visibilia ex invisibilibus *European School of Economics*

HOSPITALITY AND 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

HOSPITALITY
AND EVENT
MANAGEMENT

HOSPITALITY AND EVENT MANAGEMENT

Graduates, college students and professionals interested in starting a new path in the world of hospitality and events, through a general preparation that though this formative path allows the occupation inside of various receptive structures, or through the organization of events and promotion of the territory.

The interest in the hospitality sector and personal attitudes complete the characteristics of the candidate, that will be in any case evaluated in an interview.

Teaching Methodologies
Theorical lectures, in class excercises, out of office lessons aimed at the observation and practice of what learned in theory.

Modules
• Introduction Module
• Hospitality and Event Management
• Food and Beverage Service
• Digital and Social Branding Revolution

Language
The course is in English, only if the requests reach the minimum number the course can be be taught in Italian.

Course Duration
• 150 HOURS for a total of 12 weeks with compulsory attendance
• 3 months internship

Number of Participants
Limited enrolment course with a minimum of 10 participants and a maximum of 15 per class.

Course Location
European School of Economics
Via Tortona 27 – Milano
(inside "Super Studio Più")

Certifications
It will be released a certificate of attendance from the European School of Economics and a reference letter from the internship company.

INTRODUCTION MODULE

AIMS OF THE MODULE

Culture is understood as knowledge and development of the territory, as a culture to the care and attention to customer satisfaction through the welcome knowledge and meticulous attention to detail.
The course after a brief analysis of the domestic and international sectors will accompany the student to the attention to detail, fine service, the customer satisfaction.

- Introduction to the sector
- The culture of tourism
- The luxury trends
- Large chains and small businesses: advantages and disadvantages
- Empathy
- Why excellence

HOSPITALITY AND EVENT MANAGEMENT

AIMS OF THE MODULE

Hospitality as a profession. The course covers all the topics on the reception in managerial terms.

- The hotel facilities and various forms of acceptance
- The big chains, small hotels, b&b a growing reality
- The Font Office Manager
- The booking, check-in and check-out
- Rooms Division Management
- Departments Housekeeping and Maintenance
- Human Resource Management
- Game of roles
- A day in the structure
- The importance of the events for the development of the area
- Case studies

FOOD AND BEVERAGE SERVICE

AIMS OF THE MODULE

The catering is an essential element both in the hospitality facilities and during the events, and also it fully determines the "luxury".

The person that coordinates the department in a structure must have particular organizational and creative skills, but must primarily be very familiar with important culinary and qualitative techniques, as well as the area's offers.

The course has the aim to provide the first elements to form new and qualified professionals.
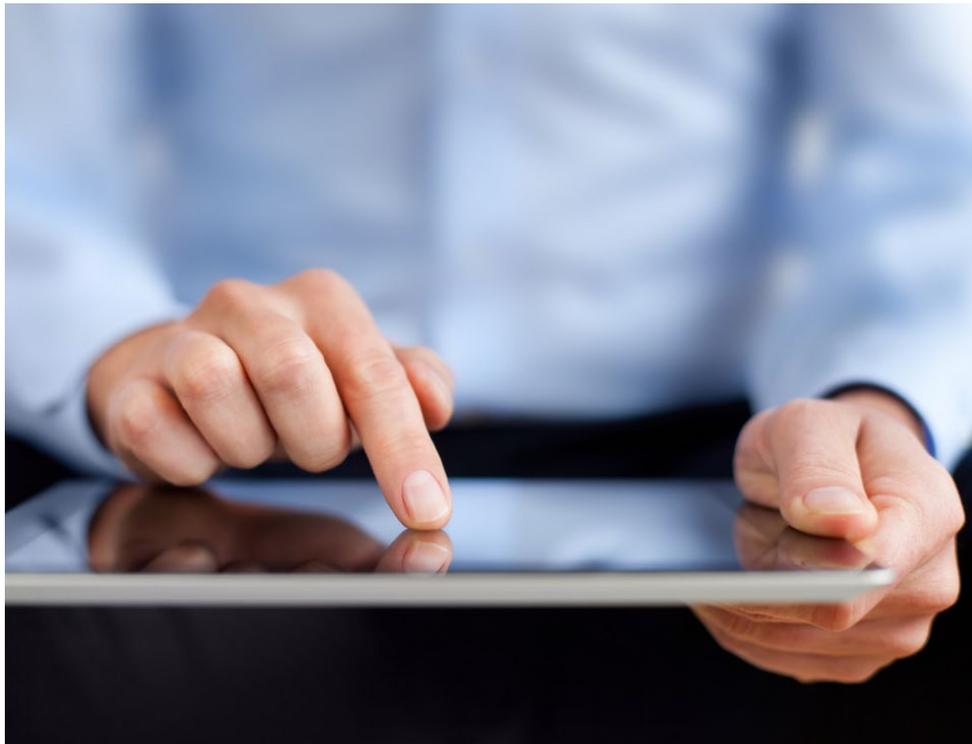
- The restoration
- The Food and Beverage Manager of tradition and innovation
- Criticality growing in nutrition (basics)
- How is a menu
- The choice and the purchase of products, inventory management
- The marketing restorative
- Food Design Brief
- Guests in the kitchen and in the dining room

DIGITAL AND SOCIAL BRANDING REVOLUTION

AIMS OF THE MODULE

In the social and digitization era, a brand can be built or demolished from hashtags and reviews.
The importance of a site and the search engines, and web analytics.

- The importance of the site
- Google search engines, metasearch
- The digital marketing
- The socialing (where and how to communicate with the company)
- Web analitics and web benchmark
- Web reputation
- Practical Workshop

HOSPITALITY AND EVENT MANAGEMENT

European School of Economics

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

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
www.esespain.com
www.uniese.it

ESE LONDON
4/11-13 Mandeville Place
London W1U 3AJ
Tel: +44 020 377 803 03
SKYPE: e.s.e.
info@eselondon.ac.uk
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

ESE MADRID
Calle Serrano Anguita, 10
3º Derecha - 28004 Madrid
Tel: +34 91 737 75 92
Fax: +34 91 565 41 44
info@esespain.com
esespain.com

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
uniese.it

ESE MILAN
Via Tortona, 27
20144 Milan - Italy
Tel: + 39 02 365 04 235
Fax: + 39 02 365 04 236
ese.milano@uniese.it
uniese.it

ESE ROME
Via della Cordonata, 7
00187 Rome - Italy
Tel: +39 06 48 90 66 53
Fax: +39 06 48 98 90 05
ese.roma@uniese.it
uniese.it