



MANAGEMENT

SPECIALISED 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



Today's managers are required to possess a diverse set of key skills and core competences that are essential to successfully plan, execute and evaluate a wide range of business activities.

The ESE Specialised Programme in Management equips participants with the right combination of practical knowledge supported by theoretical foundations to hone their leaders skills. The course offers a valuable insight into the field of Management that gives participants an advantage over the rest of the increasingly professionally prepared workforce in the market.

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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 ESE Specialised Programme in Management is designed to develop and contextualise managerial skills and acumen to ensure that managers dealing with international markets have the required understanding and insight for success in this field. This will be achieved through critical thinking, teamwork, creativity, and personal development in a highly interactive and stimulating environment.

Participants will be able to take responsibility to manage, supervise and direct their own, and others, activities, whilst understanding key strategic issues and trends in management. This includes the use of information to make critical decisions and the application of theories and techniques to practical realistic work situations in the business sector.

Students will have developed the skills to implement agreed effective and efficient solutions within the constraints of limited resources.

Next Starting Dates:
January / April / September

Students will take 4 of the following modules (modules may be subject to change and may vary according to the ESE center):

- **International Business Management**
- **International Strategic Marketing**
- **Entrepreneurship Management & Leadership**
- **International Strategic Management**
- **International Project Management**
- **Human Resource Management**

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)

Entry requirements:

A first degree or equivalent work experience

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INTERNATIONAL BUSINESS MANAGEMENT

AIMS OF THE MODULE:

This module focuses on the management challenges associated with developing strategies and managing the operations of companies whose activities stretch across national boundaries. It explores the interplay between the multinational corporation, the countries in which it does business, and the competitive environment in which it operates. It provides appropriate theoretical and analytical tools to facilitate an understanding of explanations of the existence of multinational enterprises and the implications for business from an international perspective.

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 market

ENTREPRENEURSHIP MANAGEMENT AND LEADERSHIP

AIMS OF THE MODULE:

This module provides an overview and introduction to the area of entrepreneurial and intrapreneurial management, and leadership. Entrepreneurship is a growing and highly researched area within current management education and practice. The development of entrepreneurial activity is crucial to sustaining economic growth in the dynamic global economy. This module incorporates several important perspectives including the exploration of the role of entrepreneurship and leadership in the global economy; the importance of the adoption of an entrepreneurial orientation in all business and the practical application of numerous entrepreneurial theories.

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.



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INTERNATIONAL PROJECT MANAGEMENT

AIMS OF THE MODULE:

Project Management is a rapidly evolving discipline that spans all business contexts. Many organisations now employ specialist Project Managers to control projects involving extensive capital expenditure. However, most managers will at some point in their career be required to draw upon their knowledge of Project Management techniques to control schedules, resources, budgets and risks. The aim of this module is to introduce the principles, techniques and practice of Project Management. In doing so, illustrations of its application in several contexts are provided.

HUMAN RESOURCES MANAGEMENT

AIMS OF THE MODULE:

This module assesses the human resource management function. It develops an awareness of the strategic significance of key processes and functions of the HR aspect of an organization. It explores the role of the HR function in contributing to organizational competitive advantage. It facilitates an understanding of the processes and functions of the HR role and its significant role in achieving its corporate objectives. It creates a heightened awareness of the employee as an individual and a source of intellectual capital in addition to generating an appreciation of how HR initiatives can maximize their performance.





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
- A first degree or equivalent work experience
- Résumé / CV (include reference to all previous education)
- Personal Statement
- Advanced 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>