monday, 1stJuly	Tuesday, 2nd	Wednesday, 3rd	Thursday, 4th	Friday, 5th	Saturday, 6th	Sunday, 7th	
Breakfast 07:00 – 09:30(served until 11)	Arrival of participants						Free time	Free time	
10:00 – 13:00		Opening Ceremony (10:00 – 11:00)	Start-up business Dragana Djermanovic PhD	Intellectual & Emotional Business Sladjana Cabrilo, PhD	Project Management	Meeting with group advisors			
		Orientation and program presentation (11:00 – 12:00) Educons Universtity presentation (12:00-13:0)							
Lunch 13:00-14:00									
14:00 – 17:00		Setting up groups Details about projects	Workshop and work with groups: How to develop start up business idea? Dragana Djermanovic PhD	Workshop and work with groups: Intellectual property rights Sladjana Cabrilo, PhD	Workshop and work with groups: Project Management Submission of project proposal	Group work			
Free time and/or extracurricular activities 17:00-19:00		Novi Sad tour			Petrovaradin Fortress tour				
Dinner 19:00-21:00									
Free time and other activities (21:00 -)						EXIT FESTIVA:			EXIT FESTIVAL

2nd WEEK	Monday, 8th		Tuesday, 9th		Wednesday, 10th		Thursday, 11th		Friday, 12h		Saturday, 13th		Sunday, 14th	
Breakfast 07:00 – 09:30(served until 11)											Trip to Vienna		Vienna sightseeing	
10:00 – 13:00	Innovation modelling		Financing in Entrepreneurship, Nikola Gradojevic, PhD		Integrated Communication Marijeta Lazor		Digital Marketing and PR Miloje Sekulic		TRIP to BUDAPEST and VIENNA – 3 day tour					
Lunch 13:00-14:00									Arrival at Budapest		Vienna tour		Departure and trip to Novi Sad	
14:00 – 17:00	Workshop and work with groups: Innovation management		Workshop and work with groups: How to finance your project? Nikola Gradojevic, PhD		Workshop and work with groups: Marijeta Lazor		Workshop and work with groups: Miloje Sekulic		Budapest sightseeing					
Free time and/or extracurricular activities 17:00-19:00	Free time						Reports about project progress - Supervisors							
Dinner 19:00-21:00			Field trip I Sremski Karlovci - vineries						Night in Budapest		Night in Vienna			
Free time and other activities (21:00 -)														
	Educational activities		Touristic activities		Job shadowing									

3rd WEEK	Monday, 15th	Tuesday, 16th	Wednesday, 17th	Thursday, 18th	Friday, 19h	Saturday, 20th	Sunday, 21th
Breakfast 07:00 – 07.30						BELGRADE TOUR	Individual/Group trips
8.00-13.00	JOB SHADOWING						
Lunch 13:00-14:00							
14-17.00							
Free time and/or extracurricular activities 17:00-19:00	Free time	Free time	Free time	Free time	Free time		
Dinner 19:00-21:00							
Free time and other activities (21:00 -)							

4th WEEK	Monday, 22th	Tuesday, 23th	Wednesday, 24th	Thursday, 25th	Friday, 26h	8aturday, 27th	Sunday, 28th
Breakfast 07:00 – 07.30						Individual/Group trips & DEPARTURE	Individual/Group trips & DEPARTURE
8.00-13.00	Job Shadowing			Final meeting with advisors	COMPETITION: PROJECT PRESENTATIONS		
Lunch 13:00-14:00							
14-17.00				FINAL GROUP MEETING AND SUBMISSION OF FINAL PROJECTS	CLOSING CEREMONY		
Free time and/or extracurricular activities 17:00-19:00	Free time/ Group work	Free time/Group work	Free time / Group work	Free time	Farewell Party		
Dinner 19:00-21:00							
Free time and other activities (21:00 -)							