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## UNDERGRADUATE DEGREES

Study Abroad for a British Degree

*“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

THE INTERNATIONAL BUSINESS SCHOOL FOR THE 21<sup>ST</sup> CENTURY



## UNDERGRADUATE PROGRAMMES

- BSc (Hons) in Business Administration
- BSc (Hons) International Economics and Political Science
- BSc (Hons) Business and Sports Management
- BSc (Hons) Business, Media and Communications
- BA (Hons) Organisational Communication with Media Management

## STARTING DATES

September, January and April

## MESSAGE OF THE PRESIDENT



Combining academic excellence, cross-cultural studies and a very pragmatic approach, the European School of Economics aims to facilitate, in each and every student, a process of inner revolution, which encourages personal development through self-study and individual research, resulting in self-knowledge.

*“The Art of Dreaming is the most practical way to hit the mark, in all battles, overcome all limits and achieve the inconceivable.”*

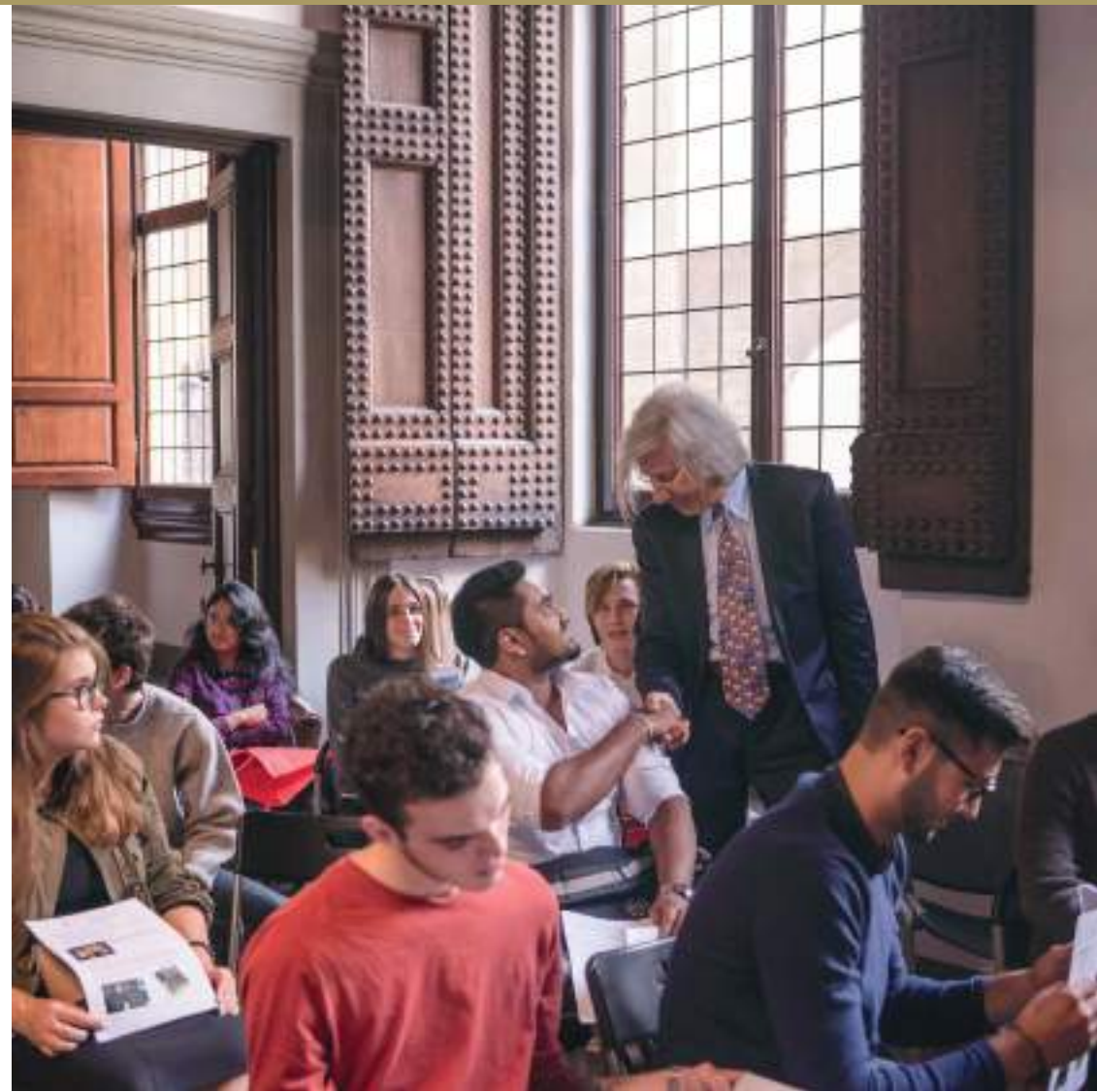
No political party, religion or philosophical system can transform society from the outside. Only an individual revolution, a psychological re-birth, a healing of the inner self, man by man, cell by cell, will take us towards individual freedom, global well-being and peace.

We need new schools of responsibility for men and women who have a dream to realize. We need universities for pragmatic dreamers.

They will be the leaders of a new exodus, a “psychological exodus” from the conflict-ridden logic of the old humanity to the vertical vision of a world founded on the ability to harmonize antagonisms. The world is a physical projection of our way of thinking.

**Elio D’Anna**

President, The European School of Economics



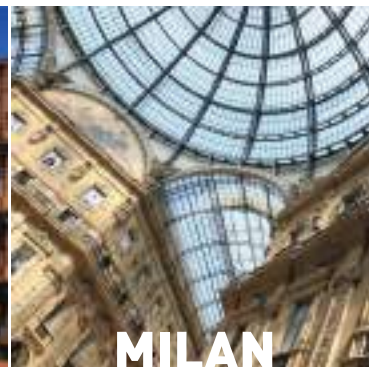
**LONDON**



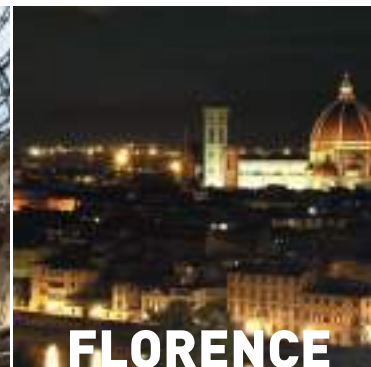
**NEW YORK**



**ROME**



**MILAN**



**FLORENCE**



**MADRID**



# BSc (Hons) in Business Administration

The Bachelor of Science in Business Administration (BSc Hons) is a three-year, full-time course. All of the ESE undergraduate Bachelor degree programmes are taught in English and have a standard 360 UK/180 ECTS credit structure.

Completion of the programme requires:

- Study of a foreign language
- Two internship placements
- Choice of one specialisation
  - MARKETING
  - MANAGEMENT
  - FINANCE
- Final Project related to the chosen specialisation
- Full time compulsory attendance

## KEY FEATURES:

- **Three-years**, full time programme taught in English
- Study of a foreign language
- **Two Internship Placements** in companies worldwide
- **Possibility to transfer between ESE centres on a per term or per year basis**
- **Compact class sizes** which enable faculty to provide the **individual attention** needed to help students discover their special skills and succeed in their chosen pathway

Students also have the added advantage of being able to pursue the BSc in Business Administration in any of the ESE centres, whether London, Milan, Florence, Rome or Madrid. They will have the unique opportunity to transfer between centres on a per term or per year basis, experiencing the same programme in multiple international contexts and cultures.

YEAR ONE		
<ul style="list-style-type: none"> <li>• Introduction to Management</li> <li>• Economics of Business</li> <li>• Quantitative Methods for Business</li> <li>• Introduction to Business</li> </ul>	<ul style="list-style-type: none"> <li>• Introduction to Accounting and Finance</li> <li>• Introduction to Marketing</li> <li>• Language</li> </ul>	
<b>WORKSHOPS</b> Study Skills, Report Writing and Presentations   Preparation for the Workplace		
1 <sup>ST</sup> INTERNSHIP		
YEAR TWO		
<b>MANAGEMENT AND FINANCE SPECIALISATIONS</b> <ul style="list-style-type: none"> <li>• Business Law</li> <li>• Operations Management</li> <li>• Managing People</li> <li>• E-Business and E-Commerce</li> <li>• Management Accounting</li> <li>• International Business Decision Making</li> <li>• Language</li> </ul>	<b>MARKETING SPECIALISATION</b> <ul style="list-style-type: none"> <li>• Business Law</li> <li>• Operations Management</li> <li>• Managing People</li> <li>• E-Business and E-Commerce</li> <li>• Cross-Cultural Marketing Communication</li> <li>• Market Research</li> <li>• Language</li> </ul>	
<b>WORKSHOPS</b> Computer Skills, Research Methodology		
2 <sup>ND</sup> INTERNSHIP		
YEAR THREE		
<b>MANAGEMENT SPECIALISATION</b> <ul style="list-style-type: none"> <li>• International Project Management</li> <li>• Supply Chain Management</li> <li>• Strategy and Strategic Dilemmas</li> <li>• International Strategic Management</li> <li>• Organisational Structure and Change</li> <li>• Elective Module</li> </ul>	<b>FINANCE SPECIALISATION</b> <ul style="list-style-type: none"> <li>• Financial Risk Management</li> <li>• Corporate Finance</li> <li>• Strategy and Strategic Dilemmas</li> <li>• International Trade and Financial Markets</li> <li>• Environmental Economics</li> <li>• Elective Module</li> </ul>	<b>MARKETING SPECIALISATION</b> <ul style="list-style-type: none"> <li>• Buyer Behaviour</li> <li>• Branding and Positioning</li> <li>• Strategy and Strategic Dilemmas</li> <li>• Services Marketing</li> <li>• International Marketing</li> <li>• Elective Module</li> </ul>
<b>WORKSHOPS</b> Creative Thinking   Business Plan   Final Project Development		
FINAL PROJECT		



# BSc (Hons) International Economics and Political Science

The Bachelor of Science in Business Administration (BSc Hons) is a three-year, full-time course. All of the ESE undergraduate Bachelor degree programmes are taught in English and have a standard 360 UK/180 ECTS credit structure.

Completion of the programme requires:

- Study of a foreign language
- Two internship placements
- Choice of one specialisation
  - LEADERSHIP
  - DIPLOMACY
- Final Project related to the chosen specialisation
- Full time compulsory attendance

## KEY FEATURES:

- **Three-years**, full time programme taught in English
- Study of a foreign language
- **Two Internship Placements** in companies worldwide
- **Possibility to transfer between ESE centres on a per term or per year basis**
- **Compact class sizes** which enable faculty to provide the **individual attention** needed to help students discover their special skills and succeed in their chosen pathway

Students also have the added advantage of being able to pursue the BSc in International Economics and Political Science in any of the ESE centres, whether London, Milan, Florence, Rome or Madrid. They will have the unique opportunity to transfer between centres on a per term or per year basis, experiencing the same programme in multiple international contexts and cultures.

YEAR ONE	
<ul style="list-style-type: none"> <li>• History of Political Thought</li> <li>• Economics of Business</li> <li>• Quantitative Methods for Business</li> <li>• Geopolitics</li> <li>• Sociology of Work and Organisation</li> <li>• Language</li> </ul>	<p><b>DIPLOMACY SPECIALISATION</b></p> <ul style="list-style-type: none"> <li>• International Relations</li> </ul>
<p><b>WORKSHOPS</b></p> <p>Study Skills, Report Writing and Presentations   ESE Ethos   Preparation for the Workplace</p>	
1 <sup>ST</sup> INTERNSHIP	
YEAR TWO	
<ul style="list-style-type: none"> <li>• Environmental Policy</li> <li>• Political Decision Making</li> <li>• New Media for International Politics</li> <li>• European Institutions</li> <li>• Language</li> </ul>	<p><b>DIPLOMACY SPECIALISATION</b></p> <ul style="list-style-type: none"> <li>• Law, Politics and International System</li> </ul>
<p><b>WORKSHOPS</b></p> <p>Computer Skills   ESE Ethos   Research Methodology</p>	
2 <sup>ND</sup> INTERNSHIP	
YEAR THREE	
<ul style="list-style-type: none"> <li>• International Project Management</li> <li>• Supply Chain Management</li> <li>• International Security</li> <li>• Final Business Plan/Project</li> </ul>	<p><b>DIPLOMACY SPECIALISATION</b></p> <ul style="list-style-type: none"> <li>• Negotiations and Crisis Management</li> <li>• International Strategic Management</li> <li>• International Trade and Financial Markets</li> </ul>
<p><b>WORKSHOPS</b></p> <p>Creative Thinking   ESE Ethos   Business Plan   Final Project Development</p>	
FINAL PROJECT	



# BSc (Hons) Business and Sports Management

The Bachelor of Science in Business and Sports Management (BSc Hons) is a three-year, full-time course. All of the ESE undergraduate Bachelor degree programmes are taught in English and have a standard 360 UK/180 ECTS credit structure.

Completion of the programme requires:

- Study of a foreign language
- Two internship placements
- Final Project related to the chosen specialisation
- Full time compulsory attendance

## KEY FEATURES:

- **Three-years**, full time programme taught in English
- Study of a foreign language
- **Two Internship Placements** in companies worldwide
- **Possibility to transfer between ESE centres on a per term or per year basis**
- **Compact class sizes** which enable faculty to provide the **individual attention** needed to help students discover their special skills and succeed in their chosen pathway

Students also have the added advantage of being able to pursue the BSc Business and Sports Management in any of the ESE centres, whether London, Milan, Florence, Rome or Madrid. They will have the unique opportunity to transfer between centres on a per term or per year basis, experiencing the same programme in multiple international contexts and cultures.

YEAR ONE	
<ul style="list-style-type: none"><li>• Introduction to Management</li><li>• Economics of Business</li><li>• Quantitative Methods for Business</li><li>• Language</li></ul>	<ul style="list-style-type: none"><li>• Introduction to Business</li><li>• Introduction to Accounting and Finance</li><li>• Introduction to Marketing</li></ul>
<b>WORKSHOPS</b> Study Skills, Report Writing and Presentations   ESE Ethos   Preparation for the Workplace	
1 <sup>ST</sup> INTERNSHIP	
YEAR TWO	
<ul style="list-style-type: none"><li>• Business Law</li><li>• Operations Management</li><li>• Managing People</li><li>• Language</li></ul>	<ul style="list-style-type: none"><li>• E-Business and E-Commerce</li><li>• Market Research</li><li>• Cross Cultural Marketing Communication</li></ul>
<b>WORKSHOPS</b> Computer Skills   ESE Ethos   Research Methodology	
2 <sup>ND</sup> INTERNSHIP	
YEAR THREE	
<ul style="list-style-type: none"><li>• Sports Promotion</li><li>• Sport Business Analytics</li><li>• Events Management</li></ul>	<ul style="list-style-type: none"><li>• International Project Management</li><li>• Strategy and Strategic Dilemmas</li><li>• Branding &amp; Positioning</li></ul>
<b>WORKSHOPS</b> Creative Thinking   ESE Ethos   Business Plan   Final Project Development	
FINAL PROJECT	

The course provides students with an expansive view of various sporting areas and the skills required to succeed in this field, from controlling fan-packed stadiums and the production of sports memorabilia to single player management.

The specialisation in Sports Management equips students with a thorough understanding of the dynamic issues and practices present in sports management. Three central topics will be mastered in this course: sports management, sports marketing and sports event organisation.



# BSc (Hons) Business, Media and Communications

The Bachelor of Science in Business, Media and Communications (BSc Hons) is a three-year, full-time course. All of the ESE undergraduate Bachelor degree programmes are taught in English and have a standard 360 UK/180 ECTS credit structure.

Completion of the programme requires:

- Study of a foreign language
- Two internship placements
- Final Project related to the chosen specialisation
- Full time compulsory attendance

## KEY FEATURES:

- **Three-years**, full time programme taught in English
- Study of a foreign language
- **Two Internship Placements** in companies worldwide
- **Possibility to transfer between ESE centres on a per term or per year basis**
- **Compact class sizes** which enable faculty to provide the **individual attention** needed to help students discover their special skills and succeed in their chosen pathway

Graduates will be able to promote and sustain businesses across a variety of platforms through the application of finely tuned skills in Media and Communications.

**Students also have the added advantage of being able to pursue the BSc Business, Media and Communications in any of the ESE centres, whether London, Milan, Florence, Rome or Madrid. They will have the unique opportunity to transfer between centres** on a per term or per year basis, experiencing the same programme in multiple international contexts and cultures.

YEAR ONE	
<ul style="list-style-type: none"> <li>• Introduction to Management</li> <li>• Economics of Business</li> <li>• Quantitative Methods for Business</li> <li>• Language</li> </ul>	<ul style="list-style-type: none"> <li>• Introduction to Business</li> <li>• Introduction to Accounting and Finance</li> <li>• Introduction to Marketing</li> </ul>
<b>WORKSHOPS</b> Study Skills, Report Writing and Presentations   ESE Ethos   Preparation for the Workplace	
1 <sup>ST</sup> INTERNSHIP	
YEAR TWO	
<ul style="list-style-type: none"> <li>• Business Law</li> <li>• Operations Management</li> <li>• Managing People</li> <li>• Language</li> </ul>	<ul style="list-style-type: none"> <li>• E-Business and E-Commerce</li> <li>• Market Research</li> <li>• Cross Cultural Marketing Communication</li> </ul>
<b>WORKSHOPS</b> Computer Skills   ESE Ethos   Research Methodology	
2 <sup>ND</sup> INTERNSHIP	
YEAR THREE	
<ul style="list-style-type: none"> <li>• Global Communication Challenges</li> <li>• Broadcasting and Digital Innovation</li> <li>• Public Relations Theory and Practice</li> <li>• Open Elective</li> </ul>	<ul style="list-style-type: none"> <li>• International Project Management</li> <li>• Strategy and Strategic Dilemmas</li> <li>• New Media Management</li> <li>• Final Business Plan/Project</li> </ul>
<b>WORKSHOPS</b> Creative Thinking   ESE Ethos   Business Plan   Final Project Development	
FINAL PROJECT	

With the widespread growth and the importance of Social Media, and the use of the virtual realm even for day to day operations, cutting edge skills in Media and Communications are vital to the survival of today's global enterprises.

The BSc (Hons) in Business, Media and Communications programme **aims to** develop proactive managers for a variety of careers in the areas of media and communications who are able to function in a global context. The programme focuses on awareness, innovation and creativity making for a varied and challenging journey towards the realisation of one's own professional skills and abilities.



# BA (Hons) Organisational Communication with Media Management

The Bachelor of Arts in Organisational Communication with Media Management (BA Hons) is a three-year, full-time course. All of the ESE undergraduate Bachelor degree programmes are taught in English and have a standard 360 UK/180 ECTS credit structure.

Completion of the programme requires:

- Study of a foreign language
- Two internship placements
- Final Project related to the chosen specialisation
- Full time compulsory attendance

## KEY FEATURES:

- **Three-years**, full time programme taught in English
- Study of a foreign language
- **Two Internship Placements** in companies worldwide
- **Possibility to transfer between ESE centres on a per term or per year basis**
- **Compact class sizes** which enable faculty to provide the **individual attention** needed to help students discover their special skills and succeed in their chosen pathway

Students also have the added advantage of being able to pursue the BA Organisational Communication with Media Management in any of the ESE centres, whether London, Milan, Florence, Rome or Madrid. They will have the unique opportunity to transfer between centres on a per term or per year basis, experiencing the same programme in multiple international contexts and cultures.

YEAR ONE	
<ul style="list-style-type: none"><li>• Introduction to Mass Communication</li><li>• Economics of Business</li><li>• Quantitative Methods for Business</li><li>• Language</li></ul>	<ul style="list-style-type: none"><li>• Introduction to Business</li><li>• Sociology of Work and Organisation</li><li>• Introduction to Marketing</li></ul>
WORKSHOPS Study Skills, Report Writing and Presentations   ESE Ethos   Preparation for the Workplace	
1 <sup>ST</sup> INTERNSHIP	
YEAR TWO	
<ul style="list-style-type: none"><li>• Media Management</li><li>• Organisational Communication</li><li>• Media Law &amp; Ethics</li><li>• Language</li></ul>	<ul style="list-style-type: none"><li>• E-Business and E-Commerce</li><li>• Market Research</li><li>• Cross Cultural Marketing Communication</li></ul>
WORKSHOPS Computer Skills   ESE Ethos   Research Methodology	
2 <sup>ND</sup> INTERNSHIP	
YEAR THREE	
<ul style="list-style-type: none"><li>• Global Communication Challenges</li><li>• Broadcasting and Digital Innovation</li><li>• Public Relations Theory and Practice</li><li>• Corporate Communication Strategy</li></ul>	<ul style="list-style-type: none"><li>• International Project Management</li><li>• Strategy and Strategic Dilemmas</li><li>• Final Business Plan/Project</li></ul>
WORKSHOPS Creative Thinking   ESE Ethos   Business Plan   Final Project Development	
FINAL PROJECT	

*“The economics to come – industries and corporate enterprises should teach the Art of Dreaming – the principles of self-improvement and inner integrity to enable their people, managers and employees to become advanced beings. The world of business has to realize that real, financial expansion comes out of quality, and declines rapidly when quality is missing.”*

From “Business as a School of Being”  
by Elio D’Anna, ESE Founder and President



## ESE'S INTERNSHIP PROGRAMME

We believe that anyone can realize their dreams and have the ability to do what they really love. From the very first year of study, ESE students therefore have the concrete opportunity to move proactively towards their professional goals and target their objectives.

While developing a range of marketable skills and competencies, internships will furthermore allow students to:

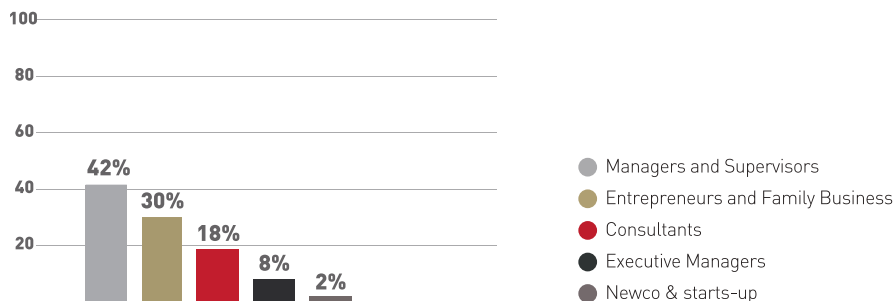
- apply course knowledge in practical situations within the work environment
- bridge the gap between undergraduate study and the labour market
- develop inner qualities and gain a practical understanding of the concept of individual responsibility, according to which external events are projections 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.

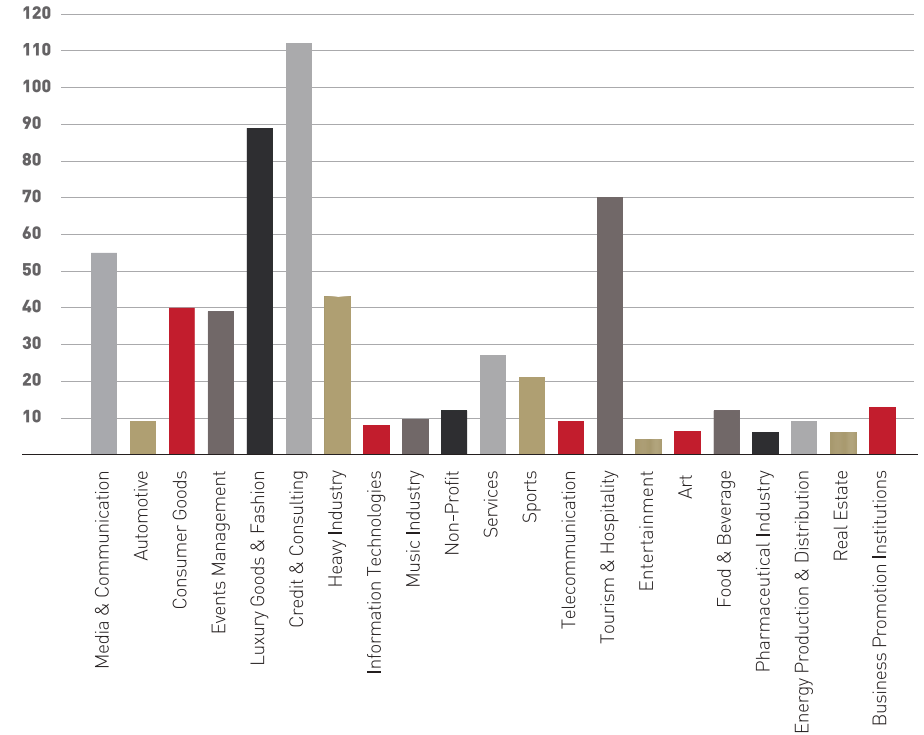
Many students are offered jobs even before graduation.

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 centres.

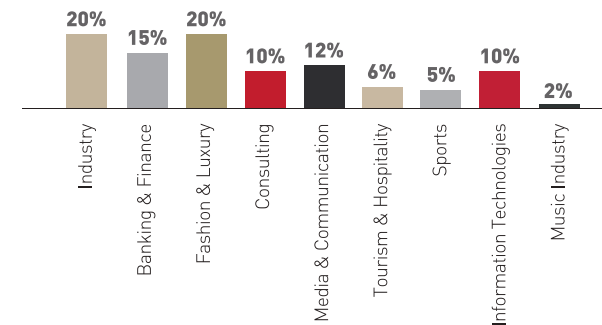
## POSITIONS HELD BY ESE GRADUATES



## INTERNSHIP PLACEMENTS FOR 2010-2018 ESE STUDENTS



## SECTOR OF EMPLOYMENT FOR ESE GRADUATES





## Why choose European School of Economics

The aim of the European School of Economics is to help focus each single student on the uniqueness of his own dream. 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 ESE Bachelor, Master, MBA, and certificate programmes aim to prepare 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 unique ESE educational philosophy:

- **“The Dream is the most real thing there is”** – students develop a unique 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 60 nations, 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**

## 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](http://apply.ese.ac.uk))
- Secondary school certificate or high school diploma\*
- Official copy of the secondary school transcripts\*
- Recommendation Letter
- 6.0 IELTS, 79 IBT TOEFL or 213 CBT TOEFL\*\* or Pearson English Qualification (TOEFL cannot be used for VISA PURPOSE in UK)
- Photocopy of passport / ID document
- A (passport-sized) photograph

**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 5977. ESE New York is 5978, ESE Rome is 1610, ESE Milan is 5974, ESE Florence is 5976 and ESE Madrid 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).

## COURSE FEES

Please visit the ESE website for the list of course fees.



# ESE CENTRES

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



LONDON

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DEGREE PROGRAMMES  
VALIDATED BY

