



University of Zagreb Faculty of Agriculture

Current state: Undergraduate - Agricultural Economics;

Graduate – Agribusiness and Rural Development

Postgraduate specialist study - Executive MBA in Agribusiness and Commerce

➤ students' affection towards rural entrepreneurship, application of management and marketing knowledge in starting and running their own business, management and marketing from the perspective of agribusiness

Key problem: Graduates are not fitting labor market needs due to low practical skills & Not enough connected education with national innovation system

In action: Soft skill academy (nonverbal communication, be/become a leader, emotional intelligence,...), Career academy (how to write a CV, job interview role playing, team work & communication), Presenting a good examples (the best Croatian Young Farmer, successful business stories)

Maybe: Start-up's & Innovative SME's as Triggers of Employment + Sustainable Development; University-Business-Partnerships