



# EVENT MANAGEMENT

SHORT COURSE PROGRAMME  
2017



## 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



EVENT  
MANAGEMENT



# EVENT 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.

The event management industry is fast-paced and very competitive, where the public requires a highly trained and professionalized workforce to satisfy the increasing demand for specialized services to meet the latest market trends.

Event planning, project management and identification of key points in the planning process will be explored.

The course will cover areas such as strategic planning, budgeting, promotion and marketing. Case studies will be utilised. The aim of the course is to provide the foundations necessary to understand how to create, plan and implement a diverse range of events.

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):

- Major Event Management
- E Business E Commerce
- International Strategic Management
- International Strategic Marketing

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: **Postgraduate**

Entry requirements:

High school diploma or equivalent



MODULE I

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# MAJOR EVENT MANAGEMENT

## AIMS OF THE MODULE

Event planning, project management and identification of key points in the planning process will be explored. The course will cover areas such as strategic planning, budgeting, finance, promotions, marketing and sponsorship, operations & production, health & safety and risk management. Case studies will be utilized. The aim of the course is to provide the foundations necessary to understand the issues in how to create, plan and implement a diverse range of events.



# INTERNATIONAL STRATEGIC MARKETING

## AIMS OF THE MODULE



This module aims to develop both a theoretical and an applied understanding of international marketing and create awareness of the global issues facing international and global organisations. The module also aims to enable students to acquire knowledge in developing marketing strategies for countries other than their own and, thereby, to extend their range of marketing understanding both to deal with international marketing situations in non-domestic markets and the impact of international competitors on the domestic market.



# INTERNATIONAL STRATEGIC MANAGEMENT

## AIMS OF THE MODULE



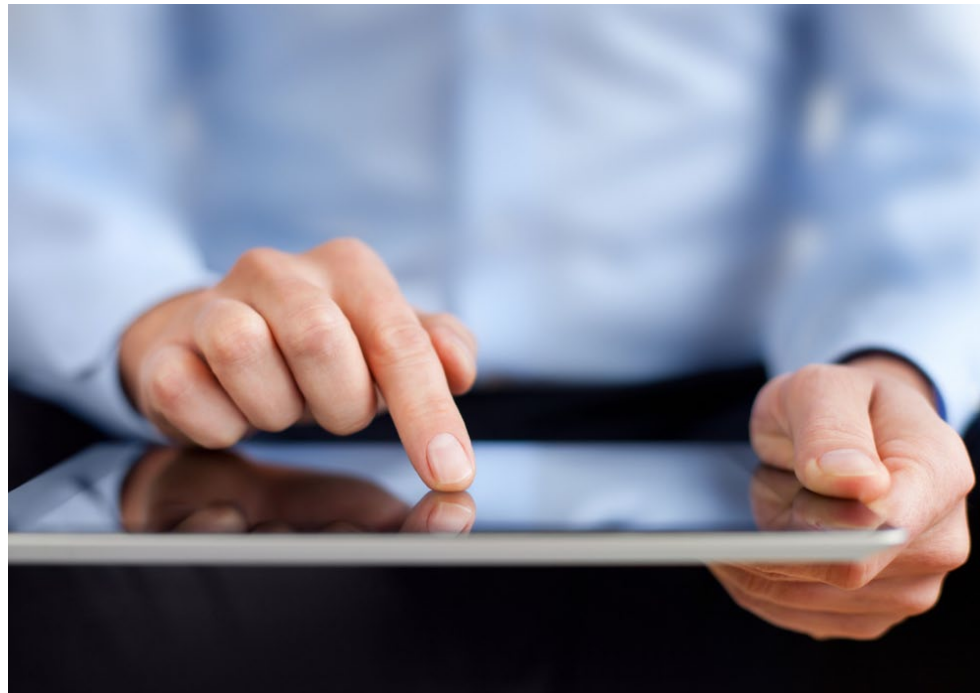
This module provides an introduction to the main theoretical and practical aspects of international strategic management from strategic vision to actions. The intent is to familiarize students with the paradox of globalisation and localisation perspectives typical of European countries. The general aim is to develop student awareness of the elements that shapes business, such as economic, cultural, and political forces. The module therefore provides a global business perspective while emphasising the importance of remaining connected at local level as well.



# E-BUSINESS E-COMMERCE

## AIMS OF THE MODULE

The module gives students the full awareness of the importance of services as huge levers within a modern economic system. Services are responsible for the creation of a substantial majority of new jobs. In addition to that the service industry is becoming more and more competitive within the global scenario. The module highlights the differences between the service industry and production or manufacturing businesses, which require a different approach to the planning and implementation of the respective marketing strategies. The module will emphasise the importance of understanding of service organisations and the marketing goals and strategies that need to be tailored accordingly. The ultimate objective of the module is to instruct students in the strategies and techniques of marketing organisation services to customers and prospects.





[www.eselondon.ac.uk](http://www.eselondon.ac.uk)  
[www.esse.edu](http://www.esse.edu)  
[www.uese.es](http://www.uese.es)  
[www.uniese.it](http://www.uniese.it)

ESE LONDON  
8/9 Grosvenor Place  
London SW1X7SH - UK  
Tel: +44 207 245 61 48  
Fax: +44 207 245 61 64  
[info@eselondon.ac.uk](mailto:info@eselondon.ac.uk)  
[eselondon.ac.uk](http://eselondon.ac.uk)

ESE NEW YORK  
725 5th Avenue  
19th Floor Trump Tower  
New York, NY 10022 - USA  
Tel: +1 212 759 1000  
Fax: +1 212 759 1188  
[info@ese.edu](mailto:info@ese.edu)  
[ese.edu](http://ese.edu)

ESE MADRID  
Calle Velázquez, 57 - Bajo  
Interior 28001 Madrid - Spain  
Tel: +34 91 435 11 23  
Fax: +34 91 431 56 05  
[ese.madrid@uese.es](mailto:ese.madrid@uese.es)  
[uese.es](http://uese.es)

ESE FLORENCE Borgo  
Santi Apostoli, 19 50123  
Florence - Italy Tel: +  
39 055 21 70 50 Fax:  
+39 055 26 47 515  
[ese.firenze@uniese.it](mailto:ese.firenze@uniese.it)  
[uniese.it](http://uniese.it)

ESE MILAN  
Via Tortona, 7  
20144 Milan - Italy Tel:  
+ 39 02 365 04 235 Fax:  
+ 39 02 365 04 236  
[ese.milano@uniese.it](mailto:ese.milano@uniese.it)  
[uniese.it](http://uniese.it)

ESE ROME  
Via della Cordonata, 7  
1-00187 Rome - Italy  
Tel: +39 06 48 90 66 53  
Fax: +39 06 48 98 90 05  
[ese.roma@uniese.it](mailto:ese.roma@uniese.it)  
[uniese.it](http://uniese.it)