



UNDERGRADUATE  
MANAGEMENT SPECIALISM  
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

# MANAGEMENT SPECIALISM





# MANAGEMENT SPECIALISM

The programme comprises 4 modules.  
Each module entails one 2.5 Hrs session per week over 12 weeks.

Next Starting Dates:  
January

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

- E-Business and E-Commerce
- Strategic Dilemmas
- International Strategic Management
- Organisational Change

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 2.5 Hour class (total 10 hours per week monday to friday)

Assessment

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

Course level: Undergraduate

Entry requirements:

High school diploma or equivalent

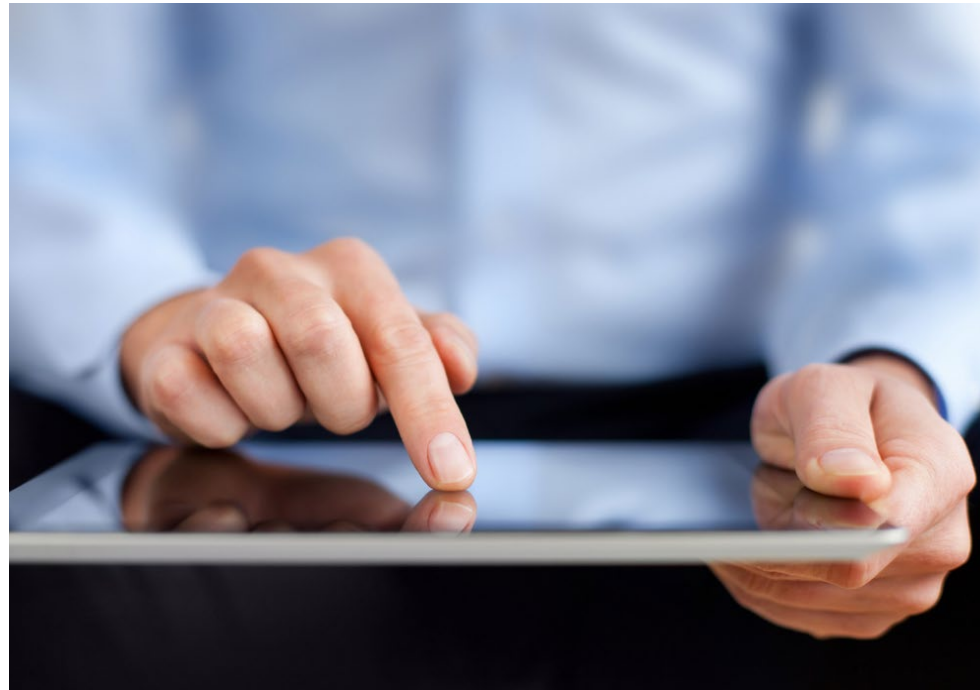
## MODULE I

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# E-BUSINESS AND E-COMMERCE

## AIMS OF THE MODULE

- To enable students to understand the complex and powerful technological blend and planning that facilitates E-Commerce.
- To evaluate new E-business initiatives and assess the risks associated with this.
- To have an understanding of business-to-consumer as well as business-to-business markets, and emphasise legal and ethical issues.





# STRATEGIC DILEMMAS

## AIMS OF THE MODULE



- To present strategy as a debate.
- To provide an international focus, introducing students to the issues of adapting approaches to strategy in an international context.
- To engage students in the process of critical evaluation.
- To enable students to describe and apply appropriate techniques for designing managing strategy.



MODULE III

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# INTERNATIONAL STRATEGIC MANAGEMENT

## AIMS OF THE MODULE

- To understand the 21st Century competitive landscape from a strategic management perspective and to assess how global and technological influences shape it.
- To study strategic competitiveness, competitive advantage, strategic intent, strategic mission, and evaluate their contribution to the strategic management process.
- To develop the ability to analyse strategic issues from a number of broad functional perspectives.
- To develop an understanding of strategic management in different contexts.



MODULE IV

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# ORGANISATIONAL CHANGE

## AIMS OF THE MODULE

- To provide students with an understanding of how to structure a business, implement strategy and operate in the modern global business environment.
- To understand the Change process and methods of managing change.







## ADMISSION INFORMATION

### Entry requirements:

Entrance to the ESE Short Course programmes requires the Completion of the Online Application form at ([apply.europeanschoolofeconomics.com](http://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](http://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](http://apply.europeanschoolofeconomics.com)

[www.europeanschoolofeconomics.com](http://www.europeanschoolofeconomics.com)  
[www.esespain.com](http://www.esespain.com)  
[www.uniese.it](http://www.uniese.it)

#### ESE LONDON

4 Mandeville Place  
London W1U 3AJ  
Tel: +44 20 79 35 38 96  
SKYPE: e.s.e.  
[info@eselondon.ac.uk](mailto:info@eselondon.ac.uk)  
[www.europeanschoolofeconomics.com](http://www.europeanschoolofeconomics.com)

#### ESE FLORENCE

Borgo Santi Apostoli, 19  
50123 Florence - Italy  
Tel: + 39 055 21 70 50  
SKYPE: ese.florence  
[ese.firenze@uniese.it](mailto:ese.firenze@uniese.it)  
[www.uniese.it](http://www.uniese.it)

#### ESE MADRID

Calle Serrano Anguita, 10  
3º Derecha - 28004 Madrid  
Tel: +34 91 737 75 92  
SKYPE: ESE MADRID  
[info@esespain.com](mailto:info@esespain.com)  
[www.esespain.com](http://www.esespain.com)

#### ESE MILAN

Via Tortona, 27  
20144 Milan - Italy  
Tel: + 39 02 365 04 235  
SKYPE: e.s.e.milano  
[ese.milano@uniese.it](mailto:ese.milano@uniese.it)  
[www.uniese.it](http://www.uniese.it)

#### ESE ROME

Via della Cordonata, 7  
00187 Rome - Italy  
Tel: +39 06 48 90 66 53  
SKYPE: ese.roma  
[ese.roma@uniese.it](mailto:ese.roma@uniese.it)  
[www.uniese.it](http://www.uniese.it)