



SUMMER PROGRAMME INTRODUCTION TO INTERNATIONAL BUSINESS STUDIES

ROME





*"Behind every human achievement,
at the origin of every intuition, of
every scientific or social conquest,
behind the world's largest financial
and industrial corporations, and all
that is beautiful, useful, wealthy;
there is invariably one man, an
individual and his Dream. "*

*Elio D'Anna
ESE Founder & President*

MESSAGE FROM THE PRESIDENT

*"It is essential to dedicate resources to beauty, harmony,
well-being, and to take care of every detail of one's life.
The millenary search for perfection finds its meaning in edu-
cating our thoughts to the art of dreaming.
The world we touch is our projection: a product of our dream!
The secret of secrets is to make oneself your own master-
piece. Luxury is a state of being. "*

Elio D'Anna, ESE Founder & President

ESE PHILOSOPHY AND VALUES

The European School of Economics, founded by a man with a dream, now has centres over three continents and in the world's major cities: London, Rome, Milan, Florence and Madrid.

The College is a privately funded institution, providing Undergraduate, Postgraduate 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.



DISTINCTIVE FEATURES

The ESE Summer Programme – Introduction to International Business Studies aims to provide young students with an understanding of the business environment and all the key functions within several business sectors.

Thanks to ESE's academic excellence and unique philosophy, the study programmes provide an effective academic progression route to the development of a young student's personal, academic and professional dream.

The Summer Programme has a 5 weeks duration with a weekly schedule of 2 lessons per week.

Upon successfully finishing the course and obtaining the course certificate, students will have a good understanding of the business environment and a clearer idea for their studies after the High School diploma.

The course enables students to have an introductory overview on a level 4 undergraduate (Bachelor) degree both at the European School of Economics or other universities.



AT A GLANCE

Course Duration

- 5 weeks: 4 hours per week compulsory attendance
- Compact class size enabling faculty to focus on individual students' needs
- Additional workshops, guest lectures, company visits
- Exposure to valuable industry contacts and potential employers
- Additional preparation for the internship experience workshop with **ESE's Internship & Career Services**

Course Structure

The course is made up of 4 modules:

- The Business Environment
- Introduction to Economic Studies
- Entrepreneurial Management
- Innovation Management

Course Schedule

Monday 2.30pm- 4.30pm

Wednesday 10.30am – 12.30 am

Course Dates

June 15th 2021 – July 16th 2021

Assessment

Final Projects and Oral Presentations

Contact ESE ROME Admission office for further information :

admission.rome@uniroma2.it

Tel/Whatsapp 1 +39 06 4872590

Tel/Whatsapp 2 +39 06 48906653



ENTRY REQUIREMENTS

Entrance into the **Summer Programme “Introduction to International Business Studies”** at ESE requires the submission of the following documents to the Admissions Office at the ESE centre of interest:

- [Application Form](#) filled out with complete information
- Photocopy of Passport / ID document
- Photograph (passport-sized)
- Resume / CV
- Good command of the English language (IELTS / TOEFL scores are a plus)

* All non-English documents must be officially translated

COURSE FEES

1600 €



COURSE CONTENT OVERVIEW

WEEK I - The Business Environment

- Business organisations: the internal and external environment
- The political environment
- People, technology and natural resources
- The legal environment
- The technological environment: e-business
- Corporate responsibility and the environment

Seminar: Monitoring Change and business trends

WEEK II - Introduction to Economic Studies

- The nature of business
- The Market System
- Basic principles of demand and supply
- Operation of markets and price systems
- Different market structures

Seminar: Macro economics – basic concepts: inflation, recession, business cycle

WEEK III - Entrepreneurial Management

- The Opportunity and the Entrepreneur
- Entrepreneurial thinking versus management thinking
- What does a good idea look like?
- Creating New Ventures and the Business Model Canvas

Seminar: Altfın and Crowdfunding

WEEK IV - Innovation Management

- Innovation and firm strategy
- Innovation process for products and services
- Formal development processes and tools

Seminar: Crowdsourcing and Design thinking

Final project: Creating your own business which will capitalize on a business trend and idea

WEEK V - Case Studies and Final Project

- Case Studies from various business sectors: Sports Management, Hospitality Management, Events Management, Digital Marketing and Communication, Music Management etc.
- Final project oral presentations

Seminar: Preparation for the Internship experience

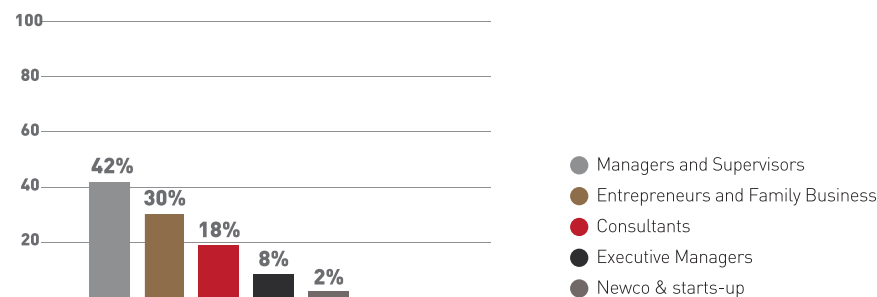
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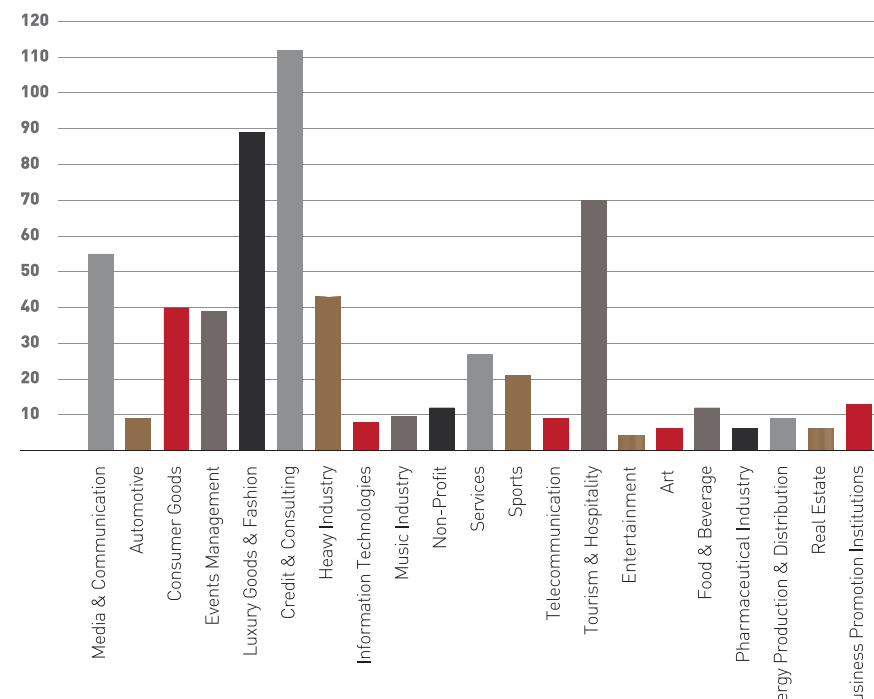
INTERNSHIP PROGRAMME OFFERED WITHIN ESE DEGREE PROGRAMMES

Working in collaboration with more than fifteen hundred leading international companies, including some of FORTUNE'S 100 Best Companies to Work For, the European School of Economics offers one of the most competitive university internship programmes available today. Many students are offered jobs even before graduation. The Internship Department plays a crucial role in assisting students to identify their objectives and learn how to exert their full potential. It provides personalized and challenging internship placements worldwide at all ESE Centres.

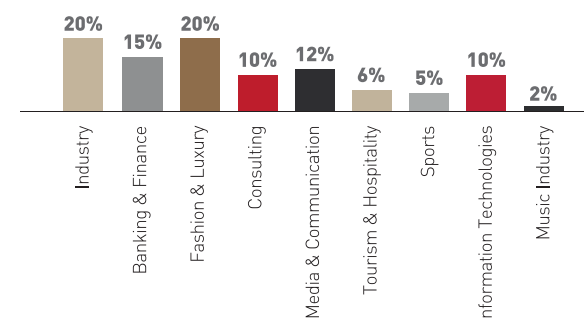
POSITIONS HELD BY ESE GRADUATES



INTERNSHIP PLACEMENTS FOR 2010 - 2020 ESE STUDENTS



SECTOR OF EMPLOYMENT FOR ESE GRADUATES



ESE PROGRAMME DIRECTOR

John Steven Wyse MA; MBA

Senior Lecturer in Innovation, Strategy and Entrepreneurship and Post-Graduate Program Director with years of experience in Sales and Marketing at US and European firms like Sprint, American Express and Indesit Company (currently Whirlpool).

As a Corporate lecturer, he has conducted seminars on Innovation Strategy and Leadership, Brand positioning at firms like GDF Suez (Top Management Meeting), Bayer Specialty Drugs, Australia (Seminar for the top performing Sales Team in the whole company) , IFAD (Global Staff Meeting), a United Nations organization and Neximbank (Import-Export Bank of Nigeria at the Capital, Abuja) Belaruss government and top business women delegation (gender equality and economic development).

In addition, John has conducted extensive seminars for Kazeu University students (MSc. and Ph.D.) in topics of Strategy and Entrepreneurship.

For the past five years, he has been called in as a guest speaker at BBC World News, Radio and Web on topics related to the Italian Political economy. With BBC, Professor Wyse has conducted more than 20 live TV interviews and a few interviews with American Public Media, Radio New Zealand and Russian Television News Life. He holds degrees in BSc in Political Science (Major) and Economics (Minor) from the Catholic University of Cordoba, Argentina, MA in International Relations from Rutgers University.



OFFICIAL PARTNERSHIPS AND ACCREDITATIONS



Institut International
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“ Best International Business School 2020 by Greater London Enterprise Awards”

Eduitalia International Education

<https://eduitalia.org/>



ASIC Accreditation

<https://www.asicuk.com/>



British Council Partner

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CTH, Confederation of Tourism
and Hospitality

<https://www.cthawards.com/>



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