

COMAI- Co-creation of an Erasmus Mundus Joint Masters (EMJM) in Artificial Intelligence to Boost Innovation Ecosystems, Business Competitiveness and Employment

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Sharing experiences on the application process and setting up a project

Background work:

- ✓ Understanding the Erasmus Mundus call: main objectives & criteria.
- ✓ Benchmarking: [Erasmus Mundus Catalogue](#). The main goal was to find already existing AI Master's Degree Programmes

Artificial Intelligence in a business education context is under-represented in the Erasmus Mundus Catalogue

- ✓ Benchmarking previous Ulysseus Erasmus Mundus proposal (COBRING)
- ✓ Learning the Standards for Quality Assurance of Joint Programmes in the EHEA
- ✓ Finding suitable European Policies to enrich the project development

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Planning phase of the proposal

- ✓ Engaging 6 partners from Ulysseus European University

COMAI Joint Master Degree will enhance Ulysseus European University capacities to modernize and internationalize its curricula, teaching practices and pool resources in the field of Artificial Intelligence (AI).

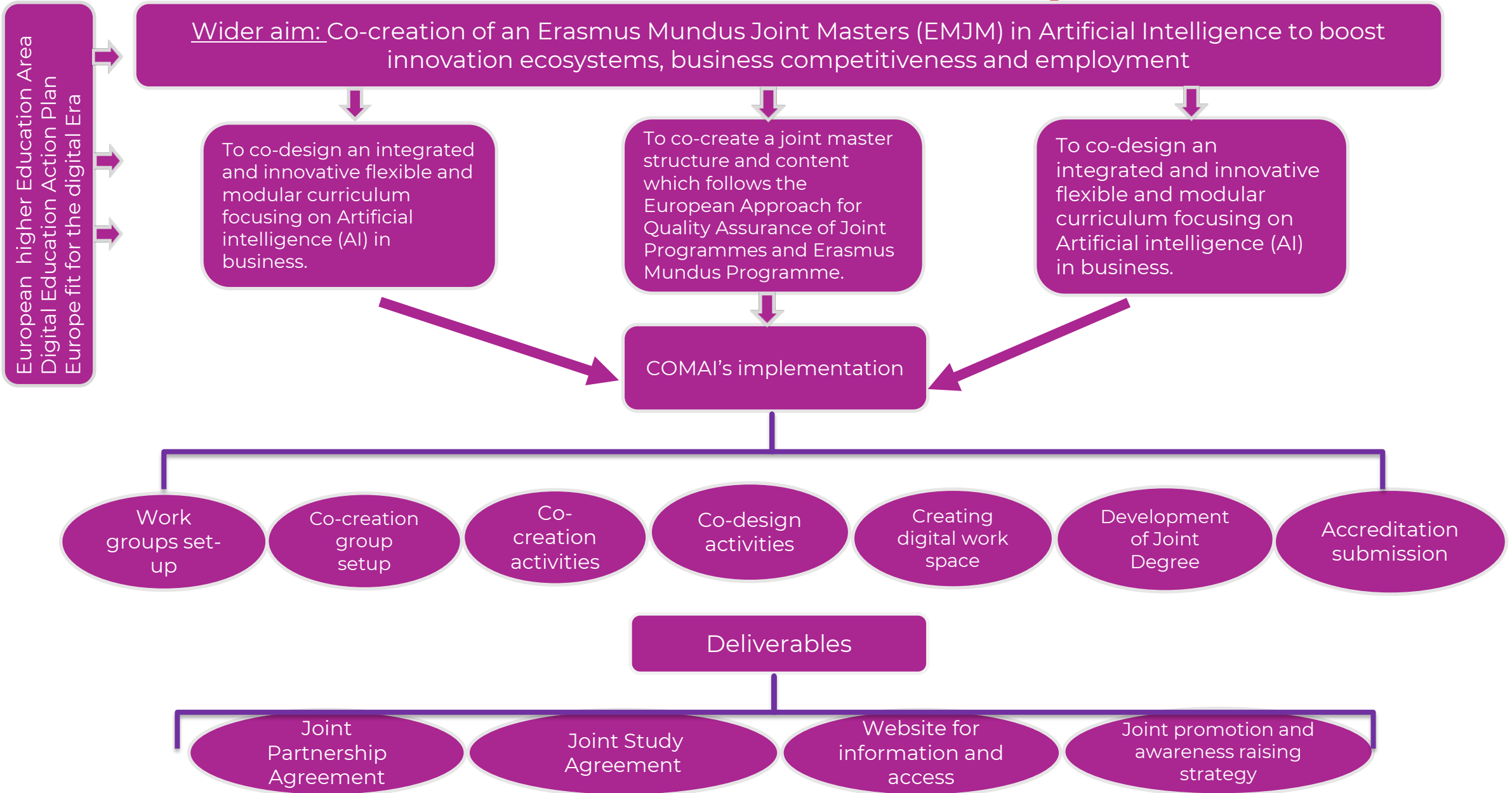
- ✓ Forming a small and active project team: Ana Timonen, Kitte Marttinen, Haaga-Helia Innovation Hub Officer, and University of Seville Innovation Hub Officer
- ✓ Defining the project scope with the project team (overall aim, specific objectives, work package tasks & deliverables)

The project scope is based on the EU policies: European Higher Education Area (EHEA), Europe fit for the digital age and Digital Education Action Plan.

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Planning phase of the proposal

- ✓ Associated Partners (AI companies & student associations)
- ✓ Letter of Commitment from all participants involved in the project
- ✓ Dedicate time for a good proposal preparation
- ✓ Asking colleagues from Haaga-Helia and Ulysseus Coordinating University (Seville) to go through and provide feedback of the final project proposal



Challenges for Universities of Applied Sciences

- ✓ Change from a 90 ECTS level 7 (part-time) degree to a 120 ECTS full-time program with two mobility periods
- ✓ Communication on application and admission criteria
- ✓ The Finnish particularity: two years of work experience
- ✓ The European Approach process and divergences in the accreditation
- ✓ Positioning a multidisciplinary program within a framework of specific fields of education



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Thank you

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