

LONDON

NEW YORK

MADRID

MILAN

FLORENCE

ROME



SHORT COURSES

Professional and Specialised Programmes

*“Visibilia ex invisibilibus - the visible from the invisible.
This 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



MESSAGE OF THE PRESIDENT

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.

Landing on the job market and hoping to be chosen, or searching for an occupation just to earn a living, is beneath the dignity of a man. The promise of ESE is that none of its graduates should ever find themselves accepting a job against their will or even reluctantly. A young person must be able to choose his future - this is a fundamental right.

To exercise this right, one must be prepared. There must be schools of freedom, pragmatic, multicultural universities that teach both in economics and politics, a new generation of leaders to harmonize the age-old apparent antagonisms: Economy and Ethics, Action and Contemplation, Financial Power and Love.

ESE Founder and President, Elio D'Anna





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ESE SHORT COURSES

ESE's Short Courses have been created especially for managers and aspiring professionals who prefer short, highly focused training to longer periods of study. They are designed to fulfill different kinds of objectives:

Professional Programmes provide participants with the knowledge necessary for specific occupational opportunities, and are open to a broader public looking for specializations in: Events Management, Fashion and Luxury Management, Sports Management, Music Industry Management, Hospitality Management, Real Estate, Arts and Cultural Management and many others.

Specialised Programmes are aimed at business professionals who seek advancement in their current field or an introduction to a new area of professional specialization. Cutting-edge courses in Marketing, Management and Finance are aimed at sharpening business acumen to acquire the necessary advantage in an ever-changing global environment.

Professional Programmes

- Arts and Cultural Management | Event Management
- Fashion & Luxury Goods Management
- Hospitality Management
- Music Management | Sports Management
- Entrepreneurship | Sustainable Event Management
- Luxury Real Estate
- Film-making Industry Management
- Hotel, Travel, Leisure and Tourism | International Relations

Specialised Programmes

- Finance | Marketing | Management

PROFESSIONAL PROGRAMMES

ARTS AND CULTURE MANAGEMENT - 3 months + 3-month internship (optional)

MODULES OFFERED*:

- Foundation in Art History
- Art Marketing and Business
- International Business Decision Making
- E-Business and E-Commerce

EVENT MANAGEMENT - 3 months + 3-month internship (optional)

MODULES OFFERED*:

- Major Event Management
- Creative Thinking
- International Business Decision Making
- E-Business and E-Commerce

FASHION & LUXURY GOODS MANAGEMENT - 3 months + 3-month internship (optional)

MODULES OFFERED:

- Fashion Research, Marketing and Trend Forecasting
- Retail Management
- Brand Management
- E-Business & E-Commerce

HOSPITALITY MANAGEMENT - 3 months + 3-month internship (optional)

MODULES OFFERED*:

- Contemporary Hospitality
- International Marketing & Tourism Studies
- E-Business & E-Commerce
- International Business Decision Making

MUSIC MANAGEMENT - 3 months + 3-month internship (optional)

MODULES OFFERED*:

- Artists and Repertoire
- Digital Music
- Major Event Management
- E-Business and E-Commerce

* Subject to change according to each ESE centre

SPORTS MANAGEMENT - 3 months + 3-month internship (optional)

MODULES OFFERED*:

- Sports Promotion & Sponsorship
- Major Event Management
- E-Business & E-Commerce
- International Business Decision Making

SUSTAINABLE EVENT MANAGEMENT - 3 months + 3-month internship (optional)

MODULES OFFERED*:

- Sustainable Project Development
- Major Event Management
- E-Business & E-Commerce
- International Business Decision Making

FILMMAKING INDUSTRY MANAGEMENT - 3 months + 3-month internship (optional)

MODULES OFFERED*:

- Film Industry Management
- How to make a movie
- International Business Decision Making
- E-Business and E-Commerce

ENTREPRENEURSHIP & LEADERSHIP - 3 months + 3-month internship (optional)

MODULES OFFERED*:

- Entrepreneurial Management and Ethical Leadership
- Corporate Entrepreneurial Culture
- International Business Decision Making
- E-Business and E-Commerce

HOTEL, TRAVEL, LEISURE AND TOURISM - 3 months + 3-month internship (optional)

MODULES OFFERED*:

- Hotels & Resorts
- Travel & Technology
- International Business Decision Making
- E-Business and E-Commerce

* Subject to change according to each ESE centre

LUXURY REAL ESTATE

10 weeks + 4 days in London, Luxury Experience (optional)

MODULES OFFERED**:

- Personal Branding
- What is Luxury
- International Marketing
- Web and Social Marketing
- Interculturality
- International Law
- International Trade & Financial Aspects
- Sale Processes in the Luxury World

INTERNATIONAL RELATIONS - 3 months + 3-month internship (optional)

MODULES OFFERED:

- Diplomatic Methods and External Policy
- Economics of Work, Leisure and Consumption
- International Relations
- E-Business and E-Commerce

SPECIALISED PROGRAMMES

FINANCE - 3 months + 3-month internship (optional)

STUDENTS WILL TAKE 4 OF THE FOLLOWING MODULES*:

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

MARKETING - 3 months + 3-month internship (optional)

STUDENTS WILL TAKE 4 OF THE FOLLOWING MODULES*:

- Innovation Development and Management
- E-Business and E-Commerce
- International Strategic Marketing
- Buyer Behaviour
- Integrated Marketing Communication
- International Business Management
- Public Speaking & Communication for Leaders **

MANAGEMENT - 3 months + 3-month internship (optional)

STUDENTS WILL TAKE 4 OF THE FOLLOWING MODULES*:

- Entrepreneurship and Leadership
- Globalised Information and Communication Systems
- International Project Management
- International Business Management
- Human Resources Management
- International Strategic Marketing
- Public Speaking & Communication for Leaders **

* Subject to change according to each ESE centre

** Offered at the ESE Florence campus only

GENERAL OVERVIEW

Starting dates: January, April, September

Course Duration:

3-month in-class course + optional min. 3-month internship
3 in-class hours per week per module for a total of 12-15 hours (Monday-Friday)

Language of Instruction: English

Level of Instruction: Undergraduate

Class Size: 25

In order to provide a unique learning experience with the best ratio between professors and students, no more than 25 students per term will be admitted into the programme.

Internship programme:

Students will undergo an assessment with the ESE Internship Office, so as to determine their eligibility for an internship placement. The Internship Office will assist eligible students in obtaining an internship fitting their profile and career objectives. In the UK internships are available for European students or for up to 6 weeks in any charity organization for international students.

Credits & Recognition:

Upon completion of the programme, students receive a Certificate of Completion awarded by the European School of Economics.

European School of Economics' London campus is accredited by Accreditation Service for International Schools, Colleges and Universities (ASIC) which is an independent body providing accreditation services for independent, further and higher education colleges.



Programme Fees and Application Process: Please refer to: www.eese.ac.uk

Entry requirements:

- Completed Online Application Form (apply.eese.ac.uk)
- Most recent academic certificate
- Résumé / CV
- Personal Statement
- Good command of the English language (TOEFL/IELTS is a plus)
- Photocopy of passport / ID document
- A (passport-sized) photograph
- Non-refundable £ / € 50.00 application fee

INTERNSHIP TRAINING

We believe that anyone can realize their dreams and have the ability to do what they really love. ESE therefore incorporated an extensive and competitive internship programme that offers short course students the concrete opportunity to move proactively towards their professional goals and target their objectives.

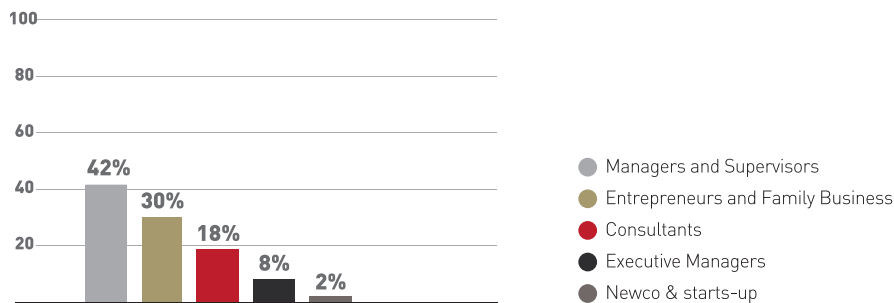
While developing a range of marketable skills and competencies, an ESE internship will furthermore allow eligible students to:

- apply course knowledge in practical situations within the work environment
- bridge the gap between study and the labour market
- develop inner qualities and gain a practical understanding of the concept of individual responsibility, according to which external events are projections of one's own inner state
- test individual career plans by obtaining experience in a chosen field, and thus helping one to better understand what it is that they really love to do
- develop a professional network and assess internship providers for future employment opportunities.

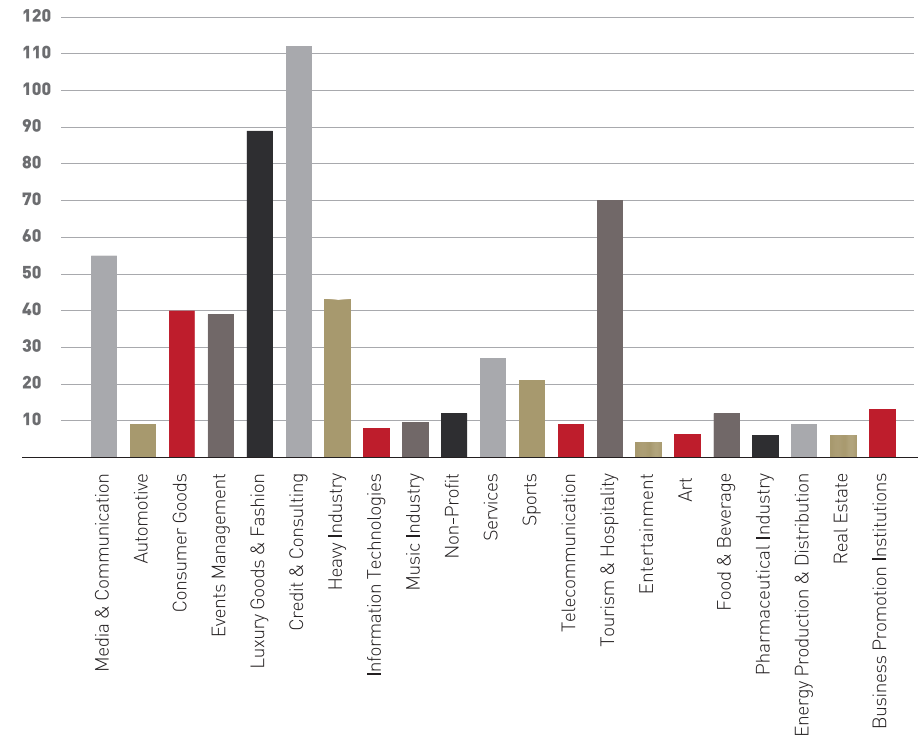
Working in collaboration with more than fifteen hundred leading international companies, including some of FORTUNE'S 100 Best Companies to Work For, the **European School of Economics offers one of the most competitive university internship programmes** available today.

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.

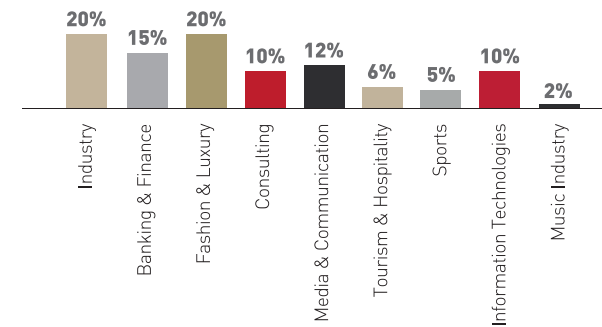
POSITIONS HELD BY ESE GRADUATES



INTERNSHIP PLACEMENTS FOR 2010-2018 ESE STUDENTS



SECTOR OF EMPLOYMENT FOR ESE GRADUATES



AMERICAN EXPRESS
PROCTER & GAMBLE
VERSACE
APPLE COMPUTER
GIANNI VERSACE
PARAMOUNT PICTURES
AMNESTY INTERNATIONAL
NIKE
UNIVISION COMMUNICATIONS
HUGO BOSS INC.
DAIMLERCHRYSLER
CALVIN KLEIN

**A SELECTION OF
 THE COMPANIES IN
 ESE'S
 PLACEMENT
 PORTFOLIO**

Automotive

BMW
 General Motors
 Mv Augusta - Motorcycle
 Art

Consulting

EBS Consulting
 GDSSLURP
 Price Waterhouse Coopers
 QRP
 Black & Decker
 Campari
 Coca-Cola
 GEM Craft
 General Electric
 Hewlett Packard
 La Gioiosa
 Pirelli
 Radici Group
 SAIWA Srl
 Unilever

Event Management

AFM Banqueting
 Bodaclick
 Fiera Milano International
 Gruppo Rosso/
 TownHouse Hotels
 Keyword Europa
 My Way Corporate
 Outline SAS
 Tres Chik
 Westin Excelsior Florence

Fashion & Luxury

Agatha Ruiz De La Prada
 Alexander McQueen
 Braccialini
 Chanel
 Damiani

Ferragamo
 Gucci
 Lardini
 LVMH
 Marina Rinaldi
 Max Mara
 Nicole Farhi
 Phillipp Plein
 Richmond Italia Milano
 Stefanel Spa
 Swatch Group

Finance

Allianz Bank
 CES Finance
 Deutsche Bank
 Equita, Inv. Banking
 Ernst & Young
 Fitch Ratings
 Global Europe
 Goldman Sachs
 HEC Finance
 I&B
 Intesa San Paolo
 Pioneer Investments
 Société Générale
 Tradeville

Industrial

Faca
 GSA Srl
 RH REG Holding
 RHIAG
 Steel Trading Solutions AG

Media & Communications

Attila & Co. Srl
 Class Editori
 Il Giornale
 Inventa CPM
 Karla Otto
 L'Officiel Hommes Italia
 Saachi & Saachi
 Sky TV
 Radio Cope - Spain

Music & Film Industry

Amiata Records
 Filmmaster
 Milano Film Festival

Auditorium di Roma
 Music Media Srl

**Non-Profit /
 Government Organizations**

European Parliament
 UNESCO

Oil & Gas

Paymar Oil & Co.
 Petropars

**Pharmaceutical
 Pharm**

Real Estate

Acocella Group
 DiFarCo Real Estate
 SC Central Residential Park

Services

ELBI Electric
 GE Healthcare
 Human Lab
 MCD SARI
 Silk Road Group
 Thai Air
 UPS
 Valspeed

Sport

Alto Spa
 Global Europe
 Inter Football Club
 Juventus Football Club
 RCS / La Gazzetta
 Rotterdam Racing BV

Tourism & Hospitality

Bulgari Hotels & Resorts
 Forte Village Resort, Sardegna
 Town House Hotels
 incl. Seven Stars Galleria

Gaming

Mangatar

IT (Information Technology)

Bizmatica

ESE CENTRES

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



LONDON

ESE LONDON

4 Mandeville Place
London W1U 3AJ
Tel: +44 20 79 35 38 96
SKYPE: e.s.e.
info@eselondon.ac.uk
www.es.ac.uk

NEW YORK

ESE NEW YORK

725 5th Avenue
19th Floor Trump Tower
New York, NY 10022 - USA
Tel: +1 212 759 1000
Fax: +1 212 759 1188
info@ese.edu
www.es.ac.uk

MADRID

ESE MADRID

Calle Serrano Anguita, 10
3º Derecha - 28004 Madrid
Tel: +34 91 737 75 92
SKYPE: ESE MADRID
info@esespain.com
www.es.ac.uk

MILAN

ESE MILAN

Via Lomazzo, 19
20154 Milan - Italy
Tel: + 39 02 365 04 235
SKYPE: e.s.e.milano
ese.milano@uniese.it
www.es.ac.uk

FLORENCE

ESE FLORENCE

Borgo Santi Apostoli, 19
50123 Florence - Italy
Tel: + 39 055 21 70 50
SKYPE: ese.florence
ese.firenze@uniese.it
www.es.ac.uk

ROME

ESE ROME

Via di San Domenico, 1
00153 Rome - Italy
Tel: +39 06 48 90 66 53
SKYPE: ese.roma
ese.roma@uniese.it
www.es.ac.uk