



HOSPITALITY MANAGEMENT  
SHORT COURSE PROGRAMME

2016



## 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, New York, 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



HOSPITALITY  
MANAGEMENT



# HOSPITALITY 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.

Tourism & the Hospitality industries are major economic and social forces throughout the world.

The Short Course in Hospitality Management provides a basic foundation in business and management as applied to Tourism & Hospitality with particular emphasis on managerial and entrepreneurial activities such as hotels, restaurants, tour operators, events and conferences-all prime growth areas. Students will gain an understanding of the changing social, cultural, economic and political factors, which influence the Tourism & Hospitality industries. Through its innovative programme suggesting an internship after the completion of the 3 months certificate with major hospitality and tourism companies worldwide, students will also explore the potential impact of Tourism and Hospitality activities in a range of international contexts.

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):

- Contemporary Hospitality
- International Marketing and Tourism Studies
- 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



## MODULE I

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# CONTEMPORARY HOSPITALITY

## AIMS OF THE MODULE

This unit introduces learners to the hospitality industry. It establishes the framework of the industry using criteria defined by the centre and the learner cohort in a way that reflects their needs.

Students will have the opportunity to research recent developments in the industry. This is designed to be responsive to contemporary issues and will enable the students to react to issues affecting the industry during their period of study.

Investigating the changing role of hospitality staff in a range of contexts will also be covered. Students will develop their approach and thinking processes to enable them to predict potential trends and developments in hospitality provision and management.





## MODULE II

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# INTERNATIONAL MARKETING AND TOURISM STUDIES

## AIMS OF THE MODULE

The module aims to combine broad theoretical background of marketing management with practical implications to the way modern service companies, particularly hotels, externally and internally market.

The module aims to develop students' ability to understand the tourism industry, particularly within hotels and the key principles behind their marketing and operation.





MODULE III

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# 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.



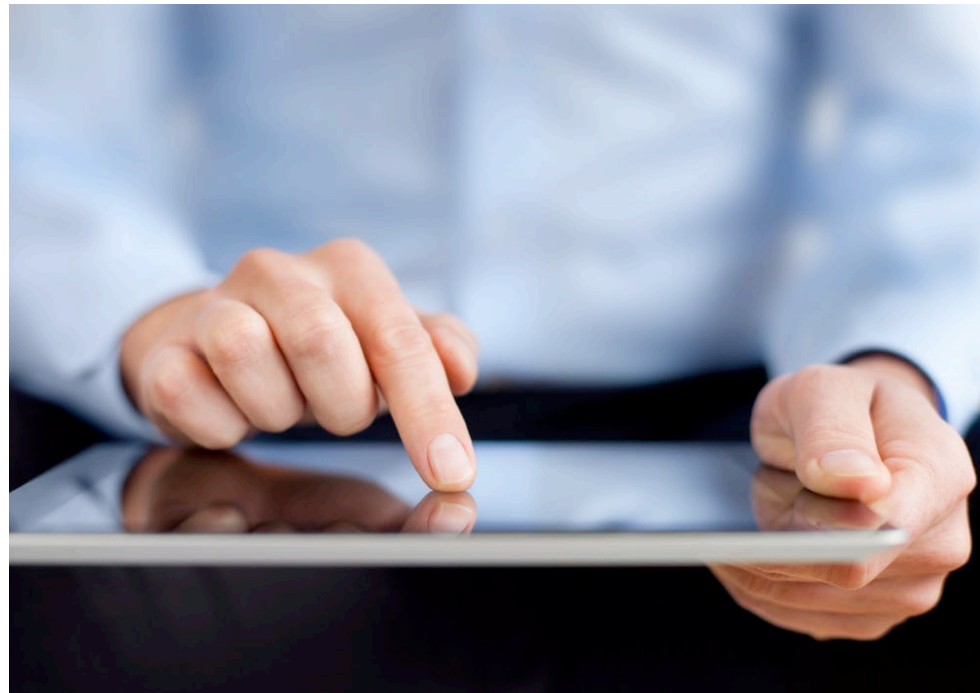
MODULE IV

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# 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

### Application Process:

To apply for the course, candidates are required to fill out an online application form and submit a non-refundable application fee of € 50.00.

### Entry requirements:

- Application form
- High School or Undergraduate Degree Diploma
- Résumé / CV (include reference to all previous education)
- Personal Statement
- Intermediate command of the English language (TOEFL/IELTS is a plus)
- Photocopy of passport / ID document
- Three passport-sized photographs
- Non-refundable € 50.00 online application fee

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.eselondon.ac.uk](http://www.eselondon.ac.uk)

### 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 <http://apply.eselondon.ac.uk/ca>

[www.eselondon.ac.uk](http://www.eselondon.ac.uk)  
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