Erasmus Mundus International Master
Global Markets, Local Creativities
This two-year International Master combines the complementary and interdisciplinary expertise, resources and networks of four leading universities (The Consortium) in four innovative cities:

• Glasgow (United Kingdom)
• Barcelona (Spain)
• Rotterdam (the Netherlands)
• Göttingen (Germany)

The programme aims to examine how local places (clusters, cities and regions) and local actors (entrepreneurs, firms and policymakers) generate local competitiveness under global market conditions. 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 details on how to apply can be found on the website.

globallocal-erasmusmundus.eu
What will I get from this programme?

• Range of educational backgrounds: The degree is ideal for students seeking a broad multi-disciplinary experience as it stresses a qualitative-historical holistic analysis of globalisation and localisation processes that help firms, cities and regions achieve regional and local competitiveness 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 from industry, government, and non-profit placements, such as in museums and heritage organisations, are available to students in Barcelona, Rotterdam or Göttingen to enhance their learning experience.

Programme structure

This is a 2-year full-time degree with two pathways:

‘Global History & Creative Cities’ Pathway A (Glasgow, Barcelona, Rotterdam) that stresses creative industries and cities, the history of international relations, political economy and globalisation. Pathway A is most suitable for applications from an Arts and Humanities academic background, especially History, Anthropology, Languages and Literature.

‘Global Markets & Development’ Pathway B (Glasgow, Barcelona, Göttingen) that stresses global political economy, immigrant entrepreneurship, and global marketing and mass consumption. An academic background in a Social Science discipline is strongly recommended for Pathway B.

All students will spend their first semester in Glasgow and the second semester in Barcelona, and then choose between Rotterdam (Pathway A) or Göttingen (Pathway B) in the third and fourth semesters depending upon available positions, interests, and language capabilities.
• **International experience and language skills development:** You will have the opportunity to study languages at the four partner universities which will deepen your cultural intelligence and language skills. Language training in a third language over each of the four semesters is encouraged.

• **Specialist master classes from associate partners:** The programme will offer specialist master classes and guest lectures from our associate partner universities ranging from Kyoto, Bogota, Tianjin, Stellenbosch or Dartmouth. They will also contribute to the annual summer school that will rotate among our consortium universities.

• **Theoretical grounding in international business and global economy:** You will receive theoretical grounding in international business and the global economy, but will be encouraged to think about global trends from a ‘local’ perspective by thinking about how individuals, firms, cities, regions, and nations remain creative, innovative and competitive in a sustainable way. GLOCAL provides a platform of courses to understand global-local dynamics in a holistic, multidisciplinary manner.

The final semester will be spent writing a dissertation on your choice of topic under the primary supervision of Rotterdam or Göttingen professors. Depending on the topic and expertise required, one or two co-supervisors from other Consortium universities will advise the student on their Masters dissertation. It is strongly recommended that students live their final semester in Rotterdam or Göttingen near their primary supervisor, but depending on the research interest of the students, visa issues, or access to primary materials, students may choose to live at one of the other consortium universities.

**Core courses:**

• Creative industries in the global economy
• Creative cities: intervention models and entrepreneurial dynamics
• Companies in emerging sectors
• Family business: innovation and globalisation
• Globalised economy
• Global history of marketing and mass consumption
• Global varieties of capitalism
• Immigrant entrepreneurship
• Mapping global order
• Port cities in historical perspective
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 organisations, and urban or public policy agencies. You will explore a variety of different disciplinary approaches and experience globalisation from a place-based perspective in at least three "global cities." Major themes include globalisation processes, global and port cities, economic development, innovation, entrepreneurship, creative industries and the history of local but globally connected entrepreneurial ecosystems.

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.
Entry requirements

You should have a 2.1 Honours degree or equivalent qualification (for example, GPA 3.0 or above) in a social science subject, such as economics, history, economic & social history, business, sociology, development studies, or political science.

We also accept applications from talented students with an arts, humanities and languages background. Those applying for Pathway B: Global Markets & Development (Glasgow, Barcelona, Göttingen) are highly recommended to have strong academic experience in the social sciences.

How to apply and for more information
Consortium webpage: globallocal-erasmusmundus.eu