



# Megatrend University

Introducing the  
Megatrend  
University





# History

- **The Megatrend University was founded in 1989 as the first private university in Eastern Europe**
- **Megatrend primarily concentrated on business and management areas and then further developed to the areas of international and geo-economy, bio-farming, state administration, arts and design, culture and media and computer sciences**
- **The University is managed by the Rector, President, Vice-rectors and University Senate**



# University Governance

## Governing Bodies:

- Rector : Prof. Mica Jovanovic, PhD
- President: Jean Jacque Chanaron, PhD
- University Senate



## Vice Rectors:

- Prof. Mirko Kulic, PhD (for teaching and organization)
- Prof. Slobodan Pajovic, PhD (for international cooperation)
- Prof. Dragana Gnjatovic, PhD (for scientific research)



# Faculties and Departments

**The University is composed of 11 faculties, 4 colleges and 1 institute**

## **Faculties:**

- Graduate School for Business Studies, Belgrade
- Graduate School for Business Studies, Vrsac
- Graduate School for Geo-economy, Belgrade
- Graduate School for Culture and Media, Belgrade
- Graduate School for State Administration, Belgrade
- Graduate School for Art and Design, Belgrade
- Graduate School for Management, Zajecar
- Graduate School for Management, Valjevo
- Graduate School for Bio-farming, Backa Topola
- Graduate School for Business Studies, Pozarevac
- Graduate School for Computer Sciences, Belgrade



# Faculties and Departments

## Colleges

- College for Business “Megatrend”, professional studies, Belgrade
- College for Basketball “Boris Stankovic”, professional studies, Belgrade
- College for Business and Management, Zajecar
- College for Bio-farming, Backa Topola

## Institute

- Institute for New Technologies

## European Forum

- NGO
- The main aim is to promote cooperation between Serbian, European and other institutions for conducting projects for development of Serbia
- One of the core activities is organization of educational activities such as seminars, conferences and symposiums on the subject of mechanism functioning of the European systems



## Campuses and Teaching Rooms

- University consists of 8 teaching campuses throughout Serbia
- Teaching Rooms
  - Amphitheatres
  - Listening rooms
  - Computer labs
- Virtual University
  - Long distance learning



## Libraries

- Megatrend publications are situated in a few libraries:
  - Management, SCINETIA, Economy, Marketing, Finances, Law, Practicals, Informatics, Entrepreneurship, Lexicology, Special Editions, Monographs, Electronic Editions, and Periodicals



## Publications

- Megatrend Review, international review for Applied Economy
- MEGATRENDER, magazine
- BILTEN, publication for internal information
- Yearbook, Graduate School for Culture and Media



## Electronic Publications Base

- EBSCO - Thorough electronic collection of most significant scientific publications



# University Television

## TV Metropolis

- One of the integral parts of Megatrend's contemporary educational system of integrated communication since 2001
- Contributes to the educational activities of Megatrend University and offers students an insight into the structure of media systems which they will come across during their future careers
- Run by and aimed at young people, with the style and content adjusted to this group
- Through its program, TV Metropolis promotes modern urban culture, directly contributing to the development of creativity of young people in our country





- 12 Undergraduate Academic degrees
- Spacialized studies
- 7 Master degrees
- 3 Postgraduate Doctorate degrees
- 1 Undergraduate Professional degree
- 1 Professional academic degree



# Staff and Students

## Teaching staff

- professors
- associate professors
- assistant professors
- teaching associates
- foreign language lecturers
- **Total 415**

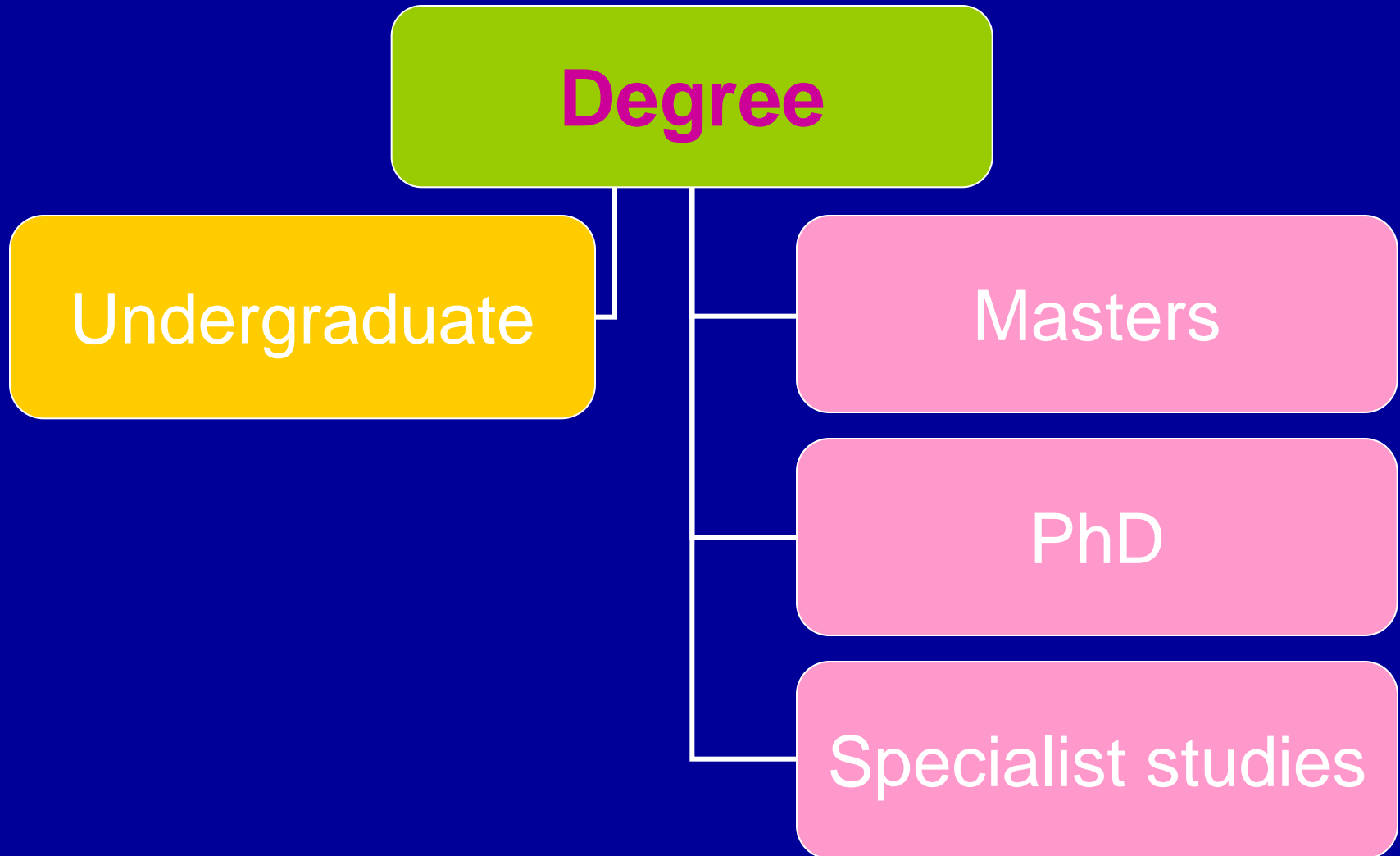
## Students

- 26,000 active students
- 12,000 graduated students
- 120 Master students
- 60 PhD students





# Education at Megatrend





# Education Offers: Business Studies

## Main Educational Programs

The faculty is based in Belgrade, with another two faculties in Vrsac and Pozarevac, which operate a similar program

## Departments

- International Business
- Computer Engineering
- Executive Management

## Programs

- Undergraduate Academic Studies
- Graduate Academic Studies - Master
- Joint Master Academic Studies
- Specialist Academic Studies
- Joint Doctoral Studies



# Education Offers: Culture and Media

## Main Educational Programs

The Faculty provides quality education in the field of culture, media, journalism and public relations to create experts competent to responsibly and creatively manage cultural, scientific and communication processes.

### Departments

- Cultural Management
- Public Relations
- Media Management
- Journalism

### Undergraduate Programs

- Management in Culture and Media
- Journalism
- Public Relations

### Master Programs

- Studies of Cultural Management
- Studies of Media Management
- Studies of PR Management





# Education Offers: International & Geo-economy

## Main Educational Programs

The Faculty provides contemporary knowledge in the area of international and regional economy. Geo-economy, as a scientific area, is concerned with examination of geographic, economic, political and cultural conditions that are present in the world and specific regions.

## Departments

- Department for Asia & Pacific Studies
- Department for North-American Studies
- Department for Latin America and Caribbean
- Department for European Union
- Department for Russia
- Department for Middle-East and North-African Studies
- Department for Balkan Studies





# Education Offers: International & Geo-economy

## Undergraduate Programs

- Geo-economy Regional Studies
- International Economy and Finance

## Postgraduate Programs

- Master – Regional Studies
- PhD – Joint program, Geo-economy and Business Studies





# Education Offers: State Administration

## Main Educational Programs

The Faculty achieves its goal through undergraduate, master, specialist and PhD studies for state administration and development of scientific-research and development programs that are of interest for the Faculty, state and local administrative bodies, economies and other institutions and organizations.

## Departments

- Department of State Administration
- Department of Taxes and Customs
- Department of Administration and Justice
- Department of Administration







# Education Offers: Art and Design

## Main Educational Programs

The main aim of the Faculty is to educate artists, capable of inventing, promoting and developing new possibilities in different artistic disciplines and their application to the contemporary markets

## Departments

- Graphic Design and Visual Communications
- Industrial Design
- Scenography
- Textile and Garments
- Interior Architecture
- Documentary and Applied Film

## Programs

- Undergraduate Academic Studies
- Graduate Academic Studies - Master



# Education Offers: Computer Science

## Main Educational Programs

Following the long preparations and successful accreditation, the Faculty has started its operation.

- Undergraduate Studies – 3 years
- Master Studies – 2 years
- Specialist Studies – 1 year





# Education Offers: Bio-farming

## Main Educational Programs

The Faculty is based in Backa Topola and is concerned with the production elements, storage and operation of the health-safe food and its relation to contemporary achievements in the area of agro-science, as well as in the area of bio-light disciplines dedicated to the preservation of the environment and management of the ecosystems on the basis of sustainable development. Bio-farming is a new integrating link among agriculture, ecology and economy.

## Programs

- Undergraduate Academic Studies
- Master Academic Studies
- PhD Studies





# Education Offers: Management

## Main Educational Programs

The Faculty is based in Zajecar and provides contemporary, quality and efficient studies in the area of business economy, management and business.

There is also a Faculty for Management based in Valjevo.

## Departments

- Financial, Banking and Stock Exchange Management
- Management
- Agro-management
- International Marketing
- Health care Management





# Education Offers: Management

## Programs

- Undergraduate Management Academic Studies
- Postgraduate:
  - Master Management Academic Studies
  - Specialist Management Academic Studies
  - PhD Management Studies

## Postgraduate courses:

- Management
- Financial, Banking and Stock Exchange Management
- Health Care Management





# Education Offers: Business College

## Main Educational Programs

The College provides undergraduate professional studies that last for 3 years and operates according to the program of Business Studies.

There are three majors to choose from in the College:

- Finance
- Banking
- Management





# Education Offers: Basketball College

## Main Educational Programs



The Basketball Academy "Borislav Stankovic" provides professional studies that shape experts for all business areas and functions important for work in domestic, European and world basketball.

- Professional Studies – 3 years





# Education Offers: Management and Business

## Main Educational Programs

The College is based in Zajecar and it enables its students to operate businesses significant for management and development of economic flows in economy, public and state departments.

- Professional Studies – 3 years







# International Cooperation

Megatrend actively develops international educational and scientific-research cooperation as well as intercultural communication by forming academic and strategic partnerships with the institutions throughout the world

## ***Libera Università Mediterranea Jean Monnet, Bari, Italy***

- *Joint international doctorate was launched in 2008 among LUM, Italy, Megatrend, Serbia, and University Alma Mater, Romania*
- *Topic: Economics and Management of Natural Resources*

## ***University of Primorska, Koper, Slovenia***

- Joint work in scientific programs that include exchange of professors, students and publications
- 4 student workshops organized so far on the topic of Balkan Interculturalism

# International Cooperation

## *Instituto Tecnológico y de Estudios Superiores de Monterrey, Mexico*

- Within the cooperation agreement, the Institute provides 2 scholarships per year for the students of Megatrend University
- Scholarships are based on the six-month-long scientific-research work
- The work is organized as a joint project between the students of Megatrend and students of Institute of Monterrey and is performed within its campus in Mexico



## Additional institutions that Megatrend has cooperation with:

- West University of Timisoara, Romania
- *University of Pec*, Hungary
- *University for Economics*, Bratislava, Slovakia
- *Ortega y Gasset*, research institute, Madrid, Spain
- *St. Ivan Rilski*, University for Mining and Geology, Sofia, Bulgaria
- *Mediterranean University of Podgorica*, Podgorica, Montenegro
- *L'Ecole Superieure de Commerce*, Grenoble, France
- *Universidad de Chile*, Santiago de Chile
- *Universidad El Salvador*, Buenos Aires, Argentina
- *Yanbian University of Science and Technology*, China
- *Russian Academy of Science*, Moscow, Russia
- *Univesidad Simon Bolivar*, Caracas, Venezuela
- *St Petersburg State University of Service and Economy*, St Petersburg, Russia





# Association Membership

Megatrend is a member of international associations of higher education, such as:

- Global university network NEWS (North-East-West-South)
- EAMSA (Euro-Asia Management Studies Association) the only world association for management studies
- European University Association
- CEISAL, European Council for Social Research of Latin American Studies
- KONUS, University Conference of Serbia





# Megatrend University



[www.megatrend.edu.rs](http://www.megatrend.edu.rs)