

# Erasmus Mundus Master of Arts EUROCULTURE

Society, Politics and Culture  
in a Global Context

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

# Sustaining Europe: Making a Difference

## 25 Years of Contributing to Sustaining Societies Worldwide

### What is Euroculture?

**Euroculture** is a European Studies programme offering a fully English-taught Erasmus Mundus Joint Masters Degree of 120 ECTS. Develop understanding of the complex interplay between European society, politics and culture.

As one of the longest-running Erasmus Mundus programmes with over 25 years of experience, Euroculture takes a leading role in offering high-quality and innovative Master-level education to a global audience of students. With over 1600+ alumni from over 70+ different countries, students of Euroculture join not just a Master programme, but a global community of motivated professionals and academics with a keen understanding of the most pressing societal issues facing Europe and the world today.

### Co-Creation

**Euroculture** is committed to building community and finding ways to **share ownership** with the students in their educational trajectory. This includes ongoing projects on the **profile** of the programme, the **content** of the programme, and **outreach** to broader society.

### Partner Universities



### Programme Outline

- Semester 1 - Orientation**  
STUDY European politics, history, culture, and society  
TRAVEL to any of our European partner universities  
BUILD foundational knowledge and skills  
CREATE your international network of peers
- Semester 2 - Specialization**  
STUDY a variety of specialized *Research Seminars*  
TRAVEL to a *second* European partner university  
BUILD and develop your knowledge of theory and methodology  
CREATE and implement a project in Eurocompetence II
- Semester 3 - Professionalization**  
STUDY with expert academics in our *Research Track*, or...  
TRAVEL beyond Europe with our *non-EU Research Track*, or...  
BUILD real career experiences in our *Vocational Track*, and...  
CREATE your Thesis Portfolio for your *Master Thesis Project*
- Semester 4 - Finalization**  
STUDY and develop a research question that interests you  
TRAVEL back to either your *first* or *second* university  
BUILD towards a project proposal for future research  
CREATE your Master Thesis and finalize your studies

#### Example 1 The Euroculturer

The **Euroculturer** is a Euroculture student initiative. Once a small project started by Euroculture students in 2012, the online magazine has grown over the years. The Euroculturer consists of a dynamic team of active students that produce articles, blogs, social media posts, and more. Additionally, they co-organize the **Career Day** of the Euroculture Intensive Programme with the IP organization team.

#### Example 2 Co-Creation Task Forces

Actions speak louder than words. During the Intensive Programme of 2022 in Kraków, Poland, a **co-creation project on the future Euroculture** was organized that led to the installation of a series of **Co-Creation Task Forces**. These task forces have since implemented a wide variety of changes to the programme based on the joint recommendations of students and teachers. Changes have already included a **thoroughly overhauled website**, new **introductory materials**, and **curriculum adjustments**.

## Impact - Society

Approx. 15% of students selected for doctoral programmes

Lectures made available to the broader public

Excellent preparation for a multitude of societal sectors:

- Media and Journalism
- Project Management
- Public Relations
- (International) Governance
- Consultancy
- Research/Academia

Flexible curriculum with track choices, allowing specialization

Receive a Joint Degree

Four non-European partners and twenty-two Associated Partners

Between 600-700 Erasmus Mundus applications per year

## Jointness

Offering a Joint Degree in accordance with the European Approach for Quality Assurance for Joint Programmes (meeting the requirements of the European Degree)

Fully Interdisciplinary Programme with a Wide Range of Options

Highly Innovative Teaching Methods

Advanced Learning Model based on a Student-Centred and Active Learning Approach according to the TUNING Educational Structures Model

## Impact - Alumni

Between 70-90 students per cohort, most of which self-funded

Skills-based learning to prepare for your career and society

1600+ alumni from 70+ countries over 25 years

90% find suitable employment within 6 months

*Euroculture helped me to get a true European experience by offering the opportunity to discover new places and meet individuals I would have never had the opportunity to if I had not joined this Master's Degree.*



**Richard Blais**  
Euroculture Cohort 2018-2020  
Programme Assistant Creative Europe at the European Commission, Brussels

*Euroculture allowed me to get my foot in the door of a European career. It gave me a fresh new perspective on EU affairs, gender equality, art, policy and law. No other programme can give you that.*



**Rumen Halachev**  
Euroculture Cohort 2011-2013  
Senior Editor at Ecorys UK

*I believe that Euroculture gave me the headspace, confidence and focus to plan and execute my career switch from the private sector into the public sector, as well as the EU-specific knowledge to excel in the EU-related roles I've had over the last 6 years.*



**Virginia Stuart-Taylor**  
Euroculture Cohort 2016-2018  
UK Civil Service: EU Exit & Negotiations + EU Engagement at Department for Business and Trade

*I saw an advertisement inviting to apply for Euroculture in a paper newspaper accidentally grabbed on a train. That moment changed my career path -- it opened up my horizons, enabled me to travel and study within and outside Europe, make new friendships and establish a connection with the University of Groningen, my current employer.*



**Zdenka Sokoličková**  
Euroculture Cohort 2009-2011  
PhD/postdoc RuG Arctic Centre, environmental memory; ethnography; tourism; migration; the Arctic

## Impact - Programme Design

Offers a substantial (25 ECTS) Research Placement and a Vocational Placement

Role model for European University Alliances in organising and delivering Joint programmes

Higher Education Reform Model for University Cooperation and the European University Initiative Degree Programme Innovation

Flagship Programme

Very High Success Rate (approx. 90% finishes in 2 years)

