

**LETTER OF INTENT CONCERNING STUDY PROGRAMME STRATEGIC
COMMUNICATION MANAGEMENT**

between

ALMA MATER EUROPAEA – European Centre, Maribor
Gosposka ulica 1
2000 Maribor, Slovenia
Represented by: prof.dr. Ludvik Toplak, President

and

WORLD COMPLEXITY SCIENCE ACADEMY (WCSA)
Represented by: Prof. Andrea Pitasi, PhD , WCSA President

I.

Both parties agree that:

- ALMA MATER EUROPAEA – European Centre, Maribor (ECM), an independent higher education institution, is developing the study programme Strategic Communication Management, third Bologna Cycle;
- ECM has all the necessary infrastructure and educational & academic infrastructure for carrying out study programmes, including the copyright for the academic programme.

WCSA is a world class systemic research not for profit organization aimed at integrating teaching, researching, publishing and applied professional practice for training tomorrow top professionals, scholars, policymakers managers, entrepreneurs and investors through a systemic, wide horizon, hypercitizen, cosmopolitan and science based vision strongly based on strategic communication. WCSA will enthusiastically support this ECM study program also by providing knowledge toolkits, webinars and seminars provided by the best WCSA scholars selected by WCSA itself.

II.

Signing parties express an interest for academic cooperation, exchange of teachers, joint development of domestic and international teaching, researching and publishing projects, exchange of study programmes and development of new study programmes. The signing parties also express an interest in co-branding policies of courses, programs, events, publications, website which might support and promote the educational and scientific interests of both signing parties.

III.

Contracting parties agree that:

WCSA will cooperate with ECM with its academic and professional capacities in the implementation of the study programme and offer its research team and technologies for the needs of students and teachers of ECM.

IV.

Signing parties agree that all academic, administrative, organisational and financial issues be defined with a special agreement.

V.

This letter of intent is written in two (2) identical copies, one for each signing party. The original language is English.

Maribor, August 31th 2014

World Complexity Science Academy,
Bologna, Italy

Alma Mater Europaea – European Center,
Maribor

Prof. Andrea Pitasi, PhD, WCSA President

Prof. dr. Ludvik Toplak, President

Prof. Andrea Pitasi

A handwritten signature in dark ink, appearing to read 'Andrea Pitasi', written in a cursive style.