

About EMACIM:

The EMACIM study programme is to provide a new kind of understanding and opportunities for business and management students to develop more sensitive and culture-tailored approaches for doing business.

On the other hand, it will help art and culture specialists to become more competitive in the labour market by developing their practical innovativeness, entrepreneurial spirit and management skills.

One of the most important reasons behind the EMACIM programme is to combine theoretical knowledge with its practical implementation. The EMACIM curriculum will increase the competitiveness and employability of all graduates and promote an entrepreneurial spirit among the arts and culture graduates.

EMACIM Degrees

There will be three types of EMACIM degrees:

- **National Master degrees:** Meeting the conditions of the home university;
- **Double Master degrees:** Meeting the conditions of the two partner universities where the studies have been done;
- **The Joint European Academic diploma:** Granted by the EMACIM consortium and issued by one of the undersigned Parties on behalf of the consortium.

What you will learn:

The two year EMACIM programme will provide students with the opportunity to gain knowledge and education in international business and international management as well as in arts, cultural experience and heritage, with tourism being a modern link between them.

The EMACIM degree programme also offers the opportunity for international students to meet, establish networks and learn by experiencing different cultures during this study programme.

The setup of the consortium reflects the different fields, interests and backgrounds of the partner universities. This guarantees diversity of the EMACIM programme: Finland – Cultural Tourism and Entrepreneurship, and Nordic Art and Cultural Industries; Greece – Digital Culture and Communication; Belgium – Management of International Cultural Projects; Poland – Cultural Events Marketing Management, and Visual Communication; France – Art and Cultural Project Development ; Portugal – Cultural Heritage.

EMACIM Programme:

The EMACIM programme consists of two separate learning paths:

- **Business and Management:** Offered by three partner Universities specialising in this field;
- **Art and Culture:** Offered by four partner Universities specialising in this field. Students with a background in Business/Management will Major in Business/Management and specialise in Arts/Culture. Students with a background in Arts/Culture will Major in Arts/Culture and specialise in Business/Management.

EMACIM Learning Paths

Term	Major in Business	Major in Art
S1	Home	Home
S2	Home	Abroad (for Business Studies)
S3	Abroad (for Art/Culture Studies)	Home
S4	Home/Abroad (for Internship/Thesis)	Home/Abroad (for Internship/Thesis)

