



**Global Markets
Local Creativities**

**Erasmus Mundus International Master
Global Markets, Local Creativities**



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24 months

This two year International Master combines the complementary and interdisciplinary expertise, resources and networks of seven leading universities (The Consortium) in seven innovative and exciting cities.

- **Glasgow** (United Kingdom)
- **Barcelona** (Spain)
- **Uppsala** (Sweden)
- **Rotterdam** (the Netherlands)
- **Göttingen** (Germany)
- **Bogota** (Colombia)
- **Kyoto** (Japan)

The programme offers an integrated analysis of the history, institutions and cultures of the globalised economy, while at the same time recognising and interrogating the tensions, symbioses, and varieties of sustainable success of localities in those global markets. It will equip you with the critical skills to make sense of the intersecting complementarity of the global and local. Opportunities for placements and consultancy projects are available.

Erasmus Mundus scholarships are available for the two years of the programme. Further information and how to apply can be found on the website.



Who should undertake this programme?



The degree is ideal for students seeking a broad multidisciplinary experience as it stresses a qualitative-historical holistic analysis of globalisation and localisation processes that help firms, cities and regions achieve regional and local competitive success through creative and innovative strategies. As such, the degree operates at the intersection of history, economics, business and cultural studies.

Internships and practical experience

A variety of internships, placements and consultancy projects in industry, government and cultural institutions are available to students to enhance their learning experience. External and practitioner speakers, visiting academics and masterclasses all add to the experience.

Programme Structure

This is a two-year full-time degree programme. The structure is designed to offer maximum flexibility to students, while retaining intellectual and academic coherence. There are seven study tracks through the programme. Students will graduate with degrees from three universities in the following combinations:



Study Track

A
B
C
D
E
F
G

S1

Glasgow
Glasgow
Glasgow
Glasgow
Glasgow
Glasgow
Glasgow

S2

Barcelona
Barcelona
Barcelona
Barcelona
Uppsala
Uppsala
Uppsala

S3

Rotterdam
Gottingen
Los Andes*
Kyoto*
Rotterdam
Gottingen
Los Andes*

S4

Rotterdam
Gottingen
Glasgow
Glasgow
Rotterdam
Gottingen
Glasgow

International experience and language skills development

You will have the opportunity to study languages at each of the universities you attend. This will deepen and enhance both your cultural intelligence and your language ability. We encourage you to pursue a particular language throughout your studies.

Specialist Master Classes

The programme will offer specialist masterclasses and practitioner classes from Associate Partners and potential employers linked to the programme. These will include not only universities such as Tianjin, Stellenbosch or Dartmouth, but also cultural and municipal organisations such as museums, local economic development agencies, innovation centres etc.

The GLOCAL Perspective

You will receive theoretical grounding in international business and the global economy, but will be encouraged to think

*Neither Los Andes nor Kyoto will award full degrees: they offer 30 ECTS study-track options.



about global trends from a local perspective. A GLOCAL perspective focuses attention on the continuing creative agency of local actors to maintain sustainable competitiveness on global markets. In turn, these local markets must be understood as part of larger regional and national systems of production and institutional change that structure opportunities. These complex linkages created by entrepreneurs and firms require awareness of local, national and global interconnections for effective decision-making. GLOCAL provides a platform of courses to understand global-local dynamics in a holistic, multidisciplinary way.

Dissertation

Your final semester will be spent writing a dissertation, based at one of the Universities at which you took classes, but supervision will be provided from at least two others. This offers substantial flexibility in terms of topic but also ensures that the broad, multinational perspective is maintained.



Career prospects

The degree is ideal for highly talented, well-rounded students seeking a career in **multinational corporations**, **international organisations** or **consultancies**, **cultural and creative industries**, **media** or other **non-profit** or **cultural organisations**, or in the **urban** or **public policy sectors**. You will explore a variety of different interdisciplinary approaches and experience globalisation from a place-based perspective in at least three exciting and globally-connected cities. You will graduate with very highly developed multicultural skills and understanding.

What our students say



I chose GLOCAL because I was fascinated by the range of subjects offered by the programme and it seemed to suit me perfectly. I wasn't searching for a classic economic education, but for a programme that would help me understand what is happening with globalised economy today, how to generate entrepreneurial dynamics in the territory, how to help raise creative cities and so on. GLOCAL has it all and more!



Katya Stepanova, Russia

An optional summer school will be hosted by a different partner university every year. This will include guest professors from our many associate partners from around the world. Topics will relate to important trends and issues of the moment.



UPPSALA
UNIVERSITET

**Erasmus
University
Rotterdam**



GEORG-AUGUST-UNIVERSITÄT
GÖTTINGEN



With the support of the
Erasmus+ Programme
of the European Union



University
of Glasgow



UNIVERSITAT DE
BARCELONA



**Global Markets
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**GLOCAL Coordinating Institution
University of Glasgow**

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