



University of Donja Gorica

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www.udgedu.me



University of Donja Gorica





Thinking globally



UDG in Numbers

300
professors

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100+
Agreements
with
International
partners

12
years of
experience

50 International
projects

40
programs

3000
students



Veselin Vukotic

Rector & Leading Co-Founder of the University of Donja Gorica

Former Minister of Economic Reforms, Government of SFR Yugoslavia. He is the Vice - President of the Mont Pelerin Society (Washington), the President of the Society of Economists and Managers of Montenegro, and the Chair of the Board of Directors of the company "Plantaze", one of the best vine-producing companies in the region.

Words from the Rector

"We mustn't neglect the fact that our current students will become parents soon. Therefore, investing in them must be perceived as investing in their children as well - their character, state of mind, education, manners, etc. For us, entering the classroom is about more than teaching. It's about honoring previous generations and treasuring inherited values! Every day of teaching represents an investment in future generations and their recognition, even when they become history themselves! Only creators are the ones remembered by generations!"

Almanac of studies, November 11th, 2013

"This is and will always be the University for those who see their lives as an enterprise, who find life's purpose in achieving and creating; those who yearn for and do not fear success! Sports and art are the primary developers of such personality! That's why this will be a university of sport and art!"

Welcoming speech at the opening ceremony of the UDG building, Donja Gorica, September 1st, 2008

"We are not a private university - this university is the property of all of its students, employees, professors and associates - all those who see at UDG the opportunity to accomplish their personal development and aspirations! I won't be modest - the opportunities for advancement and self-improvement that every student is offered at UDG are rarely found elsewhere. This is the bedrock of the very positive academic atmosphere that UDG emits.

Without long-term vision, without faith in creation, without linking generations, there is no success, now or in the future. That's why we do not talk about what needs to be done. We do in practice what we think we need. This is what sets us apart."

UDG University Day, November 11th, 2016

"Therefore, do not be afraid of difficulties. Accept challenges, risks, the unknown, uncertainty - in a quest to discover yourself! To find out how much creative power is hidden within you ... And that creative power exists in each of you. In some it may be buried more deeply than in others, but with patience you can reach that power."

First class at Lovcen, July 4th, 2017

"Pondering the possibilities of binding past and future helped us determine our motto "History of the Future". We rely on lessons from the past to create lectures for the future, lectures that seed the minds of our students. From this seeding, the future will grow."

UDG Christmas Discussions, January 6th, 2018

"The essence of the Belt and Road initiative will not be reached through materials, measures and various programs, but through mutual cultural understanding and mixture, through the education of young people in order to help them better understand the traditions of both their own, and other participating countries in the Initiative."


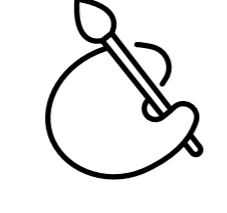







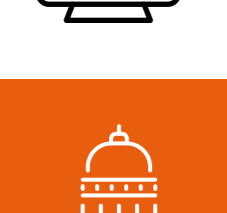
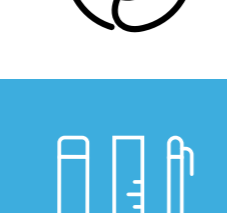
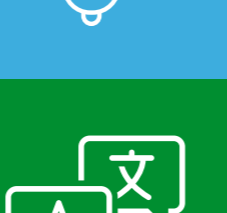
Symposium on China studies, Beijing, China, July, 2018

UDG Faculties

30 master's
&
10 doctoral studies

found at a total of

12 faculty units

	FACULTY FOR INTERNATIONAL ECONOMICS, FINANCE AND BUSINESS		FACULTY OF ARTS • History and Theory of Arts; • Communication studies		FACULTY FOR SPORTS MANAGEMENT
	FACULTY OF LAW		FACULTY OF POLYTECHNICS		FACULTY FOR CULTURE AND TOURISM • Culture and tourism • International hotel management VATEL • Chinese Studies
	FACULTY FOR INFORMATION SYSTEMS AND TECHNOLOGIES		FACULTY FOR FOOD TECHNOLOGY, SAFETY OF FOOD AND ECOLOGY		FACULTY OF APPLIED SCIENCE • Mathematics • Psychology • Electrical Engineering • Geodesy
	HUMANISTIC STUDIES • Diplomacy • Security • European Studies		FACULTY FOR DESIGN AND MULTIMEDIA • Graphic Design; • Fashion Design • Film and Media		FACULTY OF PHILOLOGY AND LANGUAGES



UDG Innovative Model of Studies

UDG strategy – education model represented through the “Professor’s equation”

PROFESSOR'S EQUATION:

$$S = Z \cdot i^2$$

Individual ability (capacity) of the UDG student

=

Knowledge of the UDG student

•

Life intensity of the UDG student

This model is known as “Professor’s Equation” and it is the innovative approach to the organization of studies and teaching at UDG.

Using this model, we aim to “produce” individuals who are **uncertainty experts**, capable of making the right decisions even with insufficient information, seeing far beyond the superficial. In our complex and ever-changing world, the probability of having all the information is very close to zero. The fact is that there is no “safe zone” nowadays.

“Whatever comes, I am ready”.

Petar II Petrović-Njegoš

This approach is based on decades of experience, as well as how my students have embraced the approach, and their following success. I’ve invested years in analyzing study programs and teaching in general, taking “creative destruction” (J. Schumpeter), “uncertainty principle” (W. Heisenberg), and “creative evolution” (H. Bergson) into account. This has unequivocally led me to a statement by Njegos - **“Whatever comes, I am ready”**. This represents how I perceive **uncertainty experts** and it is the guiding idea by which studies are organized at UDG.

UDG Important Dates

Events that bring change to students' minds

- | | | | |
|---------------|---|---------------|---|
| 04.07. | Beginning of classes – race of UDG students to Njegos mausoleum and First class at Lovcen | 03.03. | UDG Book and Library Day |
| 31.10. | UDG Olympiad | 04.04. | Research Day |
| 11.11. | UDG University Day | 24.04. | Day of Rhetoric and Debate |
| 21.11. | Parent day of UDG students | 09.05. | International Stock Exchange of Entrepreneurial Ideas |
| 01.12. | Project “Ideas and Character” – competition | 06.06. | Foreign Language and Culture Day |
| 12.12. | UDG Scientific Conference | 01.07. | Camp for Talents |
| 06.01. | Christmas discussions on Economics | | |



UDG International Cooperation and Research Priorities

The University of Donja Gorica is an active international university engaged in worldwide collaboration projects and partnerships.

UDG has participated in over 50 international projects including Horizon 2020, IPA, COST, EFSA, Erasmus+, Tempus, EUREKA and many others.

Currently, UDG has ongoing research and development projects in various areas.



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Food Technology, Safety of Food and Ecology

Ongoing projects

1. Starting this year, UDG will implement and establish the Center of excellence – FoodHub, financed by Ministry of Science of Montenegro. FoodHub - To give an impetus for innovative science-based development of the food sector, FoodHub offers reliable, science-based solutions for food safety risk elimination and hazard identification, digitalized food safety risk assessment tools, reliable food authenticity certification and tracing, promotion and ready-to-use applications for the food production industry and tourism sector.
2. Western Balkans Urban Agriculture Initiative / BUGI
3. Development of Master curricula in Ecological Monitoring and Aquatic bioassessment for Western Balkans HEIs - EcoBias
4. Vitalizing ICT Relevance in Agricultural Learning - VIRAL
5. Novel functional fruit beverages with consumer health impact (PROBEV);
6. Program of the European Food Safety Authority¹ entitled “Support to national dietary research in accordance with EU Menu methodology (support six) - “Adult research”, including persons between 10 and 74 years of age;
7. Ministry of Science of Montenegro – Innovation projects Products and process innovation in the Montenegrin food industry (INNOFOOD)
8. Ministry of Science of Montenegro – Scientific research project “Digital transformation of agricultural production and food supply chain in Montenegro”
9. Ministry of Science – Scientific research project “Establishing a honey authentication center”

¹ <https://www.efsa.europa.eu/en/calls/art36grants>

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The Food Quality & Safety Laboratory

The Food Quality & Safety Laboratory - established by pooling funds from the HERIC project, Ministry of Agriculture and UDG. The two basic objectives of the laboratory are:

- organization of laboratory exercises for undergraduate and postgraduate students
- analysis of food samples for market needs as well as for research activities

Within the laboratory, it is possible to carry out chemistry, microbiology and molecular biology analyses. The aim is to implement ISO standards in the domain of analytical methods that would further serve for students’ training, commercial affairs, and research.

Centre for Climate Change, Natural Resources and Energy (CCCNRE)

An institution dedicated to addressing societal challenges related to sustainable development, research, education and innovation.

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Information Systems and Technologies

1. Enhancing and Validating service related competences in Versatile learning environments in Western Balkan Universities (e-VIVA)
2. Reforming doctoral studies in Montenegro and Albania – good practice paradigm (MARDS)
3. Establishing Modern Master Studies in Information Systems (MASTIS)
4. HORIZON2020² TagtSmart! - A Smart Tags-driven service platform powering ecosystems of connected objects.
5. HORIZON 2020 DEMETER - Building an Interoperable, Data-driven, Innovative and Sustainable European Agri-Food Sector
6. Collaborative grant scheme for innovative project ideas: ECOMON - Internet of Things Laboratory for Real-Time Ecological Monitoring;
7. Collaborative grant scheme for innovative project ideas: Strengthening Industry 4.0 by Semantically Enhanced Cyber Security;
8. Ministry of Science of Montenegro – Innovation project: Real-time environmental parameters monitoring systems (RTEMPS)
9. Ministry of Science of Montenegro – Innovation project: Joining EUREF permanent network, with Multi GNSS CORS station in Montenegro (MontePN)
10. Ministry of Science of Montenegro – Scientific research project “Artificial intelligence to support the concept of person-centered care in neurosurgery”

² <https://ec.europa.eu/programmes/horizon2020/en>



Information Technology Laboratory

Includes digital signal processing and imaging, Internet-of-Things, embedded system design, information systems, etc., has been active at UDG since 2017.

CISCO Academy and Laboratory for Digital Forensics

Established in 2016 aiming to provide students of the Faculty of Information Technology and students of the MSc program - Cyber Security, with additional theoretical knowledge in the field of computer networks as well as practical experience in working with real network devices in the assigned network laboratories.

Polytechnics

1. World bank grant: Laboratory for product design, including disciplines like Graphic, Interior and Fashion design – PRODE;
2. Collaborative grant scheme for innovative project ideas: Research and education based on physical models of real engineering structures;

Product Design Laboratory - ProDe

Represents the academic and professional center for the development of new products and services. ProDe Laboratory consists of the Product Development Laboratory, as well as the Materials Testing Laboratory. It's equipped with state-of-the-art equipment, including 3D Printer-Project 660, 3D Printer-Neo German Rep Rap, 3D Printer-Protos German Rep Rap, 3D Scanner-Artec Eva, Shimadzu EZ Tester and Wide Printer.





International Economics, Finance and Business

1. Enhancement of study programs in Public Health Law, Health Management, Health Economics and Health Informatics in Montenegro (PH-ELIM);
2. IDEA LAB – Fostering students' entrepreneurship and open innovation in university-industry collaboration
3. Fostering internationalization at Montenegrin HEIs through Efficient Strategic Planning / IESP
4. Reforming Foreign Languages in Academia in Montenegro – ReFlame
5. Ministry of Science of Montenegro – Scientific research project “Europe and Montenegro - Transformation of Montenegrin society as part of Europeanization process of the Western Balkans”
6. Ministry of Science of Montenegro – Scientific research project: The study of national innovation capacity as a factor for establishing the economy and society of Montenegro based on knowledge, and compatible with European Union innovation systems;
7. Ministry of Science of Montenegro – Scientific research project: Implementation of the Bologna Declaration in Montenegro coinciding with the EU integration process;
8. Ministry of Science of Montenegro – Scientific research project: Demographic trends, pension reform and analysis of human resources development in Montenegro;
9. Ministry of Science of Montenegro – Scientific research project: Valorization of resources: from comparative to competitive advantage in northern region of Montenegro

Entrepreneurial Nest

Upon in-depth analysis and review of numerous incubators, accelerators and other types of hubs within Europe, USA and PR China, UDG decided to create something new and different and offer its students another – new entrepreneurial hub for:

- Development of start-up ideas,
- Development of entrepreneurial ideas
- Self-employment
- Access to various grants and funds, either through external projects or UDG projects.

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IDEALAND - Business ideas exchange market

This is an event where students present their business ideas (“Ideas supply”). These ideas are the “supply”. Idea representatives – creators of 11 chosen ideas – have three minutes to present their idea. Various organizations, companies, banks, institutions and individuals, both from Montenegro and abroad, participate in this exercise, commenting and expressing interest.

European Masters in Official Statistics (EMOS)

Master studies at the Faculty of International Economics, Finance and Business started according to a standardized program accredited by Eurostat – European Statistical System.

Entrepreneurial Economy

The first volume of economic journal „Entrepreneurial Economy – was first published in 2002.



Over the previous nine years, over 800 business ideas, thought up by both university & high school students, as well as other young people from all over the world, have been submitted.

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Culture and Tourism

1. World War I Cultural Heritage: The Case of the Austro-Hungarian Relief Map of Montenegro (1916-1918) in cooperation with the Institute for Medieval Research of the Austrian Academy of Science in Vienna.
2. Feasibility study for defining a place where the first Balkan Printing house would be designed and replicated – the Crnojevic Printing house, funded by Ministry of Sustainable Development and Tourism.

Undergraduate studies **VATEL "International Hospitality and Management"** at the Faculty of Culture and Tourism, started within the franchise, in cooperation with Azmont Investment and VATEL International Business School.

China studies

Focused on researching modern China in a global, as well as historic context. The program is based on research of culture, history, philosophy, and economics of the country, which is the leading world economy. As China's global influence is predicted to rise in the following years, especially through the Belt and Road Initiative, Montenegro has already started international cooperation with China. The number of Montenegrin young people who want to visit China is rising. The number of Chinese tourists in Montenegro is increasing too. Chinese investors are opening their companies in Montenegro. Montenegrins are also starting businesses in China. This trend will only accelerate in the coming years.



UDG Conferences

On average, **10 international conferences are organized annually at UDG**. UDG representatives actively participate at conferences, international events, and as part of international delegations.

UDG co-organizes the **Regional Milocer Development Forum – a major Southeastern Europe development conference**. The Forum does not produce recipes and explanations for current issues, but rather stimulates thoughts and new ideas, awakening every individual's awareness regarding their obligation to self-develop and improve their local environment.

- Topic 2017: "Globalization and Belt & Road Initiative", with over 60 participants from China and 300 participants from the region, EU, Middle-East and USA.
- Topic 2018: "Economic Development Model Based on Tourism – Challenges and Threats", with over 300 participants and prominent panelists and speakers from China.
- Topic 2019: "Ecology: Regulation, Education and Business", including the recognized panel – China Connect the World, Mr. Wang Yiwei, PhD, Jean Monnet Chair Professor, Director of Institute of International Affairs, Director of Center for European Studies at Renmin University of China, and The Theoretical System of Belt and Road Initiative, Mr. Zhang Yaojun, PhD, Beijing International Studies University.

Organization of three international conferences: **Mediterranean Social Science Conference (MECAS 2019)**, **Mediterranean natural Sciences and Engineering (MENSEC 2019)** and **(MEDUS 2019) First International Mediterranean Congress on Educational Sciences**.

Free Market Road Show 2019 in Podgorica in cooperation with The Austrian Economics Center (AEC). This year Reinventing Freedom 30 Years after The Wall.

Investing in the Early Years – Conference on Fiscal and Public Administration Imperatives for Early Childhood Development

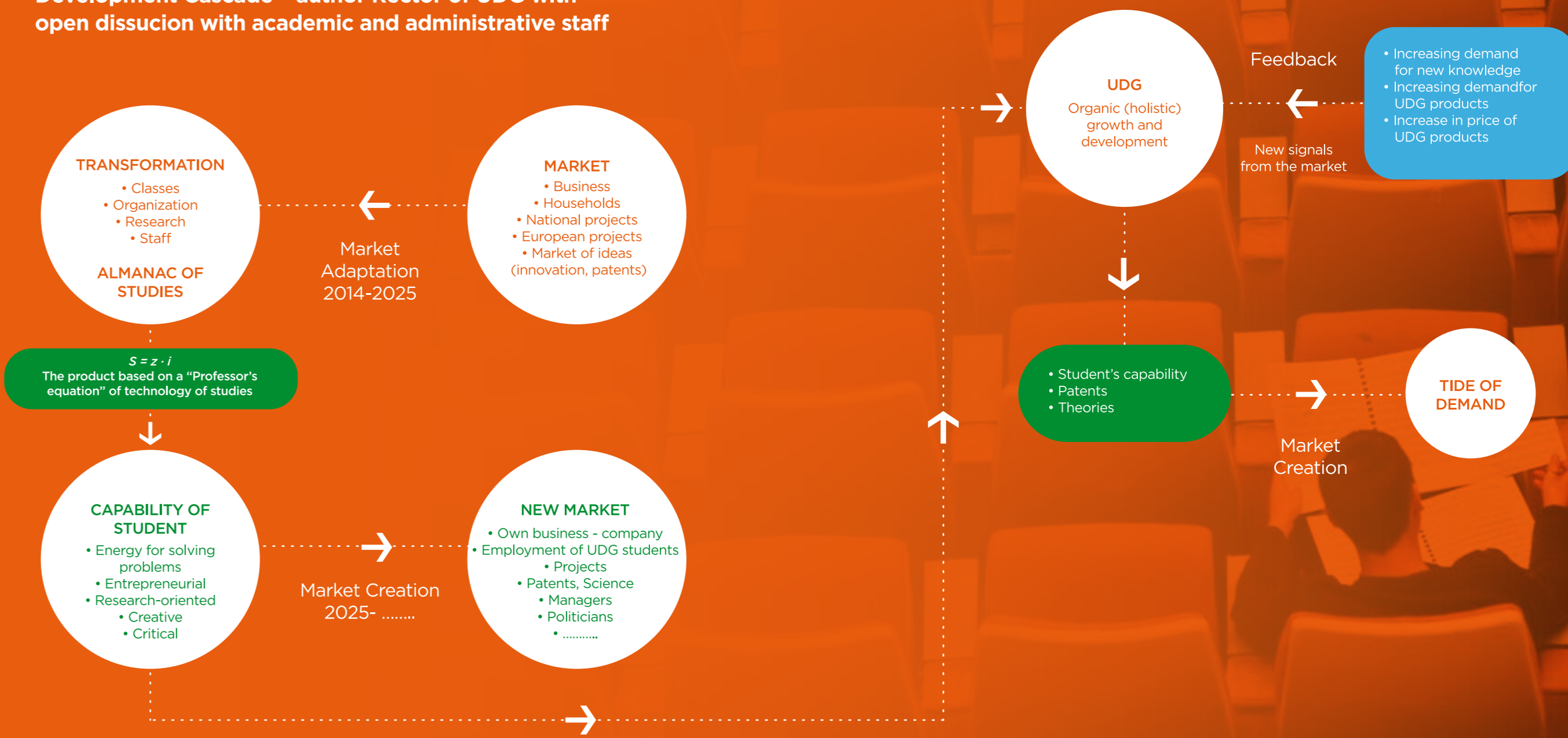
Jointly organized by UNICEF Montenegro and the University of Donja Gorica (UDG) – 22-23 October 2019, University of Donja Gorica

The first International Symposium on World Development, Institutional Interplay and Development for Posterity in the World Economy Jointly organized by The International Institute for Development Studies (IDDS), Australia and the University of Donja Gorica (UDG), 28 September - 02 October 2020

Some of UDG partners



Development Cascade – author Rector of UDG with open discussion with academic and administrative staff





Our students

About Montenegro

Montenegro is located on the Balkan peninsula in Southeast Europe. Its magnificent Adriatic Coast, amazing lakes, 5 National Parks and gorgeous Mountains, make this small, but extremely beautiful country, a must-see. It's bordered by Albania, Kosovo, Serbia, Bosnia and Croatia. The capital city is Podgorica, while Cetinje is thought of as the royal capital. This almost magical land is conveniently located just a couple hours of flight away from major European cities.

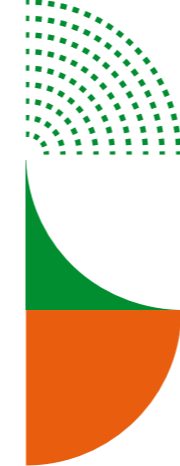
Montenegro is a place everyone can enjoy. Spectacular nature, magnificent mountain peaks, and unforgettable tastes and scents. A European micro country known for great wine, exquisite Prosciutto, various seafood specialties, cheeses, olives and much more, from coast to mountaintop.

A layback land that seems as though it was created for relaxation and recreation. A place that mixes all sorts, from some of the wealthiest people in the world, to mountain shepherds whose wisdom can take you back to Homer's time.

A place that echoes of the past with both countless battles and a calmness that will have you feeling in harmony with the universe. It features diversity like almost no other land, with secluded mountain cottages on one end, rivers suitable for rafting and kayaking on the next, hiking and biking trails a bit further. It also features concerts, carnivals and festivals, as well as beaches almost all along the coast.

Nothing will truly prepare you for all the wonders you will discover in this blessed land.

Find out more:
<https://www.montenegro.travel/en/info/Montenegro>





Montenegro