



FILM BUSINESS - MANAGEMENT,
DEAL MAKING, MARKETING & SALES
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



FILM BUSINESS
MANAGEMENT, DEAL MAKING,
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FILM BUSINESS MANAGEMENT, DEAL MAKING, MARKETING & SALES

The programme comprises 4 modules. Each module entails one 3-Hrs session per week over 10 weeks, plus an optional 3-month internship programme upon completion of the 4 modules plus 1 workshop.

Next Starting Dates:
January / April / September

The course is made up of 4 modules (modules may be subject to change):

- International Marketing
 - International Strategic Management
 - Introduction to Accounting and Finance
 - The Movie Business, Strategy and Management
- Plus Entertainment Law Workshop**

Internship: Available

Language used: English

Course Duration:

- 3 months = 130 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 13 hours per week, Monday to Friday)

Assessment
Mid Term Assessment (40%)
Final Assessment (60%)

Entry requirements:
High school diploma or equivalent

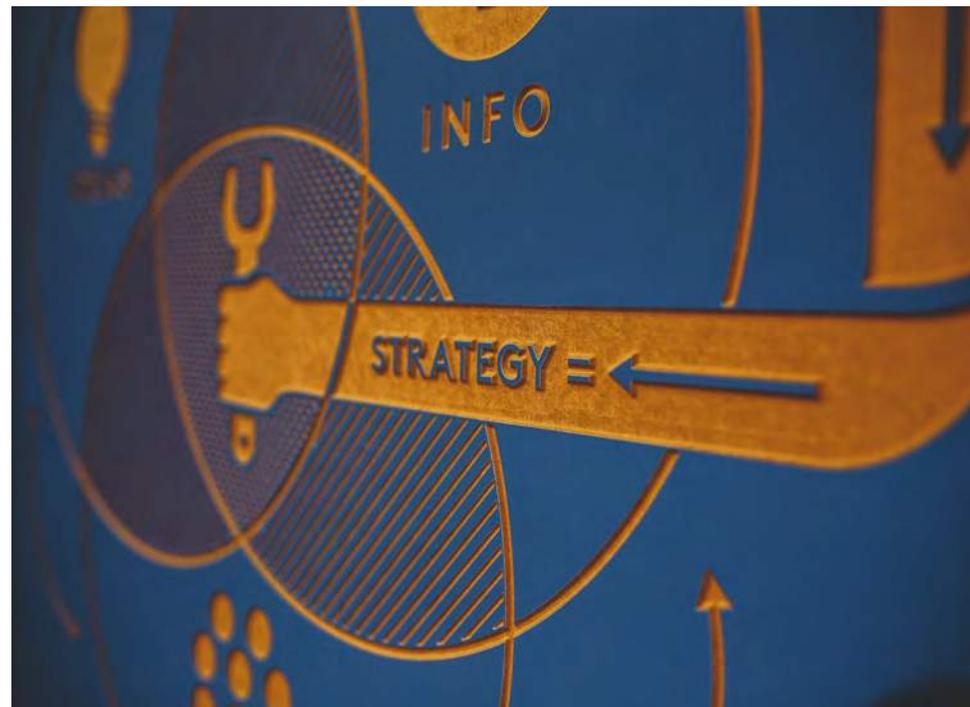


INTERNATIONAL STRATEGIC MANAGEMENT

AIMS OF THE MODULE

This module aims:

- to understand the 21st century competitive landscape from a strategic management perspective and to assess how global 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.





INTRODUCTION TO ACCOUNTING AND FINANCE

AIMS OF THE MODULE



The aim of this module is:

- to introduce students to the key concepts and techniques regarding the creation and reporting of financial information.
- to learn to analyse financial statements and understand the concept of how capital structure can add value to a firm.
- to provide an understanding of a wide range of financial accounting practices.



THE MOVIE BUSINESS, STRATEGY AND MANAGEMENT

AIMS OF THE MODULE

This module explores some of the critical features that structure the global movie industry, how these features pose specific managerial challenges, and some approaches to overcome those challenges.

It examines the trends that shape how the industry is evolving, and discusses the challenges and opportunities these trends bring about.



LEGAL AND FILM BUSINESS CONTRACTS WORKSHOP

AIMS OF THE MODULE

The Legal and Film Business Contracts workshop is an indispensable guide to the business aspects of the entertainment industry, providing the basic legal and deal-making information needed to understand the whole business process.

The workshop covers the essential topics in a thorough but friendly manner and includes plenty of real-world examples that bring business and legal concepts to life.

If you want to work in the film business, you'll need advice on where to look for financing, what kinds of deals might be made in the course of production, how to legally protect your work, and where to look for information on insurance, releases and licenses.





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
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