

LINK Educational Alliance



Professional education  
for a better life and a better world

[link-group.eu](http://link-group.eu)



**link**group

**WE BELIEVE THAT QUALITY  
EDUCATION IS THE KEY TO  
PROGRESS AND SUCCESS.**

**WE HELP PEOPLE TO BECOME  
MORE SUCCESSFUL.**

**THIS IS OUR MISSION.**

**LINKgroup is a leading multinational company with more than 20 years of success in professional education and certification in the fields of information technology and modern business.**

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The company is successful locally in Serbia, as well as in Bosnia and Herzegovina, Romania, Ukraine, Republic of Moldova and the United States of America, and brings together students from over 120 countries worldwide via its unique eLearning distance learning system.

### **Unique learning method**

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We have developed a unique learning method, the Architecture of Knowledge, aimed at efficiently mastering new skills. This knowledge transfer method uses modern technology in an innovative manner, resulting in a learning process which is several times faster and more efficient.

### **Modern education**

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Education at our schools implies not only instruction and the distribution of knowledge, but also the ambition to help our students in all aspects, through various educational services and support.

### **Developing educational software and technology for an education without limits**

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We have created a wide range of innovative educational software solutions, carefully designed to satisfy the needs of each user and educational institution.

### **eduTV – the first non-profit educational TV station in the region**

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eduTV's primary goal is to popularize and bolster educational content in a different, interactive and interesting way. eduTV educates and motivates for learning and personal advancement, all the while being mindful of entertainment.

### **Revolution in learning – eLearning**

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Our students can, at any time and from any location, access the learning platform which enables them to follow classes, contact professors and colleagues, take tests, and much more.

# link

## Educational Alliance



Belgrade

New  
Belgrade

Novi Sad

Belgrade

New  
Belgrade

Zemun





Bucharest

Sarajevo

Banja Luka

Chisinau

Timisoara

Kiev

Lviv

LeMans

12

EDUCATIONAL  
INSTITUTIONS

2

EDUCATIONAL  
INSTITUTES

30

EDUCATIONAL  
SERVICES

1

the first mobile  
distance learning  
app

10

education in more than  
10 languages

17

locations  
around the  
world

20

more than 20 years of  
successful education

92.86%

of successful  
students

120

students from more  
than 120 countries

365

motivated lecturers  
and established  
experts and  
professors

647

partner  
companies  
from around  
the world

750

more than  
750 employees

100,000

more than  
100,000 assigned  
online courses

# Distance learning

## LINKgroup created the first Serbian eLearning platform: Distance Learning System.

Thanks to the DL platform, specially designed by top experts and based on years of educational practice, research and experience, at our schools, besides the usual, traditional mode of attending classes, we also offer distance learning, i.e., learning over the Internet.

Our students can access learning materials, video lessons and other important information anytime and anywhere, which automatically leaves them more time for individual work and the exchange of opinions with the professors.

- ◆ Live Class lectures – Live stream
- ◆ Interactive instructional content
- ◆ Online tests, assignments and projects
- ◆ EduWall
- ◆ Real-time interaction with professors
- ◆ Video and audio lessons

The name of our product has become established in the Serbian education system, becoming synonymous with distance learning. As such, it has been incorporated in the higher education accreditation standards under our registered name.



**Distance Learning  
System**

LINKgroup created the first Serbian  
eLearning platform

**24/7**

The Distance Learning System  
platform is available 24/7

**"I learned more in one year  
than during my three years  
of studying."**

**Miloš Savatijević,**  
Microsoft Administration ITAcademy

## **STUDENTS' EXPERIENCES**

**"I started earning while  
attending the academic  
program."**

**Andrea Obradović,**  
Print Design ITAcademy





# Social responsibility

**We consider social responsibility to be one of the most important segments in our work.**

In order to enhance education and culture, we strive to show responsibility to the society in which we operate. This is why each year we organize many charity events and projects aimed at helping young talent and entrepreneurship in Serbia.

Through LINK Learning Foundation, every year, more than 200 students receive support for education within the comprehensive LINK Educational Alliance group of schools, and a chance to change their lives.

Within the past year, LINK Learning Foundation realized:

›50 | projects  
›10,000 | free online courses  
›200 | free education programs



- ◆ Advancing the quality of education
- ◆ Full financial support and benefits
- ◆ Humanitarian support and investments
- ◆ Supporting the outstanding and the best
- ◆ Supporting the economy
- ◆ Education services for our society





# Partnerships

LINKgroup's membership in international organizations, and the partnerships with the world's largest companies and centers, enable us to constantly follow and adopt new standards and current educational programs.



The logo for IT Academy is centered within a white diamond shape. The text "ITAcademy" is written in a bold, italicized sans-serif font. The "IT" is in black, and "Academy" is in red. A small trademark symbol (TM) is located at the end of the word "Academy". The background is a solid red color with a subtle geometric pattern of overlapping triangles on the right side.

***ITAcademy***<sup>TM</sup>

# School for a profitable career in IT

**ITAcademy is an international school for the most sought-after IT professions.**

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During the one-year program the students acquire expert knowledge and prestigious certificates issued by Cambridge University, Microsoft, Google, Zend Technologies, Adobe, CompTIA, Oracle, Cisco, Autodesk, MikroTik, Linux Professional Institute and others.


At ITAcademy, you can choose between 6 departments. For any area you choose we have set two simple goals. The first one is for you to advance and find a well-paid job after completing the program. The second goal is to provide you with an educational experience you will fondly remember.

- ◆ Programming
- ◆ Design and Multimedia
- ◆ Administration
- ◆ IT Business
- ◆ 3D Design and CAD
- ◆ Mobile Application Development

## Learning modes

- ▶ Traditional: In-class learning
- ▶ Online: Distance learning



 **Cambridge Assessment  
International Education**  
Cambridge International School

*Officially authorized by Cambridge  
Assessment International Education  
and three leading IT companies.*

**IT***Academy* JUNIOR™

# Unique IT program for children aged 7 to 14

## Classes tailored to your child's interests

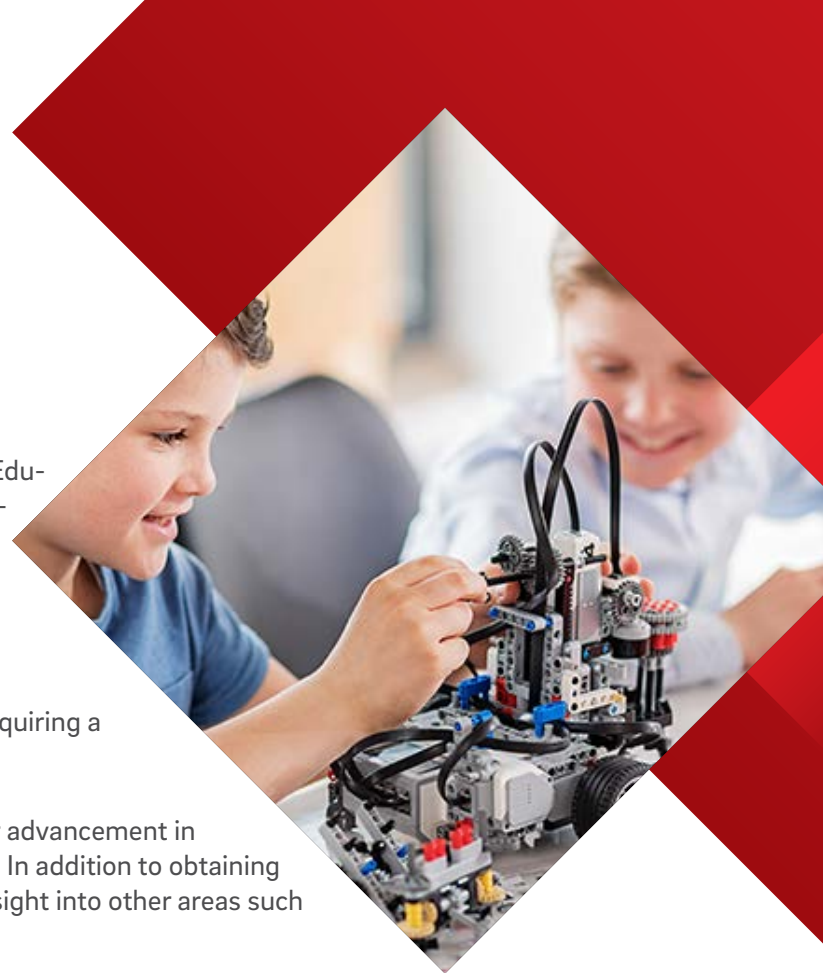
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ITAcademy JUNIOR, a school accredited by Cambridge Assessment International Education, enables your child to gain their first IT skills using encouraging and interesting methods.

In a creative environment full of support, the students will create video games, assemble robots, design characters and objects, and achieve IT literacy.

This way, after just 6 months, the students will make a significant step towards acquiring a wide range of skills necessary for life in the 21<sup>st</sup> century.

ITAcademy JUNIOR has a clear goal – to provide the children with a foundation for advancement in programming and design, and motivate them to continue developing their IT skills. In addition to obtaining practical IT knowledge, the students will develop logical thinking skills and gain insight into other areas such as math, science, engineering and robotics.





The logo for BusinessAcademy is centered within a white diamond shape. The word "Business" is in a bold, black, sans-serif font, and "Academy" is in a blue, italicized, sans-serif font. A small trademark symbol (TM) is located at the end of the word "Academy". The background of the entire image is a solid blue color with a subtle geometric pattern of overlapping triangles in various shades of blue.

***BusinessAcademy***<sup>TM</sup>

# School for businessmen and businesswomen

Through education at BusinessAcademy you will acquire professional skills, knowledge and resources you can apply and profit from right away.

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BusinessAcademy has been authorized by Cambridge Assessment International Education, HRC Institute, CMI, and other global educational and business institutions, to provide training to students according to advanced one-year programs designed for a successful career in business.

## Learning modes

- ▶ Traditional: In-class learning
- ▶ Online: Distance learning



**13** | courses

**168** | departments

**896** | classes

**You can choose between 13 departments which guarantee business expertise and provide a pathway to certification from the most prestigious universities and organizations worldwide:**

- ◆ Cambridge Business Program
- ◆ International Business
- ◆ Human Resource Management
- ◆ Strategic and Operational Management
- ◆ Marketing and Marketing Management
- ◆ Sales and Sales Management
- ◆ Financial Management
- ◆ Project Management
- ◆ Business Administration
- ◆ Entrepreneurship
- ◆ Public Relations
- ◆ Investment Management and Stock Market Operations
- ◆ Real Estate Management



**"Thanks to the skills I gained at ITS,  
I became a certified SEO expert  
and found a job in a successful  
international company."**

**Boris Pavlić**, Electronic business, ITS

## **STUDENTS' EXPERIENCES**

**"At ITS I gained practical  
knowledge highly rated by  
employers."**

**Stefan Milovčević**, Information Technology, ITS



*by LINKgroup*  
***BusinessAcademy***  
PROFESSIONAL  
PROGRAM

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ADVERTISING • EVENT MANAGEMENT • REAL ESTATE



# Providing skills for the most sought-after professions of today

Through education at BusinessAcademy Professional you will acquire knowledge and skills that will enable you to develop a notable career in the creative side of business: advertising, event management and real estate.

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BA Professional is a specially designed program for all those who recognize the need for innovative skills necessary for success in the modern world.

## In just 6 months you can become:

- ◆ Art Director
- ◆ Advertising Account Manager
- ◆ Event Manager
- ◆ Real Estate Agent
- ◆ Copywriter and Content Creator
- ◆ Advertising Marketing and Media Strategist
- ◆ Advertising Creative Manager



The logo for Internet Academy is centered within a white diamond shape. The background of the entire image is orange, with a diagonal band of a darker shade of orange running from the bottom-left to the top-right.

***InternetAcademy™***

# Providing the most practical knowledge and skills for successful online business!

**InternetAcademy is an international school where students acquire practical knowledge and skills in the fields of internet business, internet marketing, online sales, PR, and other areas of business that are rapidly moving to the Internet!**

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After completing their program, InternetAcademy students are eligible for globally recognized certificates issued by Chartered Institute of Marketing (CIM), International Qualifications Network (IQN), Cambridge University and Google.

## Learning modes

- ▶ Traditional: In-class learning
- ▶ Online: Distance learning



**4** | departments    **8** | programs    **40** | vocations

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**In less than 12 months, you can embark  
on a successful career in any of the  
following areas:**

- ◆ E-commerce & Sales
- ◆ Online Communication
- ◆ Online Advertising
- ◆ E-business & E-marketing



**"This is the best secondary school out there. Being an athlete, it is very important to me that this school fosters extracurricular activities and follows the interests of each student."**

**Mateja Petrović**, Savremena Gimnazija, Combined Program

## **STUDENTS' EXPERIENCES**

**"The Cambridge International Program opened the doors to education in the USA."**

**Una Grzunov**, International School Savremena







# A unique edu platform with over 400 courses under your brand name

CompanyAcademy is designed for companies that want to provide their employees with interactive and fast development through a unique online distance learning platform.

This platform comprises around 400 integrated courses in the 12 most sought-after areas which significantly enhance the efficiency of internal training, increase productivity and improve company performance.

In order to increase company knowledge, achieve measurable results and stay ahead of their competitors, companies can also use other CompanyAcademy services: they can provide their employees with professional development through advanced Silver and Gold courses, and create content of the highest quality thanks to the state-of-the-art production and multimedia studio.



**218%** | increase in revenue

**87%** | more efficient professional development

**24%** | increase in profit margin

## CompanyAcademy provides your company with:

- ◆ Efficient employee education
- ◆ Reduced training costs
- ◆ Increased income
- ◆ Facilitated and cost-effective training organization
- ◆ Top-quality professional development courses at favorable prices
- ◆ Creating internal courses according to company needs
- ◆ Training control and result evaluation
- ◆ Monitoring employee progress
- ◆ Personalized platforms and content
- ◆ Easily designed training plans for each employee
- ◆ Increased employee comfort
- ◆ Learning at home or from other locations
- ◆ Enhanced time management and increased productivity
- ◆ Efficient information exchange within the company – intranet and EduWall
- ◆ Organizing live streams and webinars
- ◆ Opportunity to obtain international certificates



**"An individual approach, top-notch professors and a blend of art and IT at FCA are the winning combination for my career."**

**Katarina Vesin**, Faculty of Contemporary Arts

## **STUDENTS' EXPERIENCES**

**"As a quality assurance director at Delhaize Serbia, I use and share with my colleagues the skills and knowledge I gained at BusinessAcademy on a daily basis."**

**Katarina Bošković**, Cambridge Business Program at BusinessAcademy





savremena  
OSNOVNA ŠKOLA

# A school to love

## Primary School Savremena

**Primary School Savremena is a Future Ready School, created on the foundations of Savremena Gimnazija. At Primary School Savremena, the students can attend National or Combined program and acquire international knowledge.**

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Primary School Savremena takes into consideration all aspects of the development of a child's personality and talents, supports affinity-based learning and personalized approach, helps the child develop memory, concentration and focus, strengthens reflective learning and encourages multidisciplinary lessons.


It has adopted Harvard's program for the development of multiple intelligences, which shapes each individual into being what he or she really is; with this approach and input from parents, who are constant partners in education and upbringing at Savremena, the child grows into an original, strong person, rather than blending into the prescribed societal patterns.



**Combined program**

 **Cambridge Assessment  
International Education**  
Cambridge International School

**National program**

 Република Србија  
МИНИСТАРСТВО ПРОСВЕТЕ,  
НАУКЕ И ТЕХНОЛОШКОГ РАЗВОЈА



savremena  
GIMNAZIJA



# Truly different

**Savremena Gimnazija is an accredited Cambridge school, where students attend lessons in Serbian and English, at one of two available programs: National or Combined.**

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The teaching unfolds in a modern environment – Intelligent Classrooms and Google Technology Classrooms, supported by state-of-the-art technology, such as tablets and laptops, interactive whiteboards, Google apps, Samsung Gear VR, e-diaries and many other high tech solutions.

Interdisciplinary approach to teaching, the high level of dedication invested by the teachers who are top experts and educators, along with creatively prepared, interactive lessons, ensure the easiest possible way for the students to acquire practical knowledge and skills, that will prepare them for continuing their education at universities all over the world.



## Combined program

 **Cambridge Assessment  
International Education**  
Cambridge International School

## National program

 Република Србија  
МИНИСТАРСТВО ПРОСВЕТЕ,  
НАУКЕ И ТЕХНОЛОШКОГ РАЗВОЈА



INTERNATIONAL SCHOOL  
savremena

# Truly different Cambridge International School

**International School Savremena is an international secondary school that provides strictly English-mediated lessons at the Cambridge International Program.**

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This futuristic, highly modern school which utilizes cutting-edge technologies in teaching, including 3D printers, 3D scanners, 3D pens and interactive tables and whiteboards provides a different approach to education, also characterized by a wealth of extracurricular activities.

International School Savremena employs young, exquisitely educated personnel that nurtures a mentoring approach to each individual student and provides creativity-driven learning experience along with a smooth path towards internationally recognized Cambridge diplomas (ICE and AICE) – a ticket to the world's preeminent universities.



**Cambridge  
International  
Program**



Cambridge International School



**ITHS** INFORMATION  
TECHNOLOGY  
HIGH SCHOOL

SREDNJA ŠKOLA ZA INFORMACIONE TEHNOLOGIJE

# School tailored for the new generations

ITHS is a secondary school specialized for providing IT knowledge, accredited by the Ministry of Education, Science and Technological Development of the Republic of Serbia.

Through high-quality, modern, efficient and interactive teaching, customized to each student's individual needs, abilities and interests, ITHS educates the future generations for lucrative careers as programmers, administrators and designers.

## Departments at ITHS:

- ◆ Electrical Engineering – Information Technologies
- ◆ Network Administration
- ◆ Electrical Engineering – Multimedia
- ◆ Electrical Engineering – Telecommunication
- ◆ Electrical Engineering – Computers



Tablets instead of paper



Perfect conditions for studying and recreation



A pathway to any faculty



Project center: work on real projects





**ITS** INFORMATION  
TECHNOLOGY  
SCHOOL

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VISOKA ŠKOLA STRUKOVNIH STUDIJA ZA IT

# The region's most wanted IT studies

**ITS is the first accredited private higher education institution in the IT field in Serbia.**

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It offers exquisite studying environment, state-of-the-art equipment, high level of expertise among faculty members, practical application of the acquired knowledge for today's most wanted professions, internationally recognized certificates and hands-on practical experience while the studies are still underway.

ITS is located in Comtrade Technology Center, the region's largest IT technology center, which provides unique conditions for learning and work to the students.

## Study programs:

- ◆ Information Technologies
- ◆ E-Business
- ◆ Information Systems
- ◆ Computer Multimedia
- ◆ Master's degree in IT

**92.86%** | successful graduates







FAKULTET  
SAVREMENIH  
UMETNOSTI

# The place where art and technology speak the same language

**FCA is a faculty of performing and applied arts which creates top experts in dramatic and visual arts, design, and art production management.**

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The educational concept which includes a harmonious blend of art and technology provides undergraduate, postgraduate and PhD students at FCA with an education that will make them influential authors of the 21st century, and give them the freedom to use new technology and express themselves in unexplored media.

FCA is a faculty of performing and applied arts which creates top experts in dramatic and visual arts, design, art production management, music communication, applied media and content creation, and creative business.

With the support from dedicated professors, the most influential artists of today, the students hone their talents, guide their interests, participate in numerous art projects, and become unique and distinguishable during their studies.



# Create your own path. Don't wait for it.

## **UNDERGRADUATE PROGRAM:**

- ◆ Fine Arts – Painting
- ◆ Design – Graphic Design, Interior Design, Costume Design
- ◆ Dramatic Arts – Acting
- ◆ Art Production and Media Management
- ◆ Music Communication
- ◆ Applied Media and Content Creation
- ◆ Creative Business

## **MASTER'S PROGRAM:**

- ◆ Fine Arts – Painting
- ◆ Dramatic Arts – Acting
- ◆ Interior Design
- ◆ Visual Communications
- ◆ Art Direction and Concept Design
- ◆ Product Design

## **PHD PROGRAM:**

- ◆ Fine Arts
- ◆ Dramatic Arts
- ◆ Design



**"The new and modern equipment at the school both facilitates the learning process and motivates us to constantly learn new things."**

**Nikola Mijatović, ITHS**

## **STUDENTS' EXPERIENCES**

**"I want to become an IT manager, which is why I am studying at ITHS. My dream is to gather a team of IT experts who will bring my ideas to fruition."**

**Emilija Pešić, ITHS**





VISOKA ŠKOLA

# A unique blend of IT skills and digital business knowledge for your successful career

**School that provides knowledge and skills that qualify future IT and economics experts for responsible positions at big IT and other successful companies, as well as for running a business of their own.**

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Exquisite studying environment, state-of-the-art equipment and faculty members' level of expertise serve as a guarantee that the students will acquire the latest and best scientific and professional knowledge in their field.

- ▶ Computer and Information Technologies
- ▶ Business Economics and Entrepreneurship
- ▶ Accounting and Auditing







# Fast. Easy. Skills for success!

**OKschool is a unique educational concept that brings together courses from different fields necessary for a successful career.**

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It is a blend of traditional teaching and a specially designed online distance learning platform, with constant support from professors and access to multimedia teaching materials, tests, online consultations and other useful content.

- ◆ IT courses
- ◆ Courses for business skills
- ◆ Languages
- ◆ Vocational training

## **Blended learning:**

OKschool applies a modern educational concept which combines the advantages of distance learning, the interactivity of traditional instruction, and modern technology.





**OK**matematika

# Better grades and more knowledge!

**OKmathematics is an innovative educational and technological solution which offers unique online programs for learning mathematics for elementary and high school students, as well as preparation for final and entrance exams.**

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A modern online platform, OKmathematics enables its users to quickly and easily master any mathematical problem and improve their academic performance.





# For those who wish to learn or improve their English!

**OKenglish offers online English courses for all levels of knowledge, as well as preparatory courses for acquiring Cambridge certificates, all in one place.**

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This innovative distance learning platform enables you to quickly and easily learn English over the Internet, and enjoy all the benefits of online learning.







***DesignStudio***  
*by ITAcademy*

The logo is centered within a white diamond shape. The background of the entire image is red, with a darker red diagonal band running from the top right to the bottom left.

# Ideas. Creativity. Enthusiasm.

**LINK DesignStudio is a unique project which establishes a link between our students and clients requiring design services.**

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This allows the students to gain hands-on practice, experience work in a real business environment, add references to their CVs, and find employment in the area of design.

On the other hand, DesignStudio offers small, medium-sized and large companies the opportunity to get top design solutions ranging from visual identity to website development, free of charge and as efficiently as possible. This is our way of contributing to the development of business and start-up projects in the region.





**Programming***Factory*  
by ITAcademy

# The "hometown" of top programmers

**LINK ProgrammingFactory enables our students to gain work experience and become ideal candidates for programming positions at IT companies immediately after completing their education.**

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By working on real projects for different regional companies, with support from experienced experts, seniors in their respective fields, the students gain invaluable knowledge which serves as a gateway to the world of the most successful and best-paid programmers and developers.





**LINK*****Mentorship***  
**PREMIUM PROGRAM**

# Intensive preparation program for specific jobs

**LINK Mentorship Premium Program (LMPP)** is a three-month intensive training program for some of the most sought-after professions of today and jobs in various fields pertaining to online content creation.

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Participation in this program enables companies to reach the best candidates for their vacancies, while the program attendees master and gain practical knowledge by working on specific challenges.



The LMPP certificate facilitates employment





***PersonalDevelopment***  
**PROGRAM**



# Soft skills package for your perfect career

**As part of your comprehensive education program, you will receive, free of any extra charge, a special package of skills useful for any line of work and crucial for career success: the Personal Development Program (PDP).**

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The program encompasses 25 online courses and 2 months of practical training where you will develop a wide range of transversal skills; it constitutes an excellent way for you to build upon the knowledge and skills you have acquired through your education, helping you assume a superior position on the market.



***SAVETNIK******za******POMOĆ***  
***U UČENJU***

# The right advice that will make education easier for you

The Learning Assistance Counselor provides support to students who experience problems with learning, as well as those who wish to improve their learning strategies and organize their time as efficiently as possible.

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Learning is not always simple. Over 80% of students experience problems with learning at least once over the course of their education, an obstacle which can lead to poorer grades, lower motivation, increased stress levels, lesson overload, and doubts regarding their academic choices. This is why all our students have access to the Learning Assistance Counselor.



***SAVETNIK******za******POMOĆ***  
***u karijeri***

# Comprehensive assistance for building a successful career

**In addition to knowledge and skills, all our students receive comprehensive support for building a successful business career.**

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Comprehensive assistance for building a successful career recognized certificates and diplomas which facilitate employment, free educational seminars, an opportunity to work on real projects during and after training, a direct link to the leading regional employers, professional orientation and professional CVs, employment opportunities at the LINK2job fair, as well as lifelong professional development free of charge. Also, students can seek advice from the Career Assistance Counselor at any point.





**link2job**  
Recruitment  
and casting  
Agency

The logo is centered within a white diamond shape. The background of the entire image is red, with a darker red diagonal band crossing from the top right to the bottom left.

# The best link between candidates and employers

**LINK2job employment and casting agency is driven by the mission of matching the right employers with the right talent. Aiming to provide ideal jobs for its members and reliable workforce en route to success for the companies, thanks to its numerous partnerships and extensive database, it is able to provide swift facilitation towards the fulfilment of both sides' needs.**

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Through training, courses, seminars, personal development programs and internships, the Center for Career Development provides multiple avenues for the candidates' self-advancement and career development, while HR consulting services help companies elevate their business to the top level.

Over twenty years of experience and constant development in the world of business allow us to find the best way to improve the business career of our clients. The agency's unique, custom-made employee program enables candidates to realize their full potential and find jobs that best suit their criteria, and provides employers with candidates tailored to the company's needs and requirements.







# Become the employer's first choice

**A completed education is your first and most important step. However, our goal is not to merely transfer skills to you, but to help you turn your newly-gained knowledge into profit.**

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The Center for Career Development (CCD) operates through helping students from our educational institutions to make quality career-related decisions, providing them with resources, special programs and individual counseling on career development, as well as with assistance regarding employment.

- ▶ Cooperation with more than 100 leading companies
- ▶ Seminars and workshops
- ▶ Career counseling and guidance
- ▶ Developing CVs





link2job  
Job Fair

The logo is centered within a white diamond shape. The word "link" is in red, "2job" is in black, and "Job Fair" is in a smaller black font below "link". The background is red with a dark red geometric pattern on the right side.

# LINK2job employment fair – your link to a successful career

Created as a socially responsible project, LINK2job was developed by the LINK2job Employment and Casting Agency which has considerable experience in mediating between employers and job seekers.

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In addition to becoming the largest regional fair of its kind, the goal of LINK2job is to contribute, as efficiently as possible, to creating good bonds between fairgoers and companies, to the benefit of both sides. This is how we do our share in solving the burning issues: employment on the one hand, and a lack of quality employees on the other.

- ◆ Laptop Corner
- ◆ Professional CV photo

- ◆ Free ECDL courses
- ◆ Free English courses

- ◆ Social Network Corner
- ◆ Job Box – your first job interview





**LINK***Apprentice*  
INTERNSHIP PROGRAM

# Your first work experience

**LINK Apprentice Internship Program** is designed to provide initial experience to all students attending our educational institutions.

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During a three-month internship at some of LINK's sectors, the students attending this program will have the opportunity to enhance their skills, and acquire new knowledge and experience of working at a large international company.

- ◆ Upon the completion of the internship, each candidate receives a certificate of completion with a recommendation from the company listing their main competences, the set of skills they have mastered to the highest degree, as well as the projects they had worked on.
- ◆ The candidates who perform best throughout the internship have the option to sign their first professional contract with LINKgroup.





***Business***  
***INCUBATOR***

powered by:  linkgroup



# Turn your business ideas into a successful enterprise

Even the best ideas need full support to become reality.

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This is why we have designed LINK Business Incubator – Business Leadership for Digital Economy, a program supporting the implementation of young entrepreneurs' innovative business ideas.

LINK Business Incubator provides you with support and enables you to independently and safely embark on a journey towards your set goal – from resources and technical infrastructure, to useful advice from top-notch experts and successful entrepreneurs in various business areas. This will provide you with a reliable and experienced partner that will enable you to implement your idea and turn it into a profitable business.

- 1** | Fill out the application
- 2** | Develop your business plan
- 3** | Present your idea





*dv* doktor  
ZA KARIJERU

# Prescription for a successful career

Career Doctor is a service designed to help students and employees get a clear picture of the type of education and profession that best suit their abilities and inclinations.

Through a modern online testing system, result interpretation by top experts, specialized packages, HR services and business coaching, Career Doctor secures a safe way to the top for all its users.

## Packages and services:

- ▶ Specialized packages for students, employees, managers, sole proprietors and entrepreneurs, HR managers, as well as for a career abroad;
- ▶ Career Doctor's evaluation;
- ▶ Individual tests;
- ▶ Business coaching;
- ▶ B2B HR services;
- ▶ Mentorship package.



The logo for LINKeduTV is centered within a white diamond shape. The word "LINK" is in a bold, black, sans-serif font. The word "edu" is in a bold, red, sans-serif font. The letters "TV" are in a smaller, black, sans-serif font and are positioned as a superscript to the right of "edu". The entire logo is set against a red background that features a large white diamond and a dark grey geometric shape on the right side.

***LINK*edu<sup>TV</sup>**

# See a better tomorrow

## LINKeduTV is the first educational online television platform.

The goal of LINKeduTV is to help our students and other individuals interested in IT and business raise their awareness of the importance of education for success. Videos about the most successful individuals and teachers develop additional skills that transcend the official part of the curricula the students follow at LINKgroup's various educational institutions.

Providing outstanding quality through interesting, original and educational content online, LINKeduTV gives you an opportunity to push the envelope in your education, expand your knowledge, and set your life and your career in motion towards success. People from all walks of life, with various educational backgrounds, are sure to find interesting and useful things on LINKeduTV, from as many as 12 different fields:

- ◆ IT
- ◆ Programming
- ◆ Design
- ◆ Animation
- ◆ CAD
- ◆ Photography
- ◆ Management
- ◆ Marketing
- ◆ School
- ◆ Video
- ◆ Business
- ◆ Economics



**edutv**

# Learn it your way

Courtesy of its team of professionals and top of the line technology, eduTV delivers interesting, useful and relevant content through cable operators and VOD platform.

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Educational television eduTV is the first nonprofit educational TV station in Serbia and the region; it aims to popularize and disseminate educational content in a different, interactive and interesting way. Its programming is primarily suited for young viewers, as well as anyone else keen on advancing their knowledge and skills.

In addition to cable, as a user of eduTV's free Video on Demand platform, with intelligent search, you can view eduTV's content whenever you like, at any device.

## eduTV covers

- ◆ Education
- ◆ Science
- ◆ Art
- ◆ Technology
- ◆ Business
- ◆ Career management
- ◆ Motivation
- ◆ Design
- ◆ Topics from primary and secondary school curriculum





The logo for linktv is centered within a white diamond shape. The text "linktv" is in a bold, lowercase, sans-serif font. A small red square is positioned between the "k" and the "t". The entire logo is set against a red background that features a large, dark gray geometric shape on the right side.

**linktv**

# A place to find something different

For anyone who gave up on TV or who's thinking of leaving it behind, who's disappointed or simply cannot watch it for any reason, **LINKtv** brings a completely new television experience.

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Type [linktv.rs](http://linktv.rs) into your computer, tablet or phone and relive the simplicity and excitement of watching useful and fun things on TV, content that resonates with your wishes and needs.

With just one click, on any smart device, anytime, anywhere, access LINKtv content that stays well away from reality shows, violence and politics.

A unique internet television in Serbia and abroad – [linktv.rs](http://linktv.rs)





Institut za  
moderno obrazovanje

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Institute for  
Contemporary Education

# A better education for a better world

**The goal of the Institute for Contemporary Education (ICE) is to enhance the quality of education by organizing advanced training for people working in education and by promoting technology in teaching.**

Our mission is to help people become more successful, and help schools and educational institutions implement technologies and techniques for enhancing the education process. ICE is also an advisory center for leaders in education, and a place of professional teaching practice for future professors.

**The Institute for Contemporary Education comprises the following:**

- ◆ Cambridge Teaching Center
- ◆ Center for Professional Development
- ◆ Center for Teaching Quality

- ◆ Center for Educational Technology and Innovation in Education
- ◆ Center for Educational Projects

- ◆ Center for Assistance in Learning
- ◆ Center for Career Guidance



The logo for Link Examinations Institute is centered within a white diamond shape. The word "link" is in a bold, black, sans-serif font. A thin vertical line separates "link" from "Examinations", which is written in a red, sans-serif font. Below "Examinations", the word "Institute" is written in a black, sans-serif font.

**link** | Examinations  
Institute

# Internationally recognized certificates – a gateway to success.

**LINK Examinations Institute is a specialized accreditation and certification institute which helps candidates obtain internationally recognized qualifications in IT, business, internet business and other related areas.**

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The institute enables students, employees and all natural persons to take international exams and acquire prestigious certificates that will help them in their academic and professional advancement in the country and abroad.

In a modern environment, professional and experienced employees, and qualified and accredited examiners, will help the candidates to quickly and efficiently acquire internationally recognized certificates, thus contributing to their professional development.



mala  
MATURA



# Free online preparation for the final exam

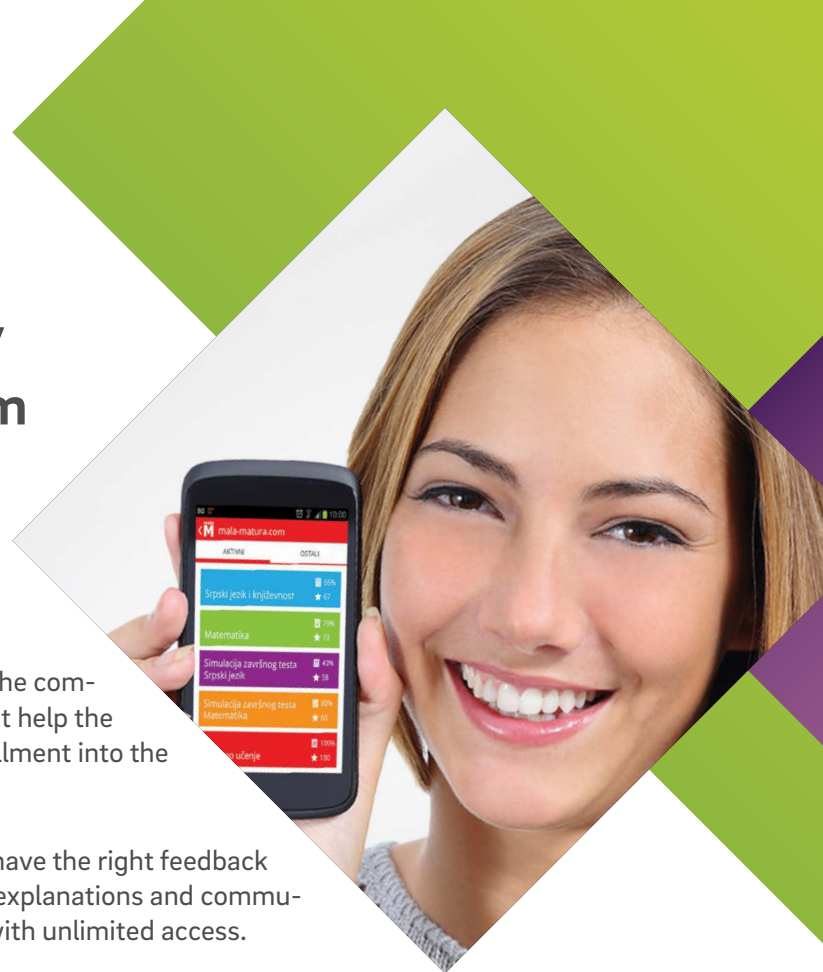
**The Primary Finals project lets elementary school students prepare for their final exam free of charge, over the Internet, in a quite simple and interesting way.**

Online Serbian language and mathematics courses, as well as the preparation for the combined test, provide a number of skillfully designed interactive lessons and tests that help the students master all the topics required for success at the final exam and easy enrollment into the desired high school.

In order for elementary students to enjoy a more interesting learning process and have the right feedback during testing, they can access multimedia and video lessons with accompanying explanations and communicate with each individual teacher. Also, there are mini-tests for particular areas with unlimited access.

## **Mala-matura.com – mobile app that facilitates learning**

The fact that the entire platform is available as a mobile app further facilitates the learning process. Simply download it and revise and learn whenever you like. The website also contains a section called Parents' Corner, which provides answers to numerous questions and offers many interesting pieces of advice, helping parents follow the preparation of their little graduates.





**LINK***university* by LINKgroup  
*Besplatno obrazovanje dostupno svima*

# Free education available to everyone

LINKuniversity is the portal where you can learn what you want, when you want, how you want, at your own pace.

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And it's all free. All you need to do is choose the area that interests you the most:

- ◆ Programming
- ◆ Design
- ◆ Marketing
- ◆ Management
- ◆ E-business
- ◆ Modern business
- ◆ IT administration
- ◆ Audio and video
- ◆ English language



Link-eLearning.com

# School without walls

**LINK-eLearning offers you a large number of free online courses and lessons from various areas of knowledge and skills through an online distance learning service.**

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Website LINK-eLearning lets you adopt useful knowledge from a number of areas through a distance learning platform in an easy and interesting way. Online courses will help you get acquainted with marketing, programming, design and other fields in which you would like to strengthen your competence. You choose how long the courses last, as well as whether you will attend them on your own or with an inspector's support. With LINK-eLearning, all contemporary skills are within reach, wherever you are.





# All about education

The edukacija.rs portal was one of the first projects developed within the LINK Business Incubator; it was created in order to collect all relevant information about all levels and types of education in Serbia in one place.

Today it's the leading portal in this realm, with over 500,000 unique monthly visitors; in 2015, PC Press named it the best website in Serbia in knowledge base category.

In addition to the central educational info portal, education.rs includes 6 subdomains:

- ▶ Elementary schools portal – [osnovneskole.edukacija.rs](http://osnovneskole.edukacija.rs)
- ▶ High schools portal – [srednjeskole.edukacija.rs](http://srednjeskole.edukacija.rs)
- ▶ Portal dedicated to parents – [roditelji.edukacija.rs](http://roditelji.edukacija.rs)
- ▶ Portal for higher education – [fakulteti.edukacija.rs](http://fakulteti.edukacija.rs)
- ▶ Career portal – [karijera.edukacija.rs](http://karijera.edukacija.rs)
- ▶ All about education in Bosnia and Herzegovina – [eduinfo.ba](http://eduinfo.ba)





# Everything for your education in one place!

**Guidance counseling, advice on starting elementary school, high school and higher education, legal assistance – everything that's needed for your education.**

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EDUcounselor's mission is to help young people take a step toward a successful future career. Whether you are starting higher education, elementary school or high school, EDU-counselor is there to facilitate the process.

This education service, courtesy of the edukacija.rs portal, provides guidance counseling and preparation for entrance exams and "primary finals", backed by the Institute for Contemporary Education, which brings together top experts in crucial areas of education.





Nauči da programiraš

**CODE**esign

Nauči da dizajniraš

# Design and programming festival

The coDEsign programming school is an IT festival aimed primarily at high school students, but also anyone interested in the latest IT trends.

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The students have the opportunity to master, free of charge, the basics of programming, graphic and web design, learn how to create video games, and much more.

**Master the art of programming.**  
**Master the art of design.**  
**Change the world for the better.**

- ▶ Over 30 interesting lectures and workshops
- ▶ Top IT lecturers in one place
- ▶ Acquiring the most wanted 21st century skills, free of charge

**5,197** | visitors   **35** | lecturers   **26** | workshops   **34** | topics





***LINK******to******LEARN***

# Advance your professional skills through video courses and lectures

The LINKtoLEARN platform facilitates the users' professional advancement through online video courses and lectures.

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The large and ever-growing base of video content enables users to quickly and easily gain skills in, among other areas, programming, design, administration, video and audio editing, foreign languages, and business.

## The LINKtoLEARN platform provides:

- ▶ Comprehensive video materials
- ▶ Knowledge for specific fields in one place
- ▶ Useful and applicable skills



The background features a large red field. A white diamond is centered, containing the text. To the right, a blue triangular shape points towards the center, and a black triangular shape is partially visible on the far right edge.

***prijemniispit***

# Free entrance exam preparation!

**Prijemni-ispit.com is intended for future students who are preparing for their entrance exams, or are still searching for the right university or college.**

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The website provides future freshmen with current entrance exam tests for universities and colleges, enabling them to test their knowledge and prospects through specific examples.

- ◆ IT
- ◆ Mathematics
- ◆ Management
- ◆ General knowledge
- ◆ Economics
- ◆ Marketing
- ◆ Sociology
- ◆ Physics



***štada*studiram**

# Prepare for enrollment

**What to Study** is a website created in order to help all young people at an academic crossroads resolve their dilemmas when it comes to choosing their further educational path.

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A team of experts offers a wealth of experience, provides comprehensive assistance and resolves dilemmas for all future freshmen trying to figure out which academic institution is right for them.





The logo features the word "SoftLINK" in a bold, italicized sans-serif font. "Soft" is black and "LINK" is red. The text is centered within a white diamond shape. The background is a solid red color with a dark red geometric pattern on the right side.

***SoftLINK***

# Software tailored to suit your business

**SoftLINK focuses on designing, developing and implementing educational and business software solutions, IT infrastructure maintenance services, and consulting.**

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SoftLINK provides its clients with modern software products in order to constantly enhance their business processes, employee productivity and customer satisfaction.

- ◆ For small and medium-sized businesses
- ◆ For large businesses
- ◆ For educational institutions

## **Software for a more efficient business:**

- ◆ UIS – University Information System
- ◆ HSIS – High School Information System
- ◆ TLS – Testing and Learning System
- ◆ HRIS – Human Resources Information System
- ◆ DLS – Distance Learning System
- ◆ LS – Library Software





**LINK***stream*

# Live stream po najvišim svetskim standardima

**State-of-the-art-equipment; service quality and reliability in accordance with the highest global standards.**

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LINKgroup's LINKstream offers direct transmission of all sorts of events via a dedicated internet channel, a web page, YouTube or Facebook.

State-of-the-art equipment, full HD cameras, Stream 360°, lighting, modular units and professionals with a wealth of experience in project realization work towards top quality streaming, as well as processing and distribution in step with the latest global standards.

## LINKstream services

- ▶ Live stream
- ▶ HD audio and video production and post-production
- ▶ Broadcasting on eduTV





# Music studio

The music studio is located in Belgrade city center, at Belgrade Palace in Vračar, and comprises a professionally equipped live room and control room.

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The studio has excellent soundproofing, providing first-rate acoustic conditions necessary to create the perfect melody and sound, and all recorded components are processed using state-of-the-art equipment, akin to the leading music studios world-wide.

The music studio also provides services which include professional photos from recording sessions, video recordings and editing, as well as artwork and graphic design.



The logo features the text 'tv studio' in a sans-serif font. 'tv' is in dark grey, and 'studio' is in red and rotated 45 degrees clockwise. The text is centered within a white diamond shape.

tv  
studio

# State-of-the-art TV Studio

**LINKtv Studio has been designed and built to meet the needs of cutting-edge TV production. The studio's innovative equipment and design enable quick and creative on-set adaptation.**

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In addition to having state-of-the-art audio and video equipment, the studio is connected to the production control room which enables 4K resolution broadcasting.







# Learning without limits

**Educational System Integrator is a cutting-edge technology that facilitates education and meets all the requirements in the learning process.**

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Developing attractive and inspiring solutions for efficient use of technology in education, LINKgroup focuses on helping lecturers to teach and students to learn. Educational System Integrator's state-of-the-art equipment and classrooms enable students and lecturers to use the latest methods applied in education. Educational System Integrator has created a wide range of innovative software and services carefully designed to meet the needs of any educational institution.

## **Educational System Integrator system solutions:**

- ◆ Software educational solutions – software solutions designed to enhance the work of students and educational institutions;
- ◆ Mobile applications – mobile apps which allow students to experience distance learning;
- ◆ Intelligent Classroom – by using innovative education technologies, the students adopt the digital language as their mother tongue;
- ◆ Multimedia technologies in education – presenting educational programs in video format makes the learning process easier and more interesting;
- ◆ Live Class Technology – Live stream – recording and broadcasting lectures, conferences and other events.





# **HOW TO FIND A JOB IN THE 21ST CENTURY**

+ 444 Tips for a  
Successful Career

# How to Find a Job in the 21st Century

+ 444 Tips for a Successful Career

Written by Valentin Kuleto and Dragan Varagić, "How to Find a Job in the 21st Century + 444 Tips for a Successful Career" is a guide for a successful career of each individual.

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The book provides answers to various questions regarding the career and existence of any person. It was written with the intention of helping people find the right profession for themselves, one that is thoroughly enjoyable and profitable.

Readers can learn how to think properly while looking for a job, but also how to build self-confidence. The book provides business and life advice that leads to a safe career and an easier and prosperous life.

Excuses mustn't create one's life – this is the main motto of the book. There is a solution to any problem – it is up to us to find one.





## **E-LEARNING**

The future of education

# E-learning

## The future of education

In their comprehensive book “E-learning”, authors Dr. Valentin Kuleto and Dr. Velimir Dedić convey their immense experience in distance learning.

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The book compares e-learning, free of time and space limitations, with the traditional approach to teaching, underlining the importance of modern technology in education and the need to alter current educational methods.

“E-learning” presents various learning methods, models and techniques, particularly focusing on the development of distance learning from its creation up to now. This book provides you with a full “experience” of online learning and enables you to see all its advantages: flexibility, interaction, and the quality of the knowledge gained.





## **STUDY GUIDE**

How to Achieve Excellent  
Results with Less Effort in  
Less Time.

# "Study Guide"

## How to Achieve Excellent Results with Less Effort in Less Time.

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"Study Guide", published by LINKgroup, is a handbook designed to help you facilitate and shorten your learning process, develop your own learning style, and achieve excellent results.

### "Study Guide" provides answers to questions such as:

- ◆ How to achieve and maintain your maximum mental and physical learning form?
- ◆ How to increase focus?
- ◆ How to spot keywords in a lesson?
- ◆ How to organize your working environment?
- ◆ How to master speed reading?
- ◆ How to fight forgetfulness?
- ◆ How to organize and save time, and develop useful habits?
- ◆ How to best prepare yourself for different tests?







**link**group

**WE BELIEVE THAT QUALITY  
EDUCATION IS THE KEY TO  
PROGRESS AND SUCCESS.**

**WE HELP PEOPLE TO BECOME  
MORE SUCCESSFUL.**

**THIS IS OUR MISSION.**



**ITAcademy**

**ITAcademy** JUNIOR™

**BusinessAcademy**™

**BusinessAcademy**  
PROFESSIONAL  
PROGRAM

**InternetAcademy**™

**COMPANY**  
ACADEMY

