



FILMMAKING INDUSTRY
MANAGEMENT
SHORT COURSE PROGRAMME

2018



ABOUT ESE

The European School of Economics, founded by a man with a dream, now has centers over three continents and in the world's major cities: London, Rome, Milan, Florence and Madrid.

The College is a privately funded institution, providing Undergraduate, Post-graduate and Executive programmes focused on guiding students towards self-discovery, and bringing them to the realization of their own innate qualities and uniqueness, developing each of them as leaders regardless of the field they choose to pursue.

Education today seems to be the antithesis to the classical models laid out by the ancient Greeks, in which schools encouraged the pupils to question, to participate, and before all else - to know themselves. The European School of Economics believes that the world one lives in is none other than a reflection of the inner states he lives, and that the more one knows and therefore masters himself, the more he can create a world that is pleasing for himself and others. All courses at the European School of Economics are concentrated on the individual as the most vital element.

ESE PHILOSOPHY

The world is a mere reflection of the world we live and dream internally. An individual whose aim is order and beauty cannot help but manifest this integrity in the external world. A man who loves himself and so, the world around him cannot help but create, emanate and instill order wherever he goes.

“For a man of Integrity manifestation takes place simultaneously with his Dream. Reality is whatever he dreams of, manifesting instantly before him. Without integrity, reality is also whatever you think or feel or say, but there is an apparent time lag for its manifestation. From a higher dimensional level of existence every thought is instantly manifested into reality, and polarity is just an illusion. You have to see everything as a whole - complete and perfect and know that there is nothing wrong no matter how bad or how good it may seem. Unity is your very nature and you are the very reason for everything that happens. Everything you think, feel and do is creating your whole world up to the most distant stars...”

Elio D'Anna

Founder and President
European School of Economics



FILMMAKING INDUSTRY
MANAGEMENT



A sign hangs above the front door of a little shop. It invites passers-by to come in and watch a sports-event celebrated months before. Nothing special to this point, if not for the fact that it is the year 1897.

Most people are shocked: how on earth can you watch something that has already happened and you have missed forever? In almost no time, people would be watching countless things that had happened in far-away days and places, and even things that had never happened or, to be precise, that had only happened "in the movies".

Filmmaking is a fascinating activity in a crucial moment of transformation.

Its present encompasses our past and our future. It has the strongest links with some of our oldest creative abilities: storytelling, painting, music, mythology, ritual ceremonies, theatre; and it has the strongest links with the newest: virtual reality, speed-light communications, video games, computers.

At this moment, same as at any other, no one can say exactly what filmmaking is turning into. What we call a movie today might be a very different thing tomorrow. But, by all means, the essentials will still be there. Because the essential is always the individual: creator or spectator.

So, whether you feel like innovating - and changing the ways movies are conceived, made and shown -, or whether you feel like preserving a tradition - and keeping some of its beauty alive -, filmmaking allows you plenty of room and opportunities.

With all its lights and shadows, the film industry remains one of the strongest sectors worldwide, and it is arguably the most influential. Not only by means of its complex ramifications, but also because of something much more important: it has a direct effect upon the consciousness of people; that is, on the way they feel, think and dream.

It is almost impossible to overstate how much of our psychology, our emotions, our perceptions of history and even the world we live in, is shaped by the movies.

There are countless remarkable examples of both saints and wrongdoers stating how dearly they hold a certain movie or how deeply it has influenced their ways.

In terms of raw figures, the film industry is one of the biggest sources of importation income for the US, and film studies are offered in hundreds of colleges and universities.

The film industry employs all sorts of professionals. No other sector includes such a variety of personal profiles: from scientists to athletes, from persons who work in isolation to the most social and talkative ones, from artists to business people. You only have to read the credits of some movies to get proof.

Some design processes and equipment, others manufacture components, operate all kinds of machinery, write scripts, act, direct, produce or settle copyright issues. Yet, all of their efforts must synchroni-

se and join together in a single purpose. Filmmaking is, by excellence, the paradigm of teamwork. Therefore, there are thousands of useful teachings that can be extracted from the film industry and be applied in any other working-field.

Considering all of the above, this course aims at three primary goals and has three different levels of utility.

To start with, it is conceived to be extremely useful, even if you dedicate yourself to another profession.

It will improve your capacity to identify and face challenges, establish priorities, find solutions, organise processes, manage personal relationships and, moreover, manage your own creative potential.

Then, it is thought to teach you what everyone in the film industry should know regardless of his/her particular position. Along the course, you will learn the fundamentals of filmmaking and will accomplish a solid foundation upon which you may grow in any direction. Once there, the course will help you choose your area of interest and will provide you with the proper tools to specialize.

But, most important, this course is about who you are, what you truly want and how to achieve it. In short, it is about creating, facing and fulfilling your dream. Because, both, the film industry and yourself can be rightly seen as that: factories of dreams. And this course is about helping these factories work for good.



FILMMAKING INDUSTRY MANAGEMENT

The programme comprises 4 modules. Each module entails one 3-Hrs session per week over 11 weeks, plus an optional 3-month internship programme upon completion of the 4 modules.

Next Starting Dates:
January / April / September

The course is made up of 4 modules (modules may be subject to change and may vary according to the ESE center):

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

Internship: Available

Language used: English

Course Duration:

- 3 months = 120 in-class hours + revision/reading week + exam week
- Internship (optional): 3 months

Internship (optional)
Students who intend to participate in an

internship must first undergo an assessment by the ESE Placement Officer.

Upon being deemed eligible, host companies will be decided together with the Placement Officer who will assist the student in obtaining an internship at the company of choice. Candidates must submit a CV and undergo a successful interview for their acceptance.

Course structure

Each module holds a weekly 3-hour class (total 12 hours per week, Monday to Friday)

Assessment

Mid Term Assessment (30%)
Final Assessment (70%)

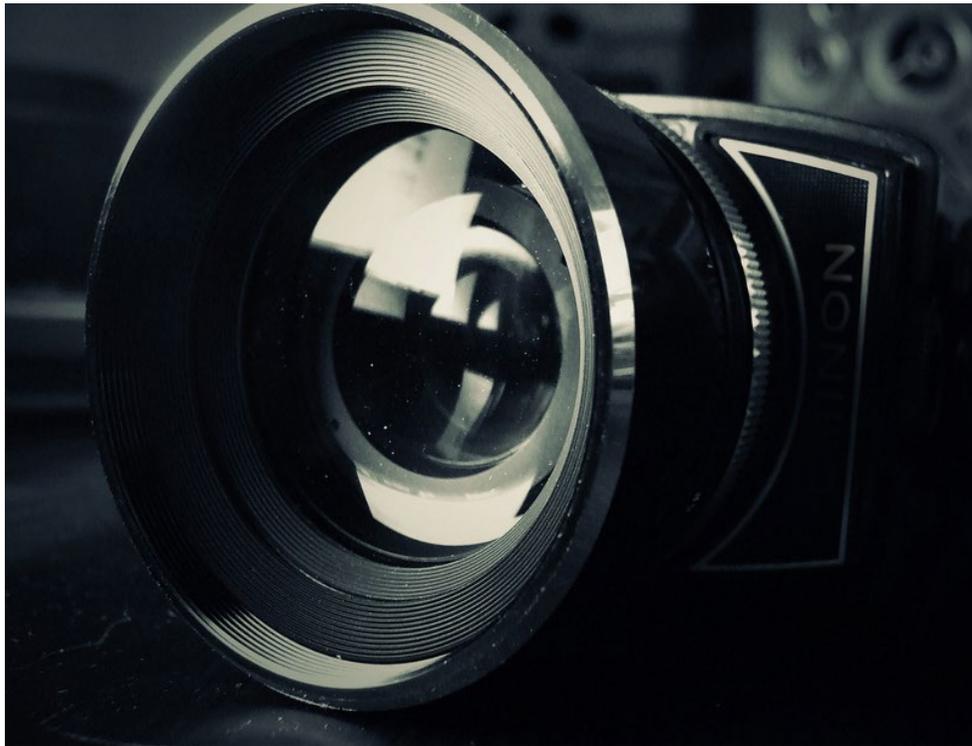
Course level: Undergraduate

Entry requirements:
High school diploma or equivalent



FILM INDUSTRY MANAGEMENT

AIMS OF THE MODULE



The first part, module 1, provides an overall view of filmmaking as a complex but comprehensive activity: fragmented but Prior to further specialization, every filmmaker benefits from getting a clear picture of the whole field of action. This is achieved by looking at the philosophies, dynamics, history, trends and possibilities of motion pictures in all its primary dimensions:

- As an applied science (an evolving set of technologies and inventions)
- As an art-form (a consciousness-influencing language and medium)
- As a craft (an amateur or professional occupation and labour)
- As a business (an economic enterprise)



HOW TO MAKE A MOVIE

AIMS OF THE MODULE

The second part, module 2, takes you step by step along the practical process of "How to make a movie". Here you will learn the fundamentals of the main topics, as well as countless tips concerning the industry requirements at the highest level. These topics include (but are not limited to):

- The idea and the start-up
- The project and the screenplay
- Financing and putting it together
- Producing and the standard copy
- Commercializing and preserving the work





INTERNATIONAL BUSINESS DECISION MAKING

AIMS OF THE MODULE



The aim of the module is to provide students with an appreciation of the complexity of international business enterprise decisions. The course will demonstrate how practical business decision solutions can be reached. A framework for understanding the key issues that need to be addressed by business managers in an increasingly international environment will be provided and students will be taught to explore the nature of international business.

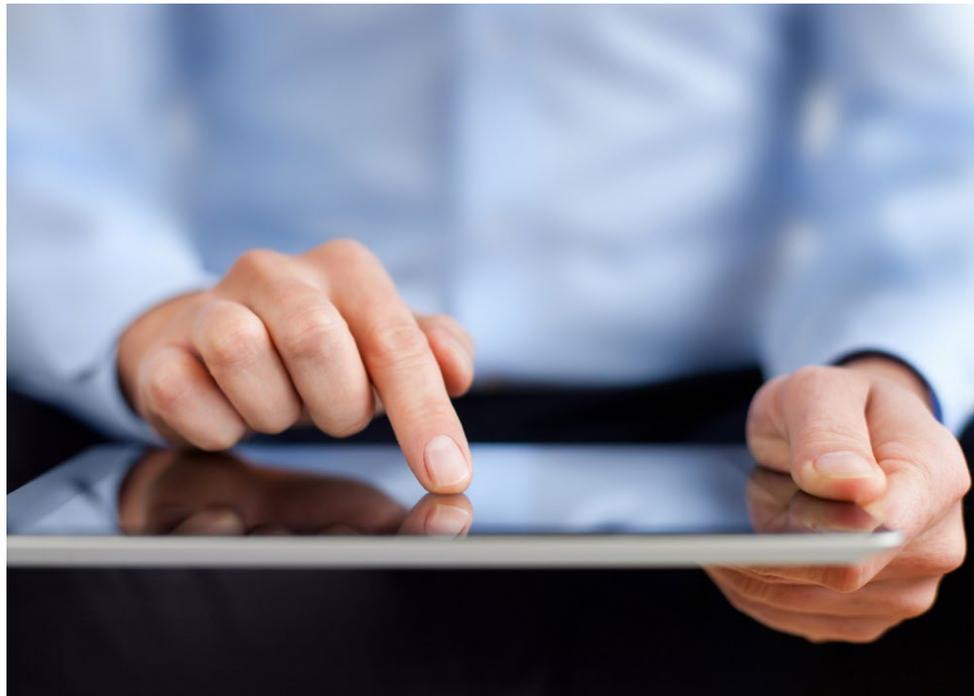


MODULE IV

E-BUSINESS AND E-COMMERCE

AIMS OF THE MODULE

This module will enable students to understand the complex and powerful technological blend and planning that facilitates E-commerce, give them the skills to evaluate new E-business initiatives and assess the risks associated with this, together with acquiring an understanding of business-to-consumer as well as business-to-business markets, and emphasise legal and ethical issues.





ADMISSION INFORMATION

Entry requirements:

Entrance to the ESE Short Course programmes requires the Completion of the Online Application form at (apply.europeanschoolofeconomics.com), and submission of the following documents to the Admissions Office at the ESE centre of interest:

- Last academic certificate
- Resume' / CV (including reference to all previous education)
- Personal Statement if not attached to the application form
- Good command of the English language (IELTS/TOEFL scores are a plus)
- Photocopy of Passport/ ID document
- Four photographs (passport-sized)

Maximum number of admittance: 30 (in order to provide a unique learning experience with a ratio between Professor to students, no more than 30 students will be admitted into this programme).

Internship programme:

Students will undergo an assessment with the ESE Placement Officer, so as to determine their eligibility for an internship placement. The placement office will assist eligible students in obtaining an internship fitting their profile and career objectives.

Credits & Recognition:

No ECTS credits awarded. Upon completion of the programme, students receive a Certificate of Attendance awarded by the European School of Economics.

Programme Fees

Please refer to:
www.europeanschoolofeconomics.com

Application Deadline

Admissions at ESE are carried out on a rolling basis process and as such there is no deadline for applications for a particular intake. However, given the limited number of places on the programme, we recommend that you present your application as soon as possible.

The Course online application form is available online at
apply.europeanschoolofeconomics.com

www.europeanschoolofeconomics.com
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