





Драге младе колеге,
добро нам дошли!

Dear students,

I would like to welcome you to the Megatrend University, the leader in higher education in Southeastern Europe for the past 29 years. Leading the development of the University has been the most rewarding experience of my career to date. We aim to create an energetic and vibrant atmosphere, and work hard to deliver world-class education in many different fields. We provide our students with a curriculum that is continuously evolving, meeting the changes in today's fast paced environment. This helps our students stay up-to-date with relevant information, so they can reach their full potential for future careers.

Megatrend University has made significant progress towards our goal of establishing its presence around the world. Our international cooperation department has established hundreds of partnerships with institutions and colleges across Europe, Asia, North and South America.

The collective impact of our faculty, students and alumni has made it easy to facilitate success for our University. We all have a very good reason to be proud of what we have accomplished so far.

To come and study at Megatrend University means you will encounter a welcoming environment of an educational community, dedicated to pursue excellence. We are inviting you to join us and help us make the difference in our communities and in the world.

Sincerely,

Professor Mića Jovanović, PhD
Founder of Megatrend University



*Professor Mića
Jovanović*



U informatickoj eri, strateške vrednosti biće:
KREATIVNOST, ZNANJE I INFORMACIJA.
Džon Nezbīt

In the computer era, the strategic values will be:
CREATIVITY, KNOWLEDGE AND INFORMATION.
John Naisbīt

ABOUT THE UNIVERSITY

Megatrend University has over three decades of tradition and is a leading private university in Central and Southeast Europe. The first educational institutions of this University were established in December 1989. This University was a pioneer in the region in terms of the development of education in the field of management, organisational behaviour, intercultural management and related disciplines.

The University employs more than 300 teachers with a PhD on the full-time basis and over 100 people who work in the University's administration.

Currently more than 14,000 students attend the Megatrend University. The University has modern campuses in Belgrade and other parts of Serbia in a total area of 17,500 square meters.

The four pillars of the Megatrend University are:

- 1) top teachers from the country and abroad;
- 2) modern textbooks which are constantly innovated and adjusted to the achievements of modern science;
- 3) very active international cooperation;
- 4) ultra-modern space specially designed to meet the highest educational standards.



Today, the University is at its 4th stage of development based on a completely new concept of “global learning”. It allows the students, studying at this University, to prepare for a successful career in different cultural, economic and political environments. This concept shows that modern and global business is not based on international factors but intercultural ones. In other words, international management gives way to intercultural management.

Megatrend University was accredited in Serbia, and through ENQA - in Europe as well. The University also has ISO 9001 certification issued by the AQA (American Quality Association). University diplomas are, thus, recognised in the whole world, without the need for notification, which is constantly confirmed by the graduates who successfully find jobs in the US, Canada, France, Germany, Italy, Malta, Scandinavia, etc.



What are the advantages of studies at the Megatrend University?

Based on the years of experience and great knowledge, the University applies a study method that guarantees high quality of classes and confirms the creativity and competence of students. Studying consists of a larger number of different teaching methods that are interactive and comply with modern teaching tools (lectures, exercises, seminars, workshops, simulations, role-playing, etc.).

However, what this type of studying gives exceptional quality is a large number of hours devoted to individual consultations with professors – the number of which may be, depending on students' requests, be several times larger greater than the number of compulsory classes. In this way, a kind of individual studies are created, which is then adapted to the needs of each student. Such practice is a characteristic of the best European and World universities.

A distinctive way of studying enables the students to pass up to 70 percent of the examination material through pre-examination activities in a large number of courses. Based on the above stated, an average length of studies at our University is 4.7 years, which matches the level of the most efficient World universities. **All the students of our University have professional practice which is done in national and multinational companies, banks, insurance companies, cultural and media institutions...**

What kind of studies are there at the Megatrend University and what are the degrees?

The University is an academic community of students, professors, researchers and university officials. It consists of 12 graduate schools, 2 colleges and the Institute for New Technologies, which are located in Belgrade and 5 other cities in Serbia. Megatrend University also has two higher educational institutions outside Serbia, one of them being in London (West London Business School) and the other in Paris (DeJaeger Institute of Longevity). Students may study:

- **Business Economics** at three study programs in Belgrade, Zaječar, Valjevo, Požarevac, Vršac, Smederevo, Niš, Kragujevac, Subotica, Užice, Indija, Zrenjanin, Loznica, Sombor i Jagodina, and **acquire academic degrees of: B.Sc. in Economics, M.Sc. in Economics, M.Sc. in Management, Manager-Specialist, PhD – Economic Studies and PhD – Management and Business.**
- **Culture and Media** at three study programs in Belgrade and Jagodina, and **acquire academic degrees of: Journalist, Culture and Media Manager and Public Relations Manager, M.A. in Culturology and PhD – Culturology/Communicology.** Students may study **Law** at three study programs in Belgrade and Jagodina, and **acquire academic degrees of: Bachelor of Law, Master Law and PhD – Legal Sciences.**
- **Computer Sciences** in Belgrade and Jagodina, and **acquire academic degrees of: B.Sc. in Computer Sciences, M.Sc. in Computer Sciences and PhD – Computer Sciences.**
- **Geo Economics** in Belgrade and **acquire academic degrees of: B.Sc. in Economics, M.Sc. in Economics and PhD – Economics.**
- **Art and Design** in Belgrade and **acquire academic degrees of: B.A. in Applied Arts, M.A. in Applied Arts and PhD – Applied Arts.**
- **Aeronautics** in Belgrade and **acquire academic degrees of: B.Sc. in Traffic Engineering and M.Sc. in Management in Aeronautics.**
- **Biofarming - Modern science of agriculture can be studied** in Bačka Topola and **the following academic degrees acquired: B.Sc. in Agricultural Engineering, M.Sc. in Agricultural Engineering and PhD – Biotechnical Sciences.**

On completing undergraduate studies in the duration of 4 years in any of these areas students may continue with post-graduate studies and pursue a Master's or PhD degree, or specific specialist studies.

ENROLMENT CRITERIA AND TUITION FEES

Enrolment criteria, as well as tuition fees vary from one faculty to another, since they function as independent units. The fees for this academic year are as follows

Tuition fees for:

UNDERGRADUATE STUDIES (per year)

Business Economics, Culture and Media, Computer Science, International Economics, Law	3.000 €
Art & Design, Civil Aviation	5.000 €

MASTER STUDIES

Business Economics, Culture and Media, Computer Science, International Economics, Law	3.000 €
Art & Design	5.000 €
Civil Aviation	6.000 €

DOCTORAL STUDIES

Doctoral studies are available in Business Economics, Culture and Media, Computer Science, International Economics, Law and Art & Design. The prices vary on the selected program. (4.000 € per year)

CONTACT INFORMATION:

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Who teaches at Megatrend University?

Various forms of classes at the faculties and colleges of our University are thought by highly competent and experienced professors, assistants and teaching associates. Students have an opportunity often to listen to the lectures of visiting professors from top European and world universities, first of all, John Naisbitt, one of the greatest world's intellectuals; Sung-Jo Park, a leading international management expert; Jean-Jacques Chanaron, a leading business economics expert; Christophe de Jaeger, a prominent doctor of medicine and physiology; and Xing Shi Yang, a distinguished professor in the field of computer science, and many others.

In addition, during their studies the students of our University have an opportunity during studies to attend the lectures of prominent Serbian politicians and public personalities, ambassadors of leading countries in the world – the USA, Russia, Great Britain, Israel, Japan, Mexico, Italy, etc.

Numerous and varied curricular and extra-curricular activities at Megatrend University take place owing to highly qualified and kind officials who are always available to students.

Who and how can enrol in the first year of studies?

The first year admission to undergraduate academic studies is open to all the persons who completed secondary four-year education.

Admission to studies takes place after the entrance examination, which is taken in the form of a test. This test is not eliminatory, but serves to determine the place of each candidate on the list in the order of points, where some points represent the success in the secondary school, and other points represent test results.

Jean-Jacques Chanaron, famous professor from Grenoble, employed at Megatrend University

How to transfer from other universities to Megatrend University?

It is possible to transfer easily and quickly from all foreign and national universities to the corresponding programme without taking the entrance examination. Credits from previously taken exams at other universities are recognised if the given course matches the one within study program of the selected school.

What are Center for career development, counseling and life – long learning and Alumni Club?

The Center for career development, counseling and life-long learning is a form of education that contributes to the development of the mission of lifelong learning with innovative educational programs and the benefits of modern approaches to learning. The Center offers a large number of educational programs for personal and professional development of its students and all other interested individuals or groups. In addition, through the university Center, the students of Megatrend University can perform internships or volunteer in the most successful domestic and foreign companies and thus gain important practical experience. Upon completed studies, the connection between the University and its graduates does not discontinue, but only moves to the Association of Graduates – Alumni Club which is, the same as at other large universities, the place where former students easily and quickly exchange business information, ideas and projects for mutual benefit. For more information about the Alumni Club:

- Call: +381 11 220 30 29;
- E-mail: info@megatrend.edu.rs;
- Contact the student advisor of each faculty;
- Arrange a meeting during an agreed visit to the University.

Parlez-vous français



INTERNATIONAL COOPERATION AND INTERNATIONALISATION

International cooperation, as well as internationalisation, are some of the most important segments of our University. The University has, continually, for a quarter of a century been establishing and developing cooperation with higher education and scientific institutions worldwide and building relations with international institutions relevant for education. The success of international cooperation is best exemplified by numerous signed agreements on cooperation with the universities around the world, the membership in prestigious university associations (Danube Rectors' Conference, NEWS, ALUM...), participation in the organisation of European projects (TEMPUS, ERASMUS), organisation and participation at international education fairs, organisation of the annual international scientific conference, active exchange of students, teaching and administrative staff, organisation of summer and winter schools for students from abroad, and implementation of four international study programs.

The internationalisation process at the University takes place on three levels: the level of student exchange which provides the student the opportunity to spend a semester or the whole year at one of the University's partner institutions or within ERASMUS+ program; the level of teaching staff, by participation in international projects, conferences and specialised fellowships at prestigious international educational and scientific institutions; and ultimately – the level of internationalisation of curricula, which as a result of the previous work has: joint doctoral program "Economics and Natural Resources Management" with the LUM Jean Monnet University and China Three Gorges University, doctoral program in the field of procedural law with the LUM Jean Monnet University, a doctorate in the field of computer sciences with the University of Primorska from Slovenia.

As part of the strategy of the improvement of the international cooperation of the John Naisbitt University, special attention is paid to the promotion of culture, language, history and customs of different countries. This successful practice and strong support and assistance of the Embassy of the People's Republic of China in Belgrade resulted in the establishment of the **Chinese Center** with an aim to promote the Chinese

language, tradition and culture, and which today represents the Center for the exchange of Serbian and Chinese students and professors. The results of the active work of the Chinese Center are: signing of the agreement on cooperation with nine prestigious universities from China, including the Beijing Union University, Shanghai University, Southeast University and others, which resulted in: an intensive exchange of students and teachers; tuition fees which the Government of the People's Republic of China awards to the Megatrend University every year; organisation of the first fair of Chinese universities in Serbia 2013, when the Megatrend University visited delegations from 13 universities from China and three Chinese television stations; establishment of the library with more than 6 000 editions – a selfless gift of the Embassy of the People's Republic of China in Belgrade; organisation of courses of the Chinese language for more than 700 participants; numerous cultural events such as photo exhibitions, celebration of the Chinese New Year, Chinese film evenings, etc. A successful process of international cooperation will continue to offer international experiences to our students to prepare them for global labour market as much as possible.

Iranian Center founded in 2016 as a result of mutual cooperation between Megatrend University and Cultural Center of the Islamic Republic of Iran in Belgrade. The mission of the Iranian Center is to promote Iranian culture and intercultural cooperation, which is why the Center continually arranges art exhibitions, film screenings, musical performances, and lectures for students, professors, and community. Students and professors mobility programs are the central focus of its activities. Among other activities, the Center provides Persian language courses.

Megatrend University traditionally has strong cooperation with **Latin American** researchers, universities, and cultural centers. As a result of this cooperation, the Center of Latin America was founded. The Center's mission is to advance knowledge about Latin America and its people and to support mobility programs between Megatrend University and Latin American countries.



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