

BIP CATEGORY MANAGEMENT

at Faculty of Economics and Business in Osijek



VIRTUAL PART OF THE PROGRAM

April 27, 2026
from 10:00 AM to 1:00 PM

The virtual component of the BIP workshop provides a structured introduction to category management as a key concept in modern marketing and retailing. It covers fundamental principles, development, and its role in creating customer value, improving retail performance, and strengthening supply chain collaboration. Participants are also introduced to the course structure, learning outcomes, and working methods.

PHYSICAL PART OF THE PROGRAM

WHEN

4 - 8 MAY 2026

WHERE

Osijek, EFOS



prof. Davor Dujak
e-mail: davor.dujak@efos.hr

BIP Category Management at the Faculty of Economics and Business in Osijek provides insight into modern supply chains and product category management in retail and wholesale. The programme covers key processes such as category definition and evaluation, assortment and space management, pricing, and promotions, supported by data and technology. Through a mix of virtual and physical mobility, participants develop analytical and teamwork skills while learning about collaboration in an international environment.

LEARNING OUTCOMES:

- analyse category management activities in contemporary retail marketing and logistics
- apply and justify the use of specific techniques and methods in the category management process;
- design category strategies and tactics based on category roles, performance analysis, and retail objectives;
- critically evaluate the implementation of category management in selected retail companies operating in the market environment (in physical and omnichannel retailing).

COURSE CONTENT - PHYSICAL COMPONENT

OSIJEK, EFOS, 04 – 08 MAY 2026

DAY 1 4/5/2026	16:00 - 17:00	WELCOME, INTRODUCTION OF THE FACULTY OF ECONOMICS IN OSIJEK
	17:00 - 18:30	EMERGENCE, DEVELOPMENT, AND TERMINOLOGY OF CATEGORY MANAGEMENT; CATEGORY MANAGEMENT IN CONTEMPORARY SUPPLY CHAINS
DAY 2 5/5/2026	10:00 - 12:15	STAGES OF THE CATEGORY MANAGEMENT PROCESS: DEFINING AND STRUCTURING THE CATEGORY OF PRODUCTS
	13:00 - 16:00	THE ROLE OF THE PRODUCT CATEGORY; CATEGORY ANALYSIS; PREPARATION OF THE BALANCED SCORECARD; CATEGORY STRATEGIES AND TACTICS; CATEGORY IMPLEMENTATION AND EVALUATION
DAY 3 6/5/2026	09:00 – 12:00	ASSORTMENT MANAGEMENT; STORE SPACE MANAGEMENT
	13:00 – 16:00	SHELF SPACE MANAGEMENT; WORKSHOP – SIMULATION OF ASSORTMENT AND SPACE MANAGEMENT IN HYPERMARKET
DAY 4 7/5/2026	09:00 – 12:00	VISIT TO CROATIAN RETAIL AND LOGISTICS COMPANY
	13:00 – 16:00	PRICING IN CATEGORY MANAGEMENT PRICING IN CATEGORY MANAGEMENT
DAY 5 8/5/2026	09:00 – 12:00	SUPPORT FOR CATEGORY MANAGEMENT – EMPLOYEES AND SUPPLIERS; OMNICHANNEL AND TECHNOLOGY IN CATEGORY MANAGEMENT
	13:00 – 16:00	STUDENT PROJECT PRESENTATIONS

PRACTICAL INFO (ACCOMMODATION, TRAVEL, SOCIAL EVENTS, HOW TO REACH US):

Participants will receive detailed practical information before arrival.

Accommodation is not included and participants are expected to arrange their own stay in Osijek. The host institution will provide recommendations for hostels, hotels and other accommodation options near the city centre and the Faculty.

Osijek can be reached by road, rail, and air connections via Osijek Airport and nearby regional airports. The Faculty of Economics and Business Osijek is located at Trg Ljudevita Gaja 7 and can be reached on foot, by public transport, or by taxi from the city centre.

A social and networking programme may be organised alongside the academic activities. Final information on logistics, local transport, and the social programme will be sent to selected participants by e-mail.

**MORE ABOUT OSIJEK
CAN BE FOUND ON
TOURIST BOARD
WEB SITE:
[HTTPS://WWW.TZOSIJEK.HR/](https://www.tzosijek.hr/)**

**MORE ABOUT
JOSIP JURAJ STROSSMAYER UNIVERSITY
OF OSIJEK
CAN BE FOUND HERE:
[HTTPS://WWW.UNIOS.HR/EN/](https://www.unios.hr/en/)**

**MORE ABOUT FACULTY OF ECONOMICS
AND BUSINESS IN OSIJEK
CAN BE FOUND HERE:
[HTTPS://WWW.EFOS.UNIOS.HR/EN/](https://www.efos.unios.hr/en/)**

SOME PRACTICAL INFORMATION FOR VISITING OSIJEK & UNIOS



FLYING TO CROATIA

The main Croatian airport is located in Zagreb and it is well connected to many European destinations. Osijek, however, has a local airport, which offers some international direct flights.

More information about timetables and destinations is available on the official site of Croatia Airlines (www.croatiaairlines.com), as well as on the web page of the Osijek airport web page <https://osijek-airport.hr/en/>.



RAILWAY TRAVEL

Croatia has direct railway links with many European countries and cities. Information about Croatian railways and connections to Osijek <https://prodaja.hzpp.hr/en>



BUS TRAVEL

Bus lines connect all parts of the country. Regular international bus lines connect Croatia with all neighboring countries.

For information about national and international bus lines please check the site of Central Bus Station in Zagreb (www.akz.hr) and the site of Bus Station in Osijek: <https://www.arriva.com.hr/en-us/home>

There are also frequent bus connections operated by FlixBus <https://www.flixbus.hr/>

THE EASIEST WAY

The easiest way to reach Osijek from abroad is to fly to Zagreb and to transfer to a flight to Osijek. However, flights are not scheduled on a daily basis.

Another option is to fly to Zagreb and continue by train or bus to Osijek. There is frequent shuttle bus from the [Zagreb Airport to the main bus station in Zagreb](#) (every half an hour, one way ticket is app. 9.00 EUR). Bus service from Zagreb to Osijek is frequent, safe and reliable and takes approximately 3.5 to 4 hours to reach Osijek. A one-way ticket from Zagreb to Osijek costs approx. 20.00 EUR.

Flying to Budapest or to Belgrade is another option, however, there are not many connections by bus or by train to Osijek from Budapest or from Belgrade, so it is a bit difficult to organize travel schedule without quite long waiting for connections.

Private shuttles from / to airports (Zagreb, Budapest and Belgrade) to / from Osijek can be organised upon individual request to the agency Glavota Transferi (coordinator Marin Glavota; mobile phone +385976069000; e-mail: glavota.transferi@gmail.com). It is a door-to door service, safe, reliable and super comfortable. Price of the private shuttle depends on the number of people that travel together, approximate price is 50.00 EUR per person for one-way shuttle.



BY CAR

The fastest transport is by car, using Zagreb-Osijek highway (275 km/2:45 hours) which is part of European highway E70, coming from Bregana direction Zagreb-Lipovac-Osijek and then from A3 to A5 highway (European highway E73, known as Slavonika), direction Zagreb-Osijek.

If you are travel by car, we suggest you consult the web page <https://www.hak.hr/info/stanje-na-cestama?lang=en#traffic-flow-and-road-conditions> for current traffic conditions on Croatian roads.

HEALTH INSURANCE

The University of Osijek cannot facilitate any insurance for our guests, nor it can take over any damage or costs for guests that may come out due to lacking of insurance! It is highly advisable that you regulate personal health insurance that will be valid during your stay in Croatia. The health insurance can be provided by an international travel and health insurance policy issued by any insurance company in your home country. Such insurance must be valid for the whole period of your stay in Croatia and you have to have it closed before coming to Croatia. EHIC – European Health Insurance Card - regulates basic health insurance for citizens of the European Union countries. It is issued usually free of charge and it is valid over certain time period (usually for one year).