

**PAR**UNIVERSITY OF APPLIED SCIENCES
RIJEKA

INCASO

INTERNATIONAL CARNIVAL SCHOOL

This winter school is a unique interdisciplinary program that incorporates contemporary business topics with colourful carnival tradition.

Our topic will be "Winter Carnival of Brands: From Ideas to Impact". The program is designed to immerse undergraduate students in the dynamic world of marketing and branding, set against the backdrop of lively carnival traditions.

**9 - 15 FEBRUARY 2026****RIJEKA, CROATIA****Earn 5 ECTS points!**

Requirements: BA level students, B2 level of English language.

www.par.hrinternational@par.hr[+38551327037](tel:+38551327037)

1. International Entrepreneurship Boot Camp

- **Focus:** Entrepreneurship & Innovation
- **ECTS:** 3
- **Overview:** This intensive boot camp invites students from diverse backgrounds to immerse themselves in entrepreneurship. Participants will develop business ideas, collaborate in teams, and learn directly from successful entrepreneurs and mentors.
- **Dates:** November 17th / 22th 2025
- **Location:** Rijeka, Croatia
- **Who Should Apply:** Students interested in launching startups, social enterprises, or learning about business creation.
- More info: international@par.hr

2. Winter School: INCASO International Winter School

- **Focus:** Marketing & Branding
- **ECTS:** 5
- **Overview:** This winter school offers a deep dive into modern marketing strategies and brand management. Sessions include interactive workshops, case studies, and guest lectures from industry leaders.
- **Dates:** February 9th / 15th 2026
- **Location:** Rijeka Croatia
- **Who Should Apply:** Students eager to strengthen their expertise in marketing, communications, or brand management.
- More info: international@par.hr