



ENTREPRENEURSHIP
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



ENTREPRENEURSHIP



ENTREPRENEURSHIP SHORT COURSE

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 Short Course in Entrepreneurship 's main objective is to develop participants' entrepreneurial skills and behaviour. The modules are designed for those individuals willing to utilise and further develop their own creative potential aiming self-development and as a consequence to grow and further develop their current and future businesses opportunities.

Entrepreneurship is a practical concept. That is the reason we designed modules based on case study methodology and interactive team work activities exploring diversity of participants background. Models and framework derived from multiple global case studies are utilised as tools to unleash participants' insights leading to sustainable learning.

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):

- Entrepreneurial Management and Ethical Leadership
- Creating and Re-creating Corporate Entrepreneurial Culture
- International Business Decision Making
- E-Business and E-Commerce

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: Undergraduate

Entry requirements:

High school diploma or equivalent



ENTREPRENEURIAL MANAGEMENT AND ETHICAL LEADERSHIP

AIMS OF THE MODULE



The first core module in the Certificate in Entrepreneurship focuses on the discussion and understanding of necessary skills required for a successful entrepreneur/intrapreneur. These include an ability to deal with uncertainties, paradoxes and the capacity to act as 'ambidextrous'. The module highlights the fundamental aspects of personal integrity, social responsibility, and ethical decision making process closed associated to sustainable strategies for organisational growth process.



MODULE II

CREATING AND RE- CREATING CORPORATE ENTREPRENEURIAL CULTURE

AIMS OF THE MODULE

The second core module of Certificate in Entrepreneurship focuses primarily on the organisational change or corporate culture change process: From inertia and sometimes bureaucratic culture towards a creative, entrepreneurial corporate culture. This is a complex, interesting module where real case studies of large organisations are discussed among participants in the light of corporate culture change theoretical models/framework derived from real stories in the business global business. The impact of national culture differences on organisational change are highlighted in this model.





INTERNATIONAL BUSINESS DECISION MAKING

AIMS OF THE MODULE



The aim of the module is to provide students with an appreciation of the complexity of international business enterprise decisions. The course will demonstrate how practical business decision solutions can be reached. A framework for understanding the key issues that need to be addressed by business managers in an increasingly international environment will be provided and students will be taught to explore the nature of international business.

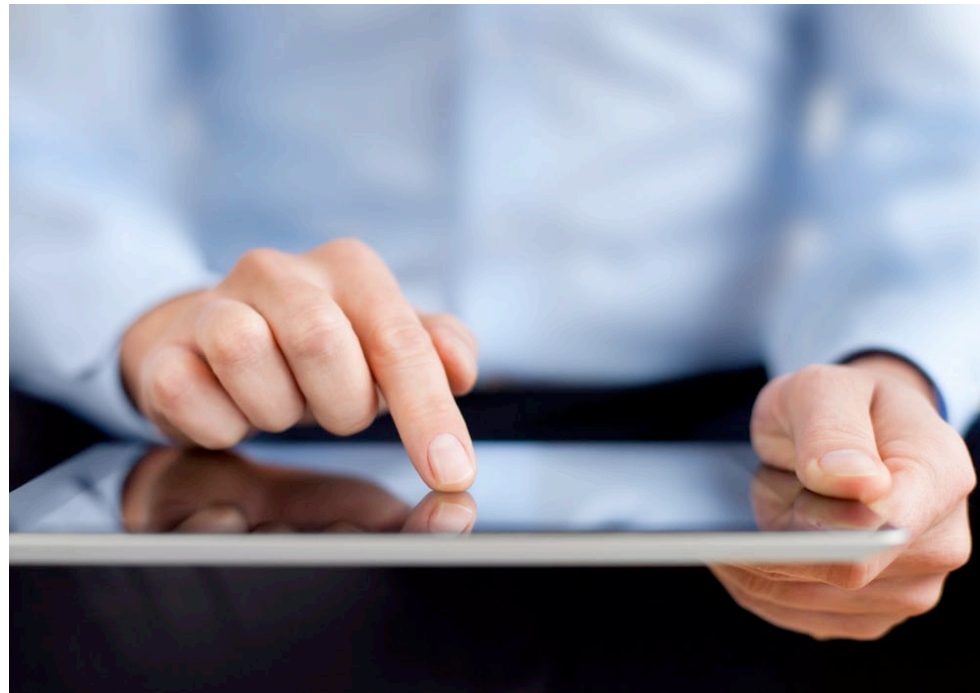


MODULE IV

E-BUSINESS AND E-COMMERCE

AIMS OF THE MODULE

This module will enable students to understand the complex and powerful technological blend and planning that facilitates E-commerce, give them the skills to evaluate new E-business initiatives and assess the risks associated with this, together with acquiring an understanding of business-to-consumer as well as business-to-business markets, and emphasise legal and ethical issues.





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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