





POSTGRADUATE PROGRAMMES

- Master of Science Degrees in Marketing, Management and Finance
- Master of Science Digital Marketing
- Master of Science Luxury Management with Degrees in Fashion & Luxury Goods, Hospitality & Events, Real Estate and Yacht Industry
- MBA Degrees in International Business, International Finance, Entrepreneurship and International Marketing
- MBA Film Production

STARTING DATES

September, January and April

WELCOME TO

EUROPEAN SCHOOL OF ECONOMICS

The European School of Economics is a private College of Higher Education without borders, multicultural and pragmatic, fully accredited in the UK and in the order of listed bodies. Students in degree programmes are awarded a British degree from the University of Chichester upon completion of their studies at ESE.

ESE offers Bachelor's Degree, Masters (MSc and MBA) and Short programmes at its centres in London, Madrid, Rome, Milan and Florence.

ESE graduates are among the most competitive business professionals on the market, prepared for leadership roles in **international Marketing, Finance, Management, International Economics, Diplomacy, Sports Management, Media & Communications, Arts and Luxury Industry Management.**

With the ability to individually tailor their course of study, ESE students:

- *study abroad* with ESE centres worldwide;
- *specialise in cutting-edge business sectors*, such as fashion, events, music, sport, hospitality, real estate, art, media and human resources among others;
- *complete internships*, selecting from more than 1500 leading organisations around the world, many of which are among Fortune500's "Best Companies to Work With".

A school without borders, the European School of Economics is a new concept in higher education. Combining academic excellence, internationality and a pragmatism, the ESE degree and certificate programmes are designed to prepare a new generation of leaders and entrepreneurs.



ESE Graduation Ceremony in Florence

STUDY, TRAVEL AND WORK IN THE WORLD'S MAJOR CAPITALS





ESE LOCATIONS

The great cities of the world – London, Milan, Madrid, Florence, Rome – are the campuses for ESE students. These settings complement the cosmopolitan atmosphere of ESE and offer students a rich and stimulating environment in which to pursue their studies.

Each campus is limited to a maximum enrolment of 100 per course. This limit ensures that each student receives the individual attention that is at the core of ESE's philosophy.

LONDON – MADRID – ROME – MILAN – FLORENCE

LONDON





ESE LONDON

4, 11-13 Mandeville Place
London W1U 2BG, United Kingdom
Tel: +44 (0) 2037780303 / +44 2079353896

STUDY ABROAD

ESE LONDON

The European School of Economics in London has its location in the very heart of Mayfair and offers double benefit of an intimate and highly personal classroom atmosphere amid a cosmopolitan backdrop featuring great diversity. Undergraduate and postgraduate students and faculty of ESE London centre operate on a first name basis while taking advantage of one of the most multicultural educational settings.

Young people from all corners of the globe converge here to learn, to socialise, and to share traditions and exchange ideas in an environment that promotes individual growth.

Our London faculty boasts professors with outstanding experience in both the academic and professional worlds; most of ESE-London lecturers also work at some of the city's most prominent corporations or own and operate their own companies.

The city's nightlife offers equally exciting opportunities with its vast selection of theatres, art galleries, nightclubs, and a litany of other cultural institutions to round off your London experience.



MADRID



IMPRESOS DE HISTORIA DEL BANCO DE ESPAÑA

METROPOLIS



**ESE MADRID**

Calle Serrano Anguita, 10, 3 Derecha
28004 Madrid
Tel: +34.91.737.75.92
E-mail: info@esespain.com

STUDY IN MADRID FOR A BRITISH DEGREE

ESE MADRID

Located in one of the most prestigious areas of the Spanish capital, the European School of Economics' centre in Madrid is located in one of the most upscale neighbourhoods and within walking distance from the city's financial center, and offering students an ideal environment for study that will lead them to the achievement of their individual dream.

Thanks to small class sizes and individual attention, ESE Madrid provides a tailor-made learning experience. Lecturers from around the world support programmes that will exceed the needs of the students making them aware of the noblest interests, and provide them with the insights needed to become the next generation of business leaders. The largest Spanish and European firms collaborate regularly with ESE Madrid for the realisation of a unique internship programme.

Hospitality and tolerance are distinctive features of the warm and sunny capital, making even short-term visitors feel like "Madrilenos" (natives). Known for its restaurants and the movida, Madrid is steeped in the tradition of the famous 'corrida' and rich in culture having both the world renown 'El Prado' and 'Queen Sofia' museums. Cheerful and full of vitality, Madrid is the perfect setting for students looking for an exciting experience in an open and constantly evolving environment.

**MADRID**

ROME



**ESE ROME**

Via di San Domenico

00184 Roma - Italia

Tel:+390648906653

E-mail: ese.roma@uniese.it

STUDY IN ROME FOR A BRITISH DEGREE**ESE ROME**

Why study in Rome? With an unparalleled history dating back to ancient times, Rome today continues to represent the pinnacle of European beauty and culture, as well as a modern continental centre for communications, events, hospitality, music and film.

ESE students in Rome take advantage from a range of different European university degrees and MSc & MBA courses offered by our school of international studies.

The Rome centre is located at Via della Cordonata, immersed in the very heart of imperial Rome with an impressive view of Piazza Venezia just a step away from the Colosseum and the Forum. Cultural and educational opportunities outside the classroom are equally exciting and nearly unlimited.

Beyond its historical and artistic value, modern-day Rome is a major European capital with many important embassies, international organizations, governmental agencies, and multinational companies, and serves as a full of life hub for business, politics and research. The city is constantly welcoming international celebrities, groundbreaking scientists, and world-famous businesspeople; creating an inspiring atmosphere for students as they prepare for their futures.

Studying abroad is one of the most important decisions a student and his family can make. The experience is truly life-changing: not only will it change the way that you see the world from which you came, it will also inspire you to think differently about the rest of the world that you have yet to discover. Where better to begin that journey than the Eternal City?



MILAN



**ESE MILAN**

Via Lomazzo , 19
20154 Milan - Italy
Tel:+390236504235
E-mail: ese.milano@uniese.it

STUDY IN MILAN FOR A BRITISH DEGREE

ESE MILAN

Milan is a paramount European financial capital located in northern Italy in the heart of Europe. Not only is it Italy's main centre for fashion, design, business and finance, but it is considered the best Italian smart city. Once dominion of the infamous Borgias and temporary home of Leonardo, Milan boasts a history of unbridled ambition while being synonymous with innovation, research and culture.

Home of some of Italy's strongest football clubs and a Grand Prix at Monza, Milan is also host to a number of prominent international fairs and conferences, offering students the opportunity to experience events in various scenarios. These include, to name a few, its own Fashion Week, Furniture Design Expo, International Wine Fair and Art Exhibitions, and Conferences in both the worlds of Finance and Luxury. - all of which make for excellent internship opportunities. Milan is highly recommended to students looking to excel in Finance, Digital marketing, Fashion and Sports.



FLORENCE





ESE FLORENCE

Borgo Santi Apostoli, 19
50123 - Florence, Italy
Tel: + 39 055 217050
E-mail: ese.firenze@uniese.it

STUDY IN FLORENCE FOR A BRITISH DEGREE

ESE FLORENCE

The Florence centre lies in the very heart of the city, just steps away from the famous Ponte Vecchio, a five minute walk from the Duomo and Piazza della Signoria, and a ten-minute walk from the railway station, Santa Maria Novella. Students flock here from all corners of the world to enrich their studies in this highly dynamic, important historical and international environment significant not only for its revolutionary contribution to arts, but also for being one of the birthplaces of the modern western trade system, and a historic centre of commerce, finance and banking. As the birthplace of the Italian Renaissance, people have traveled from all over the world to celebrate Florentine art and culture for centuries.

A noted international study abroad location, the cultural and educational opportunities made available to students by this city are innumerable, and the ESE Florence football team had won the international schools' football championship more than once. Florence highlights include the famous Uffizi Gallery, Ponte Vecchio, and the Duomo Baptistery and Cathedral, not to mention the city's theatres, events, nightclubs, art galleries, and the beautiful surrounding Tuscan countryside.

FLORENCE



POSTGRADUATE PROGRAMMES



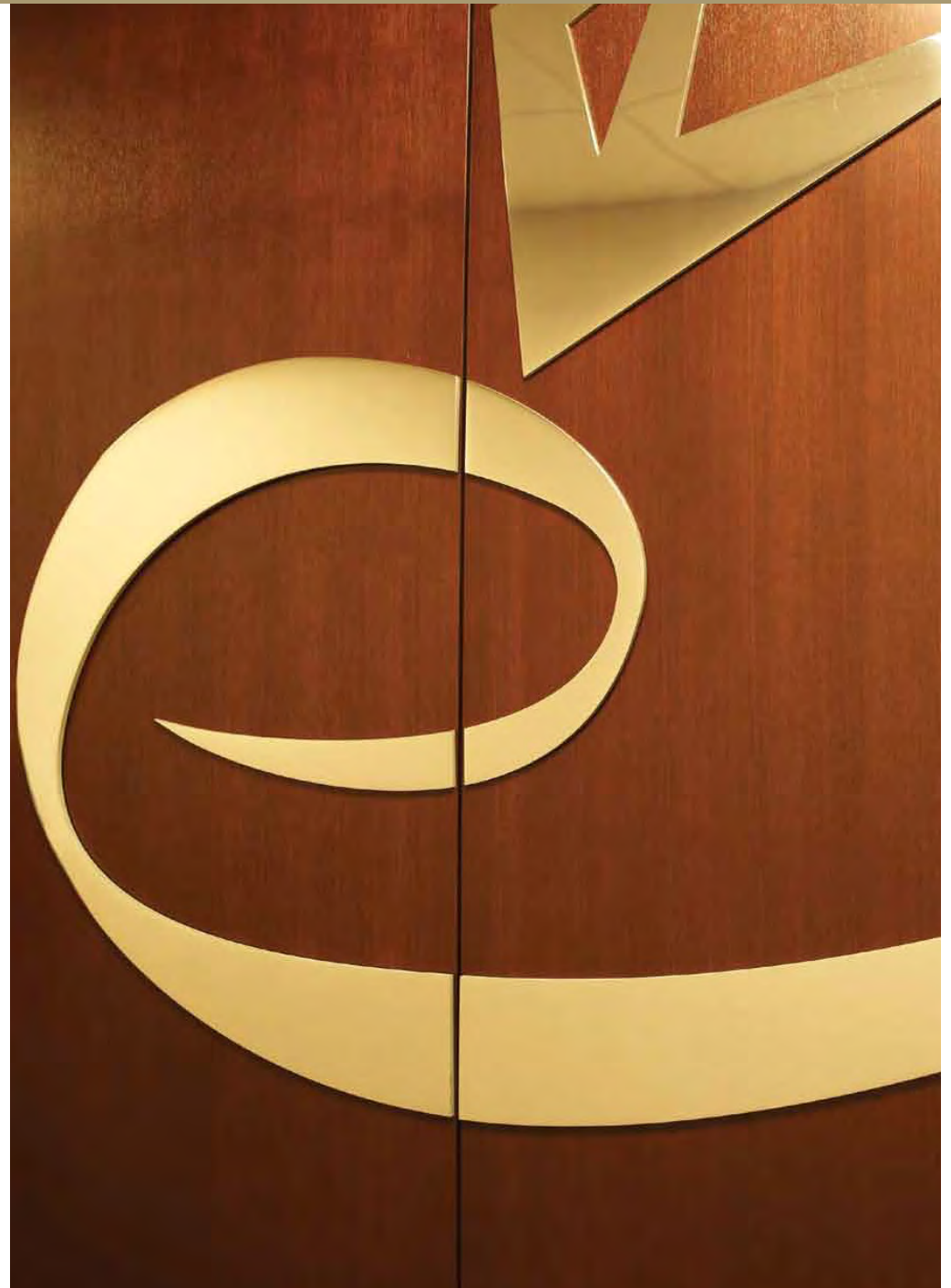


KEY FEATURES OF ESE PG PROGRAMMES

- **Full time and part time study options** (12-15 months full-time programme, 2-3 years in part time).
- Programme taught entirely in English language in all centres.
- **One Internship Placements** with companies worldwide.
- **Seamless mobility between all ESE centres** (London, Milan, Madrid, Florence, Rome) on a per term or per year basis.
- **Small class sizes** which enable faculty to provide the **individual attention** needed to facilitate individual discovery and succeed in chosen pathways
- Specializations in:
 - Marketing, Management and Finance
 - Digital Marketing
 - Luxury Industry (Fashion, Hospitality and Events, Yacht Industry ,Real Estate)
 - International Business
 - Entrepreneurship
 - Film Production
- Final Project related to the chosen specialisation often in collaboration with prominent industry partners
- Full time compulsory attendance
- The ESE **International experience** with students from around the world offers an invaluable opportunity to learn, network and make friends for life.

“The European School of Economics has envisioned the birth of a new mankind, for the creation of individuals free from prejudice and fear, and capable of harmonising apparent, age-old antagonisms between economics and ethics, action and contemplation, and financial power and love.”

Elio D’Anna, ESE Founder and President



POSTGRADUATE PROGRAMMES



WHY CHOOSE EUROPEAN SCHOOL OF ECONOMICS

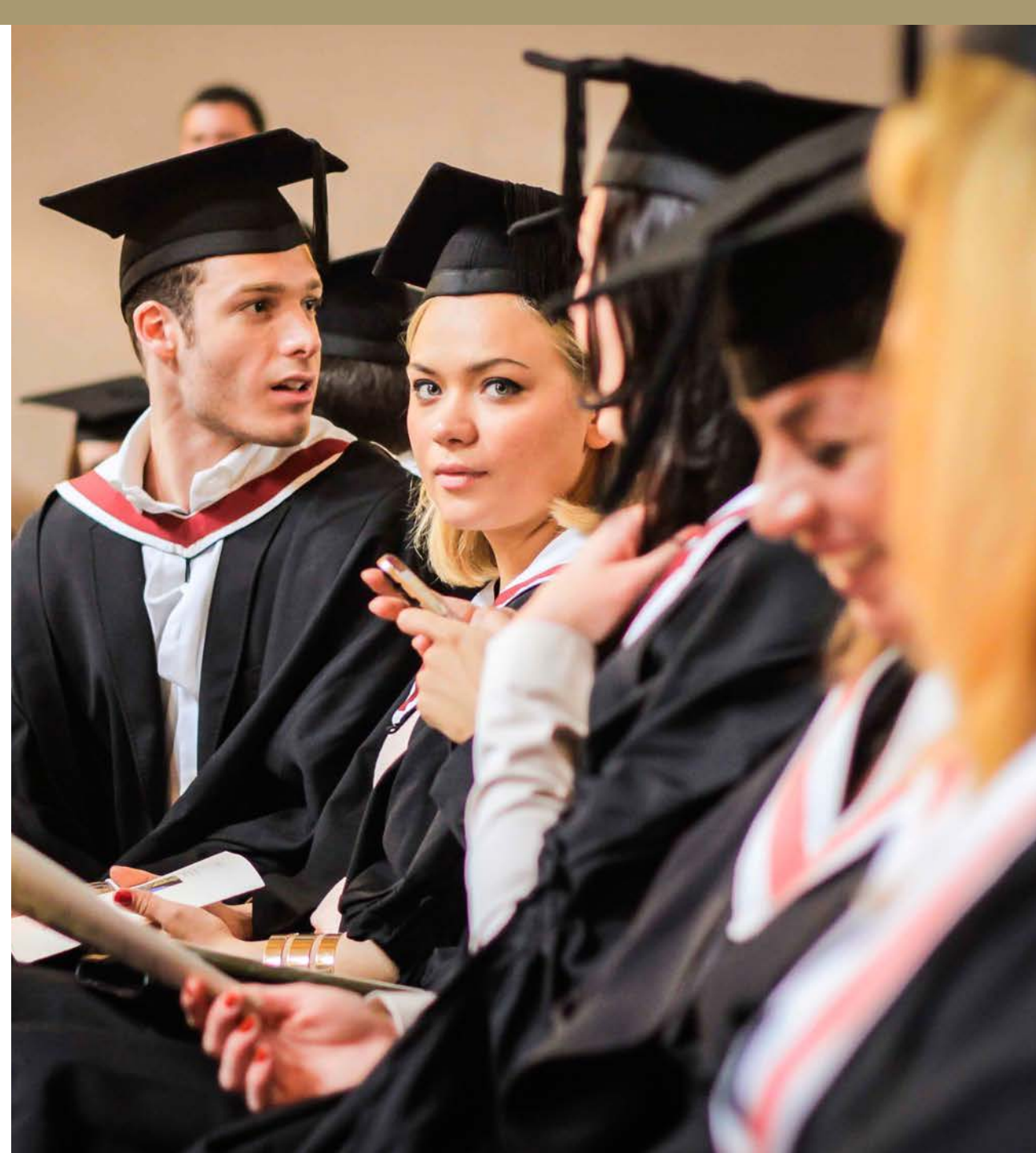
Conventional education, which has pervaded for centuries in schools and universities all over the world, has created conformity, and has regimented young minds, pruning away the fantasy, the vitality, and the search for one's own uniqueness. The aim of the European School of Economics is to focus the attention of each of its students on himself and the realisation of his own dream.

The ESE Bachelor, Master, MBA, and Certificate programmes aim to prepare a new breed of international entrepreneurs and managers with the cultural awareness, abilities and moral qualities most needed in the world of contemporary business. This is achieved through the cutting-edge programs, internship placement and above all, the defining ESE educational philosophy:

- ***"The Dream is the most real thing there is"*** – students develop an individual academic and professional pathway through their selected course specialisation, internship placement, and final dissertation
- ***Pragmatism*** – hands-on experience in contemporary business practice through the comprehensive internship programme
- ***Internationality*** – student body originating from more than 80 countries, various ESE centres around the world, and internships with global organisations.

"ESE declares a revolutionary right, one never sanctioned by Charter nor proclaimed by manifesto or movement – the right of young people to dream and see their dreams realised."

Elio D'Anna, ESE Founder and President



A photograph of graduates in black gowns and caps. In the foreground, a man and a woman are smiling and looking at a brochure. The man is wearing a red and white striped tie. The woman is holding the brochure open. In the background, other graduates are visible, some looking at their own brochures. The setting appears to be a large, well-lit hall or auditorium.

MASTER OF SCIENCE (MSc)
MARKETING, MANAGEMENT AND FINANCE

*"Visibilia ex Invisibilibus - from the invisible the visible.
The motto truly embodies the winning philosophy of the School
where new ideas thrive and contribute to teaching each student
the importance of being an individual a visionary capable of nurturing
a dream of global proportion and to changing the destiny of the planet."*

Elio D'Anna, ESE Founder and President



MASTER OF SCIENCE (MSc) FINANCE, MARKETING, MANAGEMENT

The Master of Science (MSc) degrees in Marketing, Management and Finance are a 12-15 month, full-time postgraduate degree programmes. Master degree courses are taught in English and have a standard 180 UK credit/90 ECTS credit structure. Students may also choose to study in part time with entry dates for all courses in September, January and April.

Completion of the Master degree programme requires:

- Full-time compulsory attendance
- Multiple intakes: January, April and September
- Compulsory internship placement
- Choice of one specialisation in MARKETING, MANAGEMENT and FINANCE
- Possibility to move between all ESE centres on a per term or per year basis.
- Final Dissertation related to the chosen specialisation

The MSc in Marketing prepares candidates for a wide variety of careers in marketing management, such as brand management, product development, retailing, services marketing, business to business marketing and marketing for non-profit organisations.

The MSc in Management aims to provide students with a comprehensive view of international management, exploring the critical factors for cross-national business success, the impact of globalisation on the international business environment, trade theories, and internationalisation strategies.

The MSc in Finance prepares fund managers and professional investment analysts for entrance into the banking and finance sector. The course examines the principles of financing and investment decisions and their impact across a broad range of contemporary management concerns.

PHASE I

5 core courses (from the following modules), regardless of specialisation:

- | | |
|---|--|
| <ul style="list-style-type: none"> • Applied Business Module Research Methods • 21st Century Advanced Business Structures • Integrity and Social Responsibility • Organisations and their Cultures | <ul style="list-style-type: none"> • Managing for Sustainability and Corporate Responsibility • Accounting and Finance for Decision makers • Management of Resources and Operations • Marketing Management |
|---|--|

PHASE II

FINANCE SPECIALISATION

5 specialisation courses

- Multinational Corporate Finance
- Value Assessment
- Investment
- Risk Management
- Mergers and Acquisitions
- International Project Management
- Decision Techniques
- Management Accounting

MANAGEMENT SPECIALISATION

5 specialisation courses

- Globalised Information and Communication Systems
- International Project Management
- International Business Management
- Human Resource Management
- International Strategic Marketing
- Entrepreneurship and Leadership
- International Strategic Management
- Leadership and Family Business

MARKETING SPECIALISATION

5 specialisation courses

- | | |
|---|--|
| <ul style="list-style-type: none"> • Innovation Development and Management • E-Business and E-Commerce • Integrated Marketing Communication • International Business Management | <ul style="list-style-type: none"> • Service Marketing • International Strategic marketing • Sales Promotion • Buyer Behaviour |
|---|--|

PHASE III

INTERNSHIP

Students complete a three-months internship in a sector relevant to their chosen specialisation and compose a report based on their experience

PHASE IV

DISSERTATION

The Dissertation is capstone module of the Master of Science

MASTER OF SCIENCE (MSc) DIGITAL MARKETING



*"One day you will spend all of your time on solutions
and no time on problems.*

*Remember, you have not to ignore the problems of life,
but to put yourself in a reasonable state where
you can not only come up with solutions, but act upon them.
You and no one else can master your life".*

Elio D'Anna, ESE Founder and President



MASTER OF SCIENCE DIGITAL MARKETING

The Master of Science (MSc) Digital Marketing is a 12 months, full-time or 2-3 years on part-time postgraduate degree programme. Master degree courses are taught in English and have a standard 180 UK credit/90 ECTS credit structure.

Completion of the Master degree programme requires:

- Full-time compulsory attendance
- Part-Time option (2 to 3 years)
- Final Project or Consultancy Project

DISTINCTIVE FEATURES:

- Executive style teaching in small groups is central to the delivery of the programme
- Multiple intakes: January, April and September
- Possibility to move between all ESE centres on a per term or per year basis.
- Emphasis on the personal development of students within a supportive environment that enables students to master challenges and achieve goals.
- Professional focus to the programme underpinned with innovative, practice-based assessment tasks and opportunities for project-based learning
- Live, industry projects undertaken for external clients

INTRODUCTION

The MSc Digital Marketing degree enables students to develop digital marketing plans and strategies through an emphasis on solving real problems for real clients so in the fullest sense of economy – no effort is wasted.

Students will develop the skills to formulate appropriate responses to complex marketing problems in a course vehicle composed of only six in-depth modules and purely project-based assessments thus developing employability and enhancing your CV from day one, with a focus on the skills that employers want within this dynamic industry.

This degree route provides a critical appreciation of the elements which digital marketing strategies cover, including web site development and analytics, consumer behaviour, social media marketing, digital campaign planning and branding within the global marketing context.

Contemporary issues in digital marketing will be discussed and used in class groups to foster understanding of the opportunities and multi-channel management decisions facing marketers.

Using this knowledge, allied to the use of models and tools, will prepare students for employment in areas such as, campaign management, paid search advertising, social media marketing and other digital marketing roles.

INDICATIVE MODULES			
PHASE I		PHASE II	
<ul style="list-style-type: none">• An Introduction to Digital Marketing• Digital Campaign Planning• Brand Management	<ul style="list-style-type: none">20 credits20 credits20 credits	<ul style="list-style-type: none">• Global Marketing• Customer Insight• Research Methods	<ul style="list-style-type: none">20 credits20 credits20 credits
PHASE III			
DISSERTATION OR CONSULTANCY PROJECT			60 credits



MASTERS OF SCIENCE (MSc)
LUXURY INDUSTRY MANAGEMENT

*"It is essential to dedicate resources to beauty, harmony, well-being, and to take care of every detail of one's life.
The millenary search for perfection finds its meaning in educating our thoughts to the art of dreaming.
The world we touch is our projection: a product of our dream!
The secret of secrets is to make oneself your own masterpiece.
Luxury is a state of being."*

Elio D'Anna, European School of Economics Founder and President



MASTERS OF SCIENCE IN LUXURY INDUSTRY MANAGEMENT

The Masters of Science in Luxury Industry Management provide pathways for students seeking leadership positions in today's cutting edge sectors.

Degree awards include the following:

- *MSc Fashion and Luxury Goods Management*
- *MSc Luxury Real Estate Management*
- *MSc Luxury Hospitality and Events Management*
- *MSc Luxury Industry with Yacht Management*

Master degree courses are taught in English and have a standard 180 UK credit/90 ECTS credit structure. Students (60 credits), a Specialisation term (60 credits), and a Dissertation or Industry Project (60 credits), will study one term of Foundational Modules

Awards also include *PG certificates* (earned by successfully studying any of the single academic terms (60 credits), and *PG Diplomas* by earning 120 credits.

DISTINCTIVE FEATURES

- Flexible starting dates - *September, January, April*
- *Compact class sizes* with industry practitioners professors - 'pragmatic philosophers'
- Option of Full Time or Part Time study
- Choice of four specialisations:
Fashion and Luxury Goods, Hospitality and Events, Yacht Industry and Real Estate
- *Seamless movement between all ESE centres* (London, Milan, Madrid, Florence, Rome)
- Talks by leading Industry Professionals
- Company Visits
- Optional Internship in a leading world company
- Choice of Dissertation or Project

MSC IN LUXURY INDUSTRY MANAGEMENT

PHASE I

CORE MODULES:		
• Luxury Service Experience		15 credits
PLUS 3 ELECTIVES:		
• International Project Management		15 credits
• 21st Century Advanced Business Structures		15 credits
• Managing for Sustainability and Corporate Responsibility		15 credits
• Accounting and Finance for Decision makers		15 credits
• Management of Resources and Operations		15 credits

PHASE II

FASHION AND LUXURY GOODS MANAGEMENT		LUXURY REAL ESTATE MANAGEMENT	
CORE MODULES:		CORE MODULES:	
• Luxury Marketing	15 credits	• Luxury Marketing	15 credits
• Fashion and Luxury Brand Management	15 credits	• Luxury Real Estate and the International Market	15 credits
• Trend Forecasting	15 credits	• International Law and Transactions	15 credits
PLUS ONE ELECTIVE:		PLUS ONE ELECTIVE:	
• Fashion Buying and Merchandising Management	15 credits	• Sales Promotion	15 credits
• Branding & Positioning	15 credits	• E-Business and E-Commerce	15 credits
LUXURY HOSPITALITY AND EVENTS MANAGEMENT		LUXURY YACHT MANAGEMENT	
CORE MODULES:		CORE MODULES:	
• Luxury Marketing	15 credits	• Luxury Marketing	15 credits
• Contemporary Hospitality	15 credits	• International Yacht Management	15 credits
• Events Management	15 credits	• Contemporary Hospitality	15 credits
PLUS ONE ELECTIVE:		PLUS ONE ELECTIVE:	
• 5-Star Food and Beverage	15 credits	• 5-Star Food and Beverage	15 credits
• Sales Promotion	15 credits	• Human Resource management	15 credits
• E-Business and E- Commerce	15 credits	• Sales Promotion	15 credits
		• E-Business and E- Commerce	15 credits

Workshop: Applied Business Research Methods

PHASE III

FINAL INDUSTRY PROJECT

60 credits



MASTER OF BUSINESS ADMINISTRATION

The Individual Renaissance

“A new species is about to be born before our very eyes, free from conflicts and capable of redefining the central concepts surrounding ethics, economy and spirituality. A new man that can remove the chronic poverty of nations and entire civilisations, and conduct eras of war and fear towards peace and happiness. Every other revolution in history has failed. True transformation, the solution to the millenary problems of man can be only be the product of an Individual Renaissance.”

Elio D’Anna, ESE Founder and President



MASTER OF BUSINESS ADMINISTRATION

The Master of Business Administration (MBA) is a 12 months, full-time or 2-3 year part-time postgraduate degree programme. Master degree courses are taught in English and have a standard 180 UK credit/90 ECTS credit structure.

Completion of the MBA degree programme requires:

- Full-time or part-time compulsory attendance.
- Choice of one specialisation:
 - MARKETING
 - INTERNATIONAL FINANCE
 - INTERNATIONAL BUSINESS
 - ENTREPRENEURSHIP
- Final Business Project related to the chosen specialisation

DISTINCTIVE FEATURES:

- **Three intakes** per academic year – September, January and April – providing extra enrolment options.
- The possibility of transferring between campuses in London, Madrid, Milan, Florence and Rome on a per term basis.
- **Optional Internship**
- **Compact class sizes** which help faculty cultivate a mentor relationship with students and provide the individual attention needed to discover their special skills and succeed in their chosen pathway.
- The ESE **International experience** with students from around the world offers an invaluable opportunity to learn, network and make friends for life.

The **entrepreneurial education** received at ESE is intended to assist individuals in defining their professional dream and put them on a specially **tailored career path**.

This MBA aims to provide an inter-disciplinary and integrative educational programme for individuals seeking to consolidate their managerial achievements to date and **prepare for a career in senior management**, ultimately at the **highest strategic levels**.

PHASE I		PHASE II	
<ul style="list-style-type: none"> • Financial Accounting • Economics • Research and Quantitative Business Methods • E-Business and E-Commerce • Leadership, Governance and Corporate Sustainability, Part 1 		<ul style="list-style-type: none"> • Strategic Management Corporate Finance • Managing People and Motivation • International Marketing • Leadership, Governance and Corporate Sustainability, Part 2 	
PHASE III			
MARKETING		INTERNATIONAL FINANCE	
<ul style="list-style-type: none"> • Business Ethics • Integrated Marketing Communication (IMC) • Marketing Management • Marketing of Services • Leadership, Governance and Corporate Sustainability, Part 3 		<ul style="list-style-type: none"> • Investment Techniques • Multinational Financial Management • Mergers and Acquisitions • Business Ethics • Leadership, Governance and Corporate Sustainability, Part 3 	
INTERNATIONAL BUSINESS		ENTREPRENEURSHIP	
<ul style="list-style-type: none"> • International Business Law • Operations Management • Economics of Money, Business and Finance • Business Ethics • Leadership, Governance and Corporate Sustainability, Part 3 		<ul style="list-style-type: none"> • Entrepreneurship • Strategic leadership • Negotiation • Business Ethics • Leadership, Governance and Corporate Sustainability, Part 3 	
PHASE IV			
FINAL BUSINESS PROJECT			



MBA FILM PRODUCTION

"The abandonment of obsolete conceptions and narrow visions of the world and its substitution with innovative ideas would be impossible if first a new vision did not find a place in the heart and in the mind of individuals gifted with a more mature psychology – pragmatic dreamers, divers into the invisible, visionaries capable of conceiving and supporting ideas of such a power and vastness to be unbearable for all the others....Vision and reality are one and the same thing. When the vision changes, reality follows."

Elio D'Anna, ESE Founder and President



MBA FILM PRODUCTION

The MBA Film Production is a 12 months, full-time or 2-3 year part-time postgraduate degree programme. Master degree courses are taught in English and have a standard 180 UK credit/90 ECTS credit structure.

Completion of the MBA degree programme requires:

- Full-time or part-time compulsory attendance.
- Final Business Project related to the chosen specialisation

DISTINCTIVE FEATURES

- **Three intakes** per academic year – September, January and April
- The possibility of transferring between campuses in London, Madrid, Milan, Florence and Rome on a per term basis.
- **Optional Internship**
- **Compact class sizes** which help faculty cultivate a mentor relationship with students and provide the individual attention needed to discover their special skills and succeed in their chosen pathway.
- The ESE **International experience** with students from around the world offers an invaluable opportunity to learn, network and make friends for life.

This programme has been designed for students that will typically not have undertaken a production-based specialism at undergraduate level, and although they may have studied filmmaking or have had previous work-related experience in the subjects this is neither an expectation nor a requirement. Film and Entertainment Industries, while in constant change and evolution due to the advent of digital technologies are the up and coming areas of a society that is ever-fast moving towards a work-less, create and enjoy-more society.

The programme emphasizes practice (based on theory) which is underpinned through live industry projects and engages students through practice-based assessment tasks – students should be fully functional in the financing, marketing and distribution areas of the industry upon graduation.

The MBA Film Production degree is a postgraduate programme of study which can be undertaken in one year (full-time), or part time over a period of between two and three years. The degree provides a taught component which is preparatory to an extensive dissertation or film industry project.

INDICATIVE MODULES	
POSTGRADUATE CERTIFICATE - PART I	
• Managing People and Motivation	12 credits
• Research and Quantitative Methods for Business	12 credits
• Workshop: Reel to Real	12 credits
• Strategic Management	12 credits
• International Marketing	12 credits
POSTGRADUATE DIPLOMA - PART II	
• Getting the Show on the Road	20 credits
• Contemporary Film Production	20 credits
• Film Industry Mechanics	20 credits
MBA DEGREE – PART III	
FINAL BUSINESS PROJECT	60 credits

INTERNSHIP PROGRAMME





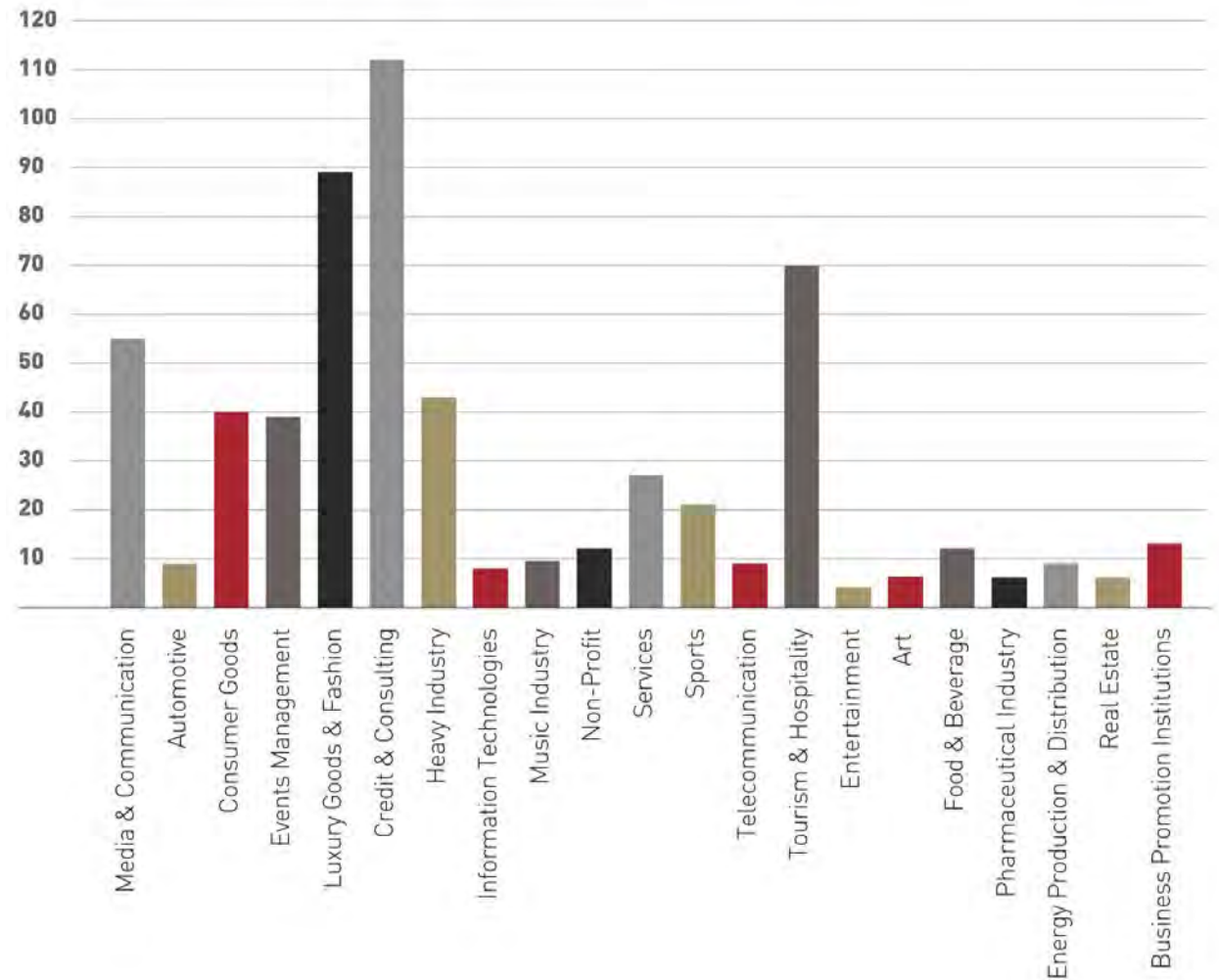
INTERNSHIP PROGRAMME

ESE offers extensive and competitive internship programmes. The quality of the placement service is a result of the relationships that ESE has fostered with global companies over the years. This enables students to have excellent opportunities to enter the job market and gain exposure.

The internships are structured, evaluated and recognised as an integral part of the course of study and provide each student the opportunity to spend a period of time in a work environment consistent with the chosen specialization.

Working in collaboration with more than fifteen hundred leading international companies, including some of **FORTUNE'S 100 Best Companies to Work For**, the European School of Economics offers one of the most competitive university internship programmes available today.

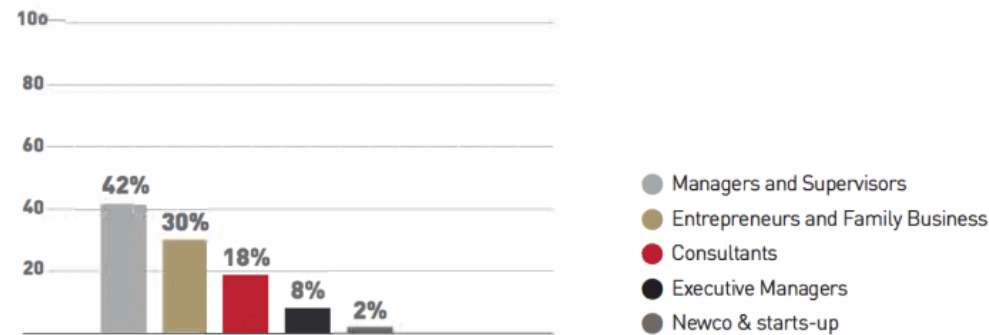
INTERNSHIP PLACEMENTS FOR 2010-2018 ESE STUDENTS





Many students are offered jobs even before graduation. The Internship Department plays a crucial role in assisting students to identify their objectives and learn how to exert their full potential. It provides personalized and challenging internship placements worldwide at all ESE campuses.

Positions held by ESE Graduates



ESE INTERNSHIP COMPANY PROFILE

Where ESE students have interned, are still interning

Automotive

BMW
General Motors
Mv Agusta - Motorcycle Art

Consulting

EBS Consulting
GDSSLURP
Kienbaum Exec. Consultants
Price Waterhouse Coopers
QRP
Willis Italia
Consumer Goods
Black & Decker
Campari
Coca-Cola
Dalmar Energia
GEM Craft
General Electric
Hewlett Packard
IOLLO Ltd.
La Gioiosa
My Vision International
Pirelli
Radici Group
SAIWA Srl
Securicomm Italia Srl
Unilever
3H Partners

Event Management

AFM Banqueting
Bodaclick
Fiera Milano International
Gruppo Rosso/TownHouse
Hotels
Keyword Europa
My Way Corporate
Outline SAS

St. Regis Florence
Tres Chik
Westin Excelsior Florence

Fashion and Luxury

Agatha Ruiz De La Prada
Alexander McQueen
Braccialini
Calzedonia
Chanel
Conte of Florence
Dada
Damiani
Ferragamo
Gilli
Gucci
La QuintaGroup Srl
Lardini
LVMH
Marco Polo Milano
Marina Rinaldi
Max Mara
Nicole Farhi
Nike
Pampaloni Argenti
Philipp Plein
Richmond Italia Milano
Societa Italia
Spazio Sei
Stefanel Spa
Stone Island
Studio Zeta Milano
Swatch Group
Tomorrow Group Ltd
Valentino
Bulgari

Finance

Allianz Bank
Apogeo Consulting
Banca Italo-Romena
CES Finance
Deutsche Bank
Equita, Inv. Banking
Ernst & Young
European Investment
Consulting
Finlombarda
Fitch Ratings
Global Europe
Goldman Sachs
HEC Finance
I&B
Intesa San Paolo

Pioneer Investments
Price Waterhouse Coopers
Société Générale
Sumitomo Mitsui Banking
Tradeville
UBAE

Industrial

Faca
GSA Srl
Radici
RH REG Holding
RHIAG
Steel Trading Solutions AG

Media and Communications

Attila & Co. Srl
Class Editori
Egg Media
Il Giornale
Inventa CPM
Karla Otto
L'Officiel Hommes Italia
Neo Network
New Partners Film
Production
M&C - Marco de Comunicación
- Madrid
Modenese & Modenese
Pink & Chic
Rock Media
Saachi & Saachi
Sky TV
Totalcom
Wise Media
Radio Cope - Spain

Music and Film Industry

Amiata Records
Filmmaster
Milano Film Festival
Red Onion
Preludio
Auditorium di Roma
Music Media Srl

Non-Profit /

Government Organizations
European Parliament
Idee Migranti
UNESCO

Oil & Gas

Paymar Oil & Co.

Petropars

Pharmaceutical Pharm

Real Estate

Acocella Group
DiFarCo Real Estate
SC Central Residential Park
Engel & Volkers

Services

ELBI Electric
GE Healthcare
Georgian Railway
Human Lab
Immigration Italy
MCD SARI
Silk Road Group
Thai Air
UPS
Valspeed

Sport

Alto Spa
Global Europe
Inter Football Club
Juventus Football Club
Milano City Marathona Club
Palauno
Parma FC
Polisportiva Lombardia Uno
RCS / La Gazzetta
Rotterdam Racing BV

Tourism & Hospitality

Antoitalia, San Pietro all'Orto
Bulgari Hotels & Resorts
Forte Village Resort,
Sardegna
Town House Hotels incl.
Seven Stars Galleria
Intercontinental Hotel Group
Starhotels
Starwood
Eurostars
Westin Excelsior
NH

Gaming

Mangatar

IT - Technology

Bizmatica



MSc ENTRY REQUIREMENTS

Entrance into the Bachelor degree programme at ESE requires the submission of the following documents to the Admissions Office at the ESE centre of interest:

- Completed Online Application form (apply.ese.ac.uk)
- A good first (Undergraduate/Bachelor) degree (diploma and transcripts)*
- Resume / CV + Personal Statement
- Two Recommendation Letters
- 6.5 IELTS, 79 IBT TOEFL or 232 CBT TOEFL** or Pearson English Qualification (TOEFL cannot be used for VISA PURPOSE in UK)
- Photocopy of Passport/ ID document
- Four photographs (passport-sized)

Applications arriving without the appropriate fee will not be considered.

*All non-English documents must be officially translated

**ETS Codes for the European School of Economics (for the TOEFL exam) vary by location: ESE London is 15977, ESE Rome is 11610, ESE Milan is 15974, ESE Florence is 15976 and ESE Madrid is 8833 .

English Proficiency

Candidates who have completed their studies in the English language (at least 2 years) are not required to present a language qualification (TOEFL, IELTS or Pearson).





MBA ENTRY REQUIREMENTS

Entrance into the Bachelor degree programme at ESE requires the submission of the following documents to the Admissions Office at the ESE centre of interest:

- Completed Online Application form (apply.ese.ac.uk)
- A good first degree (second class honours or GPA 3.0 and above)*
- Resume / CV + Personal Statement
- Two Recommendation Letters
- IELTS 6.5 (176 – 184) TOEFL iBT 95; Pearson Test 58-57; Cambridge CAE grade B; Trinity College ISE III.
- Photocopy of Passport/ ID document
- Four photographs (passport-sized)

Applications arriving without the appropriate fee will not be considered.

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PROGRAMME FEES

Master of Science (Marketing, Management, Finance, Digital Marketing and Luxury Industry Management)

Application form: € / £ 50,00

Registration fee: £ 2.500,00

Tuition: € / £ 28.000,00/

Master of Business Administration and MBA Film Industry.

Application form: € / £ 50,00

Registration fee: £ 2.500,00

Tuition fee: € / £ 35.000,00

Financial Assistance

ESE encourages students – both undergraduate and postgraduate – to apply regardless of their financial circumstances. The scholarships and loans ESE offers enable prospective students to receive all the necessary aid required to meet the costs of their tuition. No reduction is allowed on the Registration Fee and/or on other applicable fees.

Eligibility

All scholarships are awarded subject to the prospective student meeting ESE's entry requirements and abiding by the rules and regulations. To be eligible to apply for a scholarship the student will need to have been accepted and offered admission to study at ESE.

Application for Scholarship

Scholarships are awarded across all programmes of study, varying from nominal to substantial tuition reduction. Students interested to secure scholarships are encouraged to apply using the prescribed Scholarship Application Form available online and at the Office of Admission.



ESE CENTRES

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DEGREE PROGRAMMES
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