



UNIVERSITY OF RIJEKA
FACULTY OF TOURISM AND
HOSPITALITY MANAGEMENT
OPATIJA, CROATIA

BLENDED INTENSIVE PROGRAM

ESG INVESTMENTS: A PATHWAY TO SUSTAINABLE SUCCESS

Digital Transformation and
Environmental Sustainability: Driving
Change Together

Why choose Us?

The Faculty of Tourism and Hospitality Management in Croatia emerges as a distinguished choice for the Blended Intensive Program, harmonizing academic excellence with a commitment to environmental, social, and governance (ESG) principles.

As a leader in tourism and hospitality education, the faculty integrates cutting-edge teaching methods with an industry-relevant curriculum designed to equip students with the skills to address global challenges sustainably. Emphasizing ESG values, the program nurtures future professionals who prioritize environmental stewardship, social responsibility, and ethical business practices.

Located in Croatia, a country celebrated for its stunning natural landscapes and diverse cultural heritage, the faculty offers a dynamic "living laboratory." Students gain invaluable hands-on experience by exploring sustainable tourism practices and engaging with local communities, reinforcing their understanding of the impact of responsible management on global destinations.

This comprehensive approach positions the Faculty of Tourism and Hospitality Management as a top choice for students seeking practical, innovative, and responsible education.

Address:

Primorska 46,
51410 Opatija, Croatia

Duration:

Online classes
2. 6. - 6. 6. 2025.
Onsite classes
14. 7. - 18. 7. 2025.

Program Organizers:

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<https://fthm.uniri.hr/en/>

ERSTE 
BANK

PROGRAM OBJECTIVES

Introduce participants to modern investment strategies, focusing on foundational principles and the impact of global trends on reshaping investment priorities.

Explore alternative investment avenues, such as private equity, venture capital, and impact investing, with a focus on the growing significance of purpose-driven capital.

Emphasize the role of small and medium enterprises (SMEs) as key drivers of economic growth and investment opportunities.

Provide insights into sector-specific investment analysis, breaking down opportunities and challenges within SME sectors.

Examine the influence of environmental, social, and governance (ESG) principles in advancing sustainable practices and fostering a circular economy.



PREVIOUS EXPERIANCE





Program Methods

Lectures and case studies

The aim is to engage participants in the topic of this blended intensive programme through face-to-face lectures and online presentations.

Guest speaker

The aim is to invite a Deputy Head of Credit Risk Management Department at Erste&Steiermärkische Bank d.d. to share insights and experiences with participants and offer practical perspectives on financial planning.

Simulations and role plays

Using business simulation software, participants simulate financial decisions in a risk-free environment to improve their financial analysis and strategy formulation skills.

Interactive online and on-site discussions during class

Participants will engage in peer-to-peer learning, share insights, ask questions, and discuss real-world examples on the topic of this blended intensive program.

Learning outcomes

- Participants will be able to identify the principles of financial planning and create tailor-made financial plans for the specific needs of SMEs.
- Participants will be able to evaluate different investment strategies and financing options and make informed decisions that contribute to the growth and development of SMEs.
- Participants will be able to identify financial risks associated with SME operations and investments and have strategies to effectively mitigate these risks.
- Participants will be able to demonstrate the importance of integrating ESG factors into financial decisions, leading to sustainable financial planning that is consistent with ESG objectives.



APPLY NOW !



CLASS SCHEDULE



ONLINE CLASSES Preferred platform: MS Teams

DATE	TIME	TOPIC
Monday 2.6.2025	18:00-19:30h CET	Introduction to Modern Investment Strategies · <i>Overview of investment fundamentals.</i> · <i>How global trends are reshaping investment priorities</i>
Tuesday 3.6.2025	18:00-19:30h CET	Private Equity, Venture Capital, and Impact Investing · <i>Insights into alternative investment avenues.</i> · <i>The growing role of purpose-driven capital.</i>
Wednesday 4.6.2025	18:00-19:30h CET	Definition and Importance of SMEs in Investments
Thursday 5.6.2025	18:00-19:30h CET	Sector Analysis: Breaking Down Investment Opportunities in SMEs
Friday 6.6.2025	18:00-19:30h CET	How Does ESG Impact Developing a Circular Economy?



CLASS SCHEDULE

Hall B3, new building



ONSITE CLASSES Faculty of Tourism and Hospitality Management Opatija, Croatia

DATE	TIME	TOPIC
Monday 14.7.2025	09:00-10:30h	ESG Investing
	10:30-11:00h	Coffe break
	11:00-12:30h	Risk Management in Investments
	12:30h	Lunch
Tuesday 15.7.2025	09:00-10:30h	Project appraisal methods (NPV+IRR+PBP)
	10:30-11:00h	Coffe break
	11:00-12:30h	Financial Ratios
	12:30h	Lunch
Wednesday 16.7.2025	09:00-10:30h	Financial planning - Erste Bank
	10:30-11:00h	Coffe break
	11:00-12:30h	Workshop financial planing - Erste Bank
	12:30h	Lunch
Thursday 17.7.2025	09:45-10:30h	Succesfull examples of MSMEs
	10:30-11:00h	Coffe break
	11:00-12:30h	Work on case study
	12:30h	Excursion in Opatija
	18:00h	Lunch
Friday 18.7.2025	09:00-10:30h	Case-study presentations
	10:30-11:00h	Coffe break
	11:00-12:30h	Case-study presentations
	12:30h	Lunch



class