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## UNDERGRADUATE PROGRAMMES

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- 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

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Starting Dates

*September, January and April*

# WELCOME TO

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## EUROPEAN SCHOOL OF ECONOMICS

The European School of Economics is a private College of Higher Education without borders, multicultural and pragmatic, fully accredited in the UK and in the order of listed bodies. Students in degree programmes are awarded a British degree from the University of Chichester upon completion of their studies at ESE.

ESE offers Bachelor's Degree, Masters (MSc and MBA) and Short programmes at its centres in London, Madrid, Rome, Milan and Florence.

ESE graduates are among the most competitive business professionals on the market, prepared for leadership roles in **international Marketing, Finance, Management, International Economics, Diplomacy, Sports Management, Media & Communications, Arts and Luxury Industry Management.**

With the ability to individually tailor their course of study, ESE students:

- *study abroad* with ESE centres worldwide;
- *specialise in cutting-edge business sectors*, such as fashion, events, music, sport, hospitality, real estate, art, media and human resources among others;
- *complete internships*, selecting from more than 1500 leading organisations around the world, many of which are among Fortune500's "Best Companies to Work With".

*A school without borders, the European School of Economics is a new concept in higher education. Combining academic excellence, internationality and a pragmatism, the ESE degree and certificate programmes are designed to prepare a new generation of leaders and entrepreneurs.*



# STUDY, TRAVEL AND WORK IN THE WORLD'S MAJOR CAPITALS

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## ESE LOCATIONS

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The great cities of the world – London, Milan, Madrid, Florence, Rome – are the campuses for ESE students. These settings complement the cosmopolitan atmosphere of ESE and offer students a rich and stimulating environment in which to pursue their studies

Each campus is limited to a maximum enrolment of 100 per course. This limit ensures that each student receives the individual attention that is at the core of ESE's philosophy.

LONDON - MADRID - ROME – MILAN - FLORENCE



LONDON

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### ESE LONDON

4, 11-13 Mandeville Place  
London W1U 2BG, United Kingdom  
Tel: +44 (0) 2037780303 / +44 2079353896  
E-mail: [info@eselondon.ac.uk](mailto:info@eselondon.ac.uk)

## STUDY ABROAD

### ESE LONDON

The European School of Economics in London has its location in the very heart of Mayfair and offers double benefit of an intimate and highly personal classroom atmosphere amid a cosmopolitan backdrop featuring great diversity. Undergraduate and postgraduate students and faculty of ESE London centre operate on a first name basis while taking advantage of one of the most multicultural educational settings.

Young people from all corners of the globe converge here to learn, to socialise, and to share traditions and exchange ideas in an environment that promotes individual growth.

Our London faculty boasts professors with outstanding experience in both the academic and professional worlds; most of ESE-London lecturers also work at some of the city's most prominent corporations or own and operate their own companies.

The city's nightlife offers equally exciting opportunities with its vast selection of theatres, art galleries, nightclubs, and a litany of other cultural institutions to round off your London experience.





MADRID





**ESE MADRID**

Calle Serrano Anguita, 10, 3 Derecha  
28004 Madrid  
Tel: +34.91.737.75.92  
E-mail: [info@esespain.com](mailto:info@esespain.com)

## STUDY IN MADRID FOR A BRITISH DEGREE

**ESE MADRID**

Located in one of the most prestigious areas of the Spanish capital, the European School of Economics' centre in Madrid is located in one of the most upscale neighbourhoods and within walking distance from the city's financial center, and offering students an ideal environment for study that will lead them to the achievement of their individual dream.

Thanks to small class sizes and individual attention, ESE Madrid provides a tailor-made learning experience. Lecturers from around the world support programmes that will exceed the needs of the students making them aware of the noblest interests, and provide them with the insights needed to become the next generation of business leaders. The largest Spanish and European firms collaborate regularly with ESE Madrid for the realisation of a unique internship programme.

Hospitality and tolerance are distinctive features of the warm and sunny capital, making even short-term visitors feel like "Madrilenos" (natives). Known for its restaurants and the movida, Madrid is steeped in the tradition of the famous 'corrida' and rich in culture having both the world renowned 'El Prado' and 'Queen Sofia' museums. Cheerful and full of vitality, Madrid is the perfect setting for students looking for an exciting experience in an open and constantly evolving environment.

**MADRID**

ROME

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### ESE ROME

Via di San Domenico  
00184 Roma - Italia  
Tel:+390648906653  
E-mail: ese.roma@uniese.it

## STUDY IN ROME FOR A BRITISH DEGREE



### ESE ROME

Why study in Rome? With an unparalleled history dating back to ancient times, Rome today continues to represent the pinnacle of European beauty and culture, as well as a modern continental centre for communications, events, hospitality, music and film.

ESE students in Rome take advantage from a range of different European university degrees and MSc & MBA courses offered by our school of international studies.

The Rome centre is located at Via della Cordonata, immersed in the very heart of imperial Rome with an impressive view of Piazza Venezia just a step away from the Colosseum and the Forum. Cultural and educational opportunities outside the classroom are equally exciting and nearly unlimited.

Beyond its historical and artistic value, modern-day Rome is a major European capital with many important embassies, international organizations, governmental agencies, and multinational companies, and serves as a full of life hub for business, politics and research. The city is constantly welcoming international celebrities, groundbreaking scientists, and world-famous businesspeople; creating an inspiring atmosphere for students as they prepare for their futures.

Studying abroad is one of the most important decisions a student and his family can make. The experience is truly life-changing: not only will it change the way that you see the world from which you came, it will also inspire you to think differently about the rest of the world that you have yet to discover. Where better to begin that journey than the Eternal City?



MILAN





**ESE MILAN**

Via Lomazzo , 19  
20154 Milan - Italy  
Tel:+390236504235  
E-mail: ese.milano@uniese.it

## STUDY IN MILAN FOR A BRITISH DEGREE

**ESE MILAN**

Milan is a paramount European financial capital located in northern Italy in the heart of Europe. Not only is it Italy's main centre for fashion, design, business and finance, but it is considered the best Italian smart city. Once dominion of the infamous Borgias and temporary home of Leonardo, Milan boasts a history of unbridled ambition while being synonymous with innovation, research and culture.

Home of some of Italy's strongest football clubs and a Grand Prix at Monza, Milan is also host to a number of prominent international fairs and conferences, offering students the opportunity to experience events in various scenarios. These include, to name a few, its own Fashion Week, Furniture Design Expo, International Wine Fair and Art Exhibitions, and Conferences in both the worlds of Finance and Luxury. - all of which make for excellent internship opportunities. Milan is highly recommended to students looking to excel in Finance, Digital marketing, Fashion and Sports.



FLORENCE

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**ESE FLORENCE**

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50123 - Florence, Italy  
Tel: + 39 055 217050  
E-mail: [ese.firenze@uniese.it](mailto:ese.firenze@uniese.it)

**STUDY IN FLORENCE FOR A BRITISH DEGREE****ESE FLORENCE**

The Florence centre lies in the very heart of the city, just steps away from the famous Ponte Vecchio, a five minute walk from the Duomo and Piazza della Signoria, and a ten-minute walk from the railway station, Santa Maria Novella. Students flock here from all corners of the world to enrich their studies in this highly dynamic, important historical and international environment significant not only for its revolutionary contribution to arts, but also for being one of the birthplaces of the modern western trade system, and a historic centre of commerce, finance and banking. As the birthplace of the Italian Renaissance, people have traveled from all over the world to celebrate Florentine art and culture for centuries.

A noted international study abroad location, the cultural and educational opportunities made available to students by this city are innumerable, and the ESE Florence football team had won the international schools' football championship more than once. Florence highlights include the famous Uffizi Gallery, Ponte Vecchio, and the Duomo Baptistery and Cathedral, not to mention the city's theatres, events, nightclubs, art galleries, and the beautiful surrounding Tuscan countryside.

**FLORENCE**

# UNDEGRUATE PROGRAMMES







## KEY FEATURES OF ESE UG PROGRAMMES

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- **Three-years**, full time programme taught in English
  - Study of a foreign language
  - **Two Internship Placements** with companies worldwide
  - **Seamless mobility between ESE centres** on a per term or per year basis
  - **Small class sizes** which enable faculty to provide the **individual attention** needed to facilitate individual discovery and succeed in chosen pathways
  - Specializations in:
    - Business Administration (Marketing, Management y Finance)
    - Business & Sports Management
    - Organisational Communication
    - Media and Communications
    - International Economics and Political Science (Diplomacy y Leadership)
  - Final Project or dissertation related to the chosen specialisation often in collaboration with prominent industry partners
  - Full time compulsory attendance
- 

*“The European School of Economics has envisioned the birth of a new mankind, for the creation of individuals free from prejudice and fear, and capable of harmonising apparent, age-old antagonisms between economics and ethics, action and contemplation, and financial power and love.”*

Elio D’Anna, ESE Founder and President







## WHY CHOOSE EUROPEAN SCHOOL OF ECONOMICS

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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 aim of the European School of Economics is to focus the attention of each of its students on himself and the realisation of his own dream.

The ESE Bachelor, Master, MBA, and Certificate programmes aim to prepare a new breed of 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 cutting-edge programs,, internship placement and above all, the defining ESE educational philosophy:

- ***"The Dream is the most real thing there is"*** – students develop an individual 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 80 countries, various ESE centres around the world, and internships with global organisations.
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*"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





## BSc (Hons) in Business Administration

*"Visibilia ex Invisibilibus - from the invisible the visible.  
The 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*





## 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

This programme aims to develop pro-active decision makers, managers and leaders for a variety of careers in business sectors in a global context. A grouping of essential core subjects are uniquely combined with the *study of a language, two integral internship placements, integrative workshops and the choice of three specialisations in management, marketing and finance.*

*Students will also have the added advantage of being able to pursue the BSc in Business Administration in any of the ESE campuses, whether London, Madrid, Milan, Florence or Rome. They will have the unique opportunity to transfer between campuses* 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> |
|--|---|

#### WORKSHOPS:

Study Skills, Report Writing and Presentations | Preparation for the Workplace

### 1<sup>ST</sup> INTERNSHIP

### YEAR TWO

#### MANAGEMENT & FINANCE SPECIALISATIONS:

- Business Law
- Operations Management
- Managing People
- E-Business and E-Commerce
- Management Accounting
- International Business Decision Making
- Language

#### MARKETING SPECIALISATION

- Business Law
- Operations Management
- Managing People
- E-Business and E-Commerce
- Cross Cultural Marketing Communication
- Market Research
- Language

#### WORKSHOPS:

Computer Skills, Research Methodology

### 2<sup>ND</sup> INTERNSHIP

### YEAR THREE

#### MANAGEMENT SPECIALISATION:

- International Project Management
- Supply Chain Management
- Strategy and Strategic Dilemmas
- International Strategic Management
- Organisational Structure and Change
- Elective Module

#### FINANCE SPECIALISATION:

- Financial Risk Management
- Corporate Finance
- Strategy and Strategic Dilemmas
- International Trade and Financial Markets
- Environmental Economics
- Elective Module

#### MARKETING SPECIALISATION:

- Buyer Behaviour
- Branding and Positioning
- Strategy and Strategic Dilemmas
- Service Marketing
- International Marketing
- Elective Module

#### WORKSHOPS:

Creative Thinking | Business Plan | Final Project Development



European School of Economics  
LONDON & VIENNA

## BSc (Hons) International Economics and Political Science

*"....Our civilization like a starship sent into space, travels towards a not-doing society, a society of being where the value of ideas and creativity in thinking prevail on action. The next psychological revolution will produce the shift to a more evolved economy, more subtle and intelligent, to a more efficient, idealistic and concrete capitalism, at the service of life on earth and of the evolution of man.*

*Elio D'Anna, ESE Founder and President*





# 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
- **Seamless mobility between ESE centres** on a per term or per year basis
- **Small class sizes** which enable faculty to provide the *individual attention* needed to facilitate individual discovery and succeed in chosen pathways

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>LEADERSHIP SPECIALISATION:</b></p> <ul style="list-style-type: none"> <li>• Integral Personal Development</li> </ul>
<p><b>WORKSHOPS:</b> 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>LEADERSHIP SPECIALISATION:</b></p> <ul style="list-style-type: none"> <li>• Motivation and Teamwork</li> </ul>
<p><b>WORKSHOPS:</b> 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>LEADERSHIP SPECIALISATION:</b></p> <ul style="list-style-type: none"> <li>• Leadership</li> <li>• Integral Personal Development Part 2</li> <li>• Environmental Economics</li> </ul>
<p><b>WORKSHOPS:</b> Creative Thinking   ESE Ethos   Business Plan   Final Project Development</p>	
FINAL PROJECT	



## BSc (Hons) Business and Sports Management

*"We are convinced that Sports still represents above all else a great educational phenomenon and a central element of society's evolution.*

*The European School of Economics has a dream.*

*That of being of inspiration to young people and preparing them to occupy positions of responsibility to help make each Sport a planetary School of Truth, Sincerity, Beauty.*

*In particular, making sports a universal instrument of moral elevation, the bearer of those great values of loyalty, honesty and fairness that alone can truly combat and prevent the most serious crises in society today."*

*Elio D'Anna, ESE Founder and President*





## BSc (Hons) in 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

*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 specialization* in Sports Management endows students with a thorough understanding of the dynamic issues and practices present in sport management. Three central topics will be mastered in this course: sports management, sports marketing and sports event organization.

Students will also have the added advantage of being able to pursue the initial years of the BSc Business and Sports Management in any of the ESE campuses, whether London, Madrid, Milan, Florence, Madrid or Rome. They will have the unique opportunity to transfer between campuses 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></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></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	



## BSc (Hons) Business, Media and Communications

*"The games of Life exist to raise your intelligence and aliveness.*

*Learn to use religions, politics, T.V and movies, yoga, educational systems, communication and media and all kinds of business and trade and whatever you think coming from the world outside, for the purpose of awakening.*

*Whatever happens anywhere in the Universe is known by the entire Universe because the communication is simultaneous....*

*If you focus on the Now, time will no longer be linear but simultaneous — past, present and future will co-exist.*

*In this frame of conscious awareness you create the New World — new types of light-based technologies, new ways of communication, new forms of community-living, new systems of government, new resources, new economy, new financial and educational systems. And all overwhelmed by joy, equality, harmony and beauty."*

*Elio D'Anna, ESE Founder and President*





## 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:

- Two internship placements
- Final Project related to the chosen specialisation
- Full time compulsory attendance

With the widespread growth in 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 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.

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.

YEAR ONE	
<ul style="list-style-type: none"><li>• Introduction to Management</li><li>• Economics of Business</li><li>• Quantitative Methods for Business</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></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	



## BA (Hons) Organisational Communication with Media Management

*"When you communicate ( with your superior),  
it is not the advice you receive that will make things happen,  
but the elimination of your presumption and false ideas that eliminates all obstacles.*

*Communication is communion, integrity.  
One day all organisations will 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."*

*Elio D'Anna, ESE Founder and President*





## 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

We strongly believe that the sustenance of an enterprise lies not only in the workings of its systems -these relying among other things on smooth internal and external communication, but in the propagation and expansion of its values and integrity. In today's ever- expanding multi-national market, it is only with the support of rigorous communication structures and practices that an enterprise, can expect to not only sustain itself, but grow and flourish.

*“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

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	

# INTERNSHIP PROGRAMME







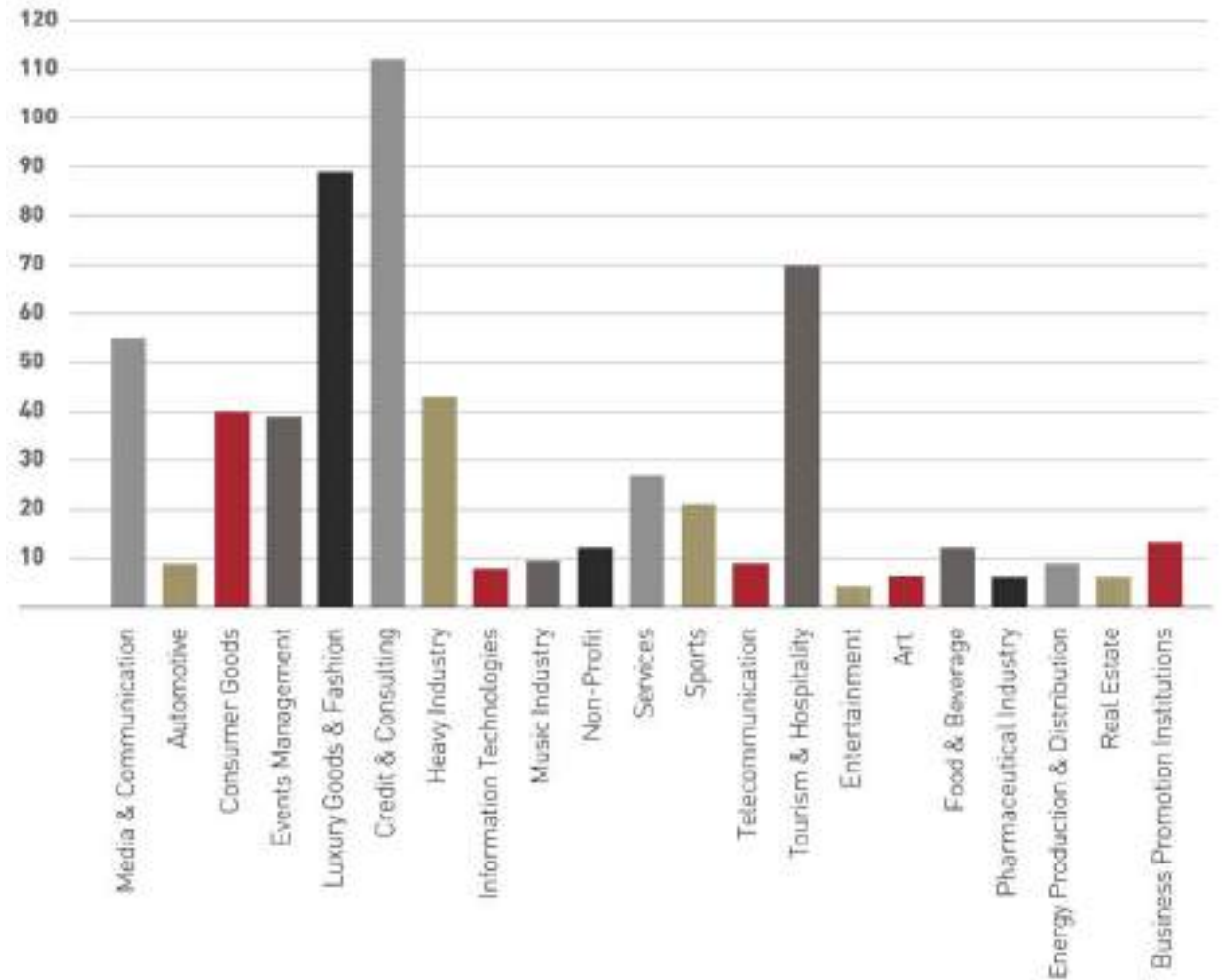
## INTERNSHIP PROGRAMME

ESE offers extensive and competitive internship programmes. The quality of the placement service is a result of the relationships that ESE has fostered with global companies over the years. This enables students to have excellent opportunities to enter the job market and gain exposure.

The internships are structured, evaluated and recognised as an integral part of the course of study and provide each student the opportunity to spend a period of time in a work environment consistent with the chosen specialization.

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.

## INTERNSHIP PLACEMENTS FOR 2010-2018 ESE STUDENTS





## ESE INTERNSHIP COMPANY PROFILE

Where ESE students  
have interned, are still  
interning.

**Automotive**  
BMW  
General Motors  
Mv Agusta - Motorcycle Art

**Consulting**  
EBS Consulting  
GDSSLURP  
Kienbaum Exec. Consultants  
Price Waterhouse Coopers  
DRP  
Wills Italia  
**Consumer Goods**  
Black & Decker  
Campari  
Coca-Cola  
Dalmar Energia  
GEM Craft  
General Electric  
Hewlett Packard  
IQLD Ltd.  
La Gioiosa  
My Vision International  
Pirelli  
Radici Group  
SAIWA Srl  
Securicomm Italia Srl  
Unilever  
3H Partners

**Event Management**  
AFM Banqueting  
Bridalick  
Fiera Milano International  
Gruppo Rasoio/TownHouse  
Hotels  
Keyword Europa  
My Way Corporate  
Outline SAS

St. Regis Florence  
Trek Chik  
Westin Excelsior Florence

**Fashion and Luxury**  
Agatha Ruiz De La Prada  
Alexander McQueen  
Braccialini  
Calzedonia  
Chanel  
Colle of Florence  
Dada  
Damiani  
Ferragamo  
Gilli  
Gucci  
La Quinta Group Srl  
Lardini  
LVMH  
Marco Polo Milano  
Marina Rinaldi  
Max Mara  
Nicole Farhi  
Nike  
Pampaloni Argenti  
Philipp Plein  
Richmond Italia Milano  
Societa Italia  
Spazio Sei  
Stefanel Spa  
Stinne Island  
Studio Zeta Milano  
Swatch Group  
Tomorrow Group Ltd  
Valentino  
Bulgari

**Finance**  
Allianz Bank  
Apogeo Consulting  
Banca Italo-Romana  
CES Finance  
Deutsche Bank  
Equis. Inv. Banking  
Ernst & Young  
European Investment  
Consulting  
Fis Lombarda  
Fitch Ratings  
Global Europe  
Goldman Sachs  
HEC Finance  
I&B  
Infesa San Paolo

Pioneer Investments  
Price Waterhouse Coopers  
Società Generale  
Sumitomo Mitsui Banking  
Tradeville  
UBAE

**Industrial**  
Faca  
GSA Srl  
Radici  
RH REG Holding  
RHIAG  
Steel Trading Solutions AG

**Media and Communications**  
Attila & Co. Srl  
Class Editori  
Egg Media  
Il Giornale  
Inventa CPM  
Korla Otto  
L'Official Hommes Italia  
Neo Network  
New Partners Film  
Production  
M&C - Marco de Comunicazione  
- Madrid  
Modenese & Modenese  
Pink & Chic  
Rock Media  
Seacchi & Seacchi  
Sky TV  
Totalcom  
Wise Media  
**Radio Cope - Spain**

**Music and Film Industry**  
Amiata Records  
Filmmaster  
Milano Film Festival  
Red Onion  
Preludio  
Auditorium di Roma  
Music Media Srl

**Non-Profit /  
Government Organizations**  
European Parliament  
Idee Migranti  
UNESCO

**Oil & Gas**  
Paymor Oil & Co.

Petruparis

**Pharmaceutical  
Pharm**

**Real Estate**  
Acocella Group  
DiFarCo Real Estate  
SC Central Residential Park  
Engel & Volkers

**Services**  
ELBI Electric  
GE Healthcare  
Georgian Railway  
Human Lab  
Immigration Italy  
MCO SARI  
Silk Road Group  
Thai Air  
UPS  
Walspeed

**Sport**  
Alto Spa  
Global Europe  
Inter Football Club  
Juventus Football Club  
Milano City Marathon Club  
Palauino  
Parma FC  
Polisportiva Lombardia Uno  
RCS / La Gazzetta  
Rotterdam Racing BV

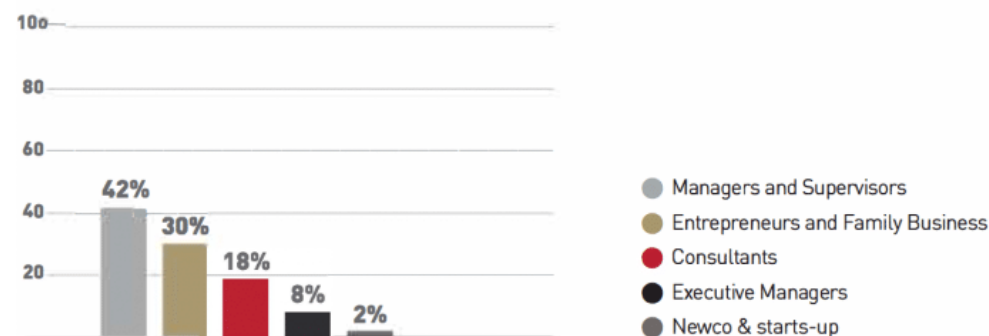
**Tourism & Hospitality**  
Antitalia, San Pietro all'Orto  
Bulgari Hotels & Resorts  
Forte Village Resort,  
Sardigna  
Town House Hotels incl.  
Seven Stars Galleria  
Intercontinental Hotel Group  
Starhotels  
Starwood  
Eurostars  
Westin Excelsior  
NH

**Gaming**  
Mangatar

**IT - Technology**  
Bimatica

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 campuses.

### Positions held by ESE Graduates







## ENTRY REQUIREMENTS

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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](https://apply.ese.ac.uk))
- Official copy of the school leaving certificate or diploma \*
- Official copy of the secondary school transcripts\*
- One 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
- Four photographs (passport-sized)

***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 15977, ESE Rome is 11610, ESE Milan is 15974, ESE Florence is 15976 and ESE Madrid is 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).







## PROGRAMME FEES

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### Madrid, Rome, Milan and Florence

Application form: € 50,00

Registration: € 1.600,00

Tuition: € 16.000,00/per year

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### London

Application form: € 50,00

Registration fee: € 1.600,00

Tuition fee: € 19.000,00/per year

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### Scholarships

ESE encourages students – both undergraduate and postgraduate – to come to the European School of Economics regardless of their financial circumstances. The scholarships ESE offers enable prospective students to receive reductions on tuition. No reduction is allowed on the Registration Fee and/or on other applicable fees.

### Eligibility

All scholarships are awarded subject to the prospective student meeting ESE's entry requirements and abiding by the rules and regulations. To be eligible to apply for a scholarship the student will need to have been accepted and offered admission to study at ESE.

### Application for Scholarship

Scholarships are awarded across all programmes of study, varying from nominal to substantial tuition reduction. Students interested to secure scholarships are encouraged to apply using the prescribed Scholarship Application Form available online and at the Office of Admission.







## ESE CENTRES

STUDY, TRAVEL & WORK  
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DEGREE PROGRAMMES  
VALIDATED BY

