

**Anfiteatro 3 – Piso -2  
Campus da Penteadá**

# EIRE.May2010.Broadening Horizons

## **OPEN DAY**

### 21st May 2010

(Provisional Programme)

- 9:30 INTRODUCTION AND OFFICIAL OPENING  
- Professor José Castanheira da Costa (Rector, UMa) – to be confirmed  
- Head of the Arts and Humanities Centre – to be confirmed
- Chair: Doctor
- 10:00-11:00 *English/es in International Communication*  
- Professor Allan James  
(Department of American Studies University of Klagenfurt, Austria)
- 11:00-11:30 Coffee Break
- 11:30 MOBILITY, EDUCATION AND ENTREPRENEURSHIP: EXPERIENCES AND PRACTICES  
Chair: Doctor
- 11:30-12:00 **ENTREPRENEURSHIP TRAINING and MOBILITY (rs4e; ERASMUS YOUNG ENTREPRENEURs )**  
**CEIM – Centro de Empresas e Inovação da Madeira**  
Dr. Carlos Lopes e Drª Nádia Lemos
- 12:0-12:30 **MOBILITY PROGRAMMES (ERASMUS/UNIVA; Santander –Totta; Almeida Garret; ... )**  
**UMa/GPC – Gabinete de Planeamento Projectos e Cooperação**  
Drª Paula Mendonça e Dr. Luis Figueira
- Job Offers - Fiona Fontes (EIRE Graduate), Cátia Gouveia (to be confirmed)**
- 12:30-13:00  
11:30-12:30 *Cultural Marketing: Museums, Archives, Libraries*  
Dr Sofia  
Regional Archive / PhD Research (University of
- Chair: Doctor
- 12:30-14:00 Lunch
- 14:00 GRADUATE AND POSTGRADUATE STUDIES ACROSS EUROPE  
Chair: Doctor
- 14:15-14:45 *Networking Across Europe and Beyond*  
*1. Presentation of the MA Programme in Language and Communication for Business Administration, University of Alba Iulia, Romania*  
*2. Presentation of ENIEDA (European Network for Intercultural Education Activities): Conferences and publications*  
Doctor Teodora Popescu  
(Department of Modern Languages - “1 Decembrie 1918” University of Alba Iulia, Romania)
- 14:45-15:15 *Why Study English and Business Studies?*  
Prof. Steve Fleetwood
- 15:15-15:30 **MA Presentation – “Cultura e Comunicação de Expressão Alemã”**  
Doctor Martina Emonts  
(University of Madeira – Arts and Humanities Centre)
- Project Presentation: English and Business Studies Newsletter**  
**(3<sup>rd</sup> Year Undergraduates – EIRE)**
- 17:00 **CLOSING SESSION**

Funchal & UMa, 21/05/2010

Organization:

Doctor Mario Franco (Course Director)

Doctor Alcina Sousa (Outgoing Course Director)