



ARTS AND CULTURE  
MANAGEMENT  
SHORT COURSE PROGRAMME

2018



## 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, 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



# ARTS AND CULTURE MANAGEMENT



# ARTS AND CULTURE MANAGEMENT

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 Professional Programme on Arts and Culture Management at the European School of Economics is designed to create innovative leaders within the visual arts and culture field.

Upon the completion of the course, students will have the opportunity to enter the pathway of the international art world within, for example, the museum environment and the art market.

The programme combines rigorous coursework taught by professional docents and valuable on-site learning opportunities, in order to distinguish students within the public, private and nonprofit arts environment.

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):

- Foundation in Art History
- Art Marketing and Business
- 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



MODULE I

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# FOUNDATION IN ART HISTORY

## AIMS OF THE MODULE

Understanding of the origins, nature and development of the following art movements: Classical Greek Art, Florentine Trecento, Early and High Renaissance, Baroque art, Neo-classical art, Avanguards.  
Mastery of basic concepts and terminology of art historical studies.





MODULE II

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# ART BUSINESS AND MARKETING

## AIMS OF THE MODULE

The aim of the course is to introduce students to the art market and to the institutional network sustaining and promoting art and culture from a business and marketing perspective. Through case studies and site visits students will learn about: the art market sector, the functioning and structure of art auction, private art dealing, art galleries in the antiques, modern and contemporary sector, corporate museums, museum branding strategies, the history of the art market, art laws and taxes, marketing strategies in the art and culture business.



# 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.



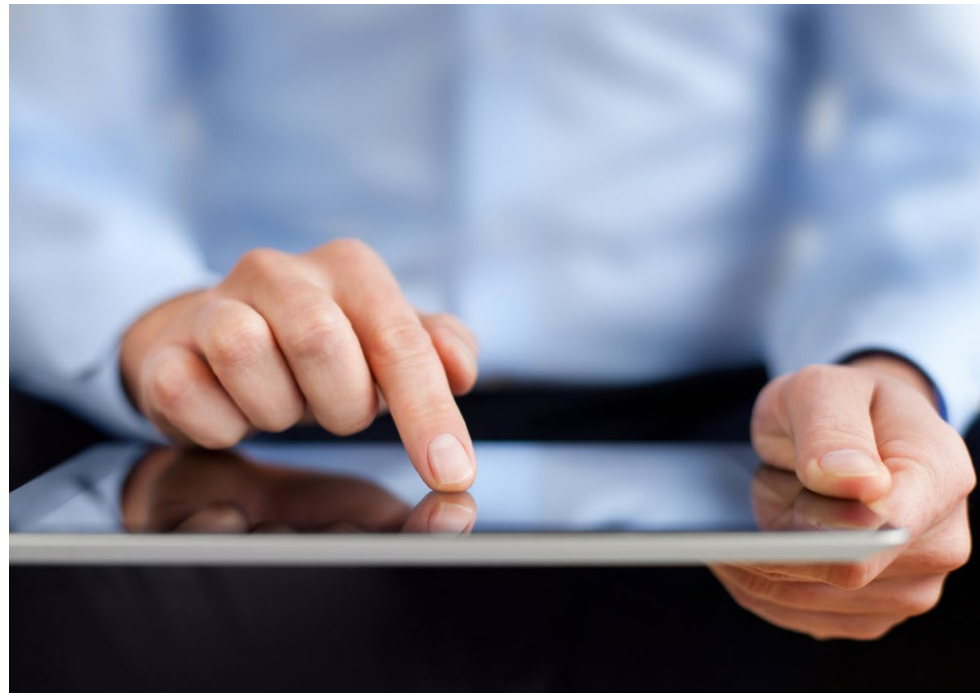
MODULE IV

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# 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

### Entry requirements:

Entrance to the ESE Short Course programmes requires the Completion of the Online Application form at ([apply.europeanschoolofeconomics.com](http://apply.europeanschoolofeconomics.com)), and submission of the following documents to the Admissions Office at the ESE centre of interest:

- Last academic certificate
- Resume' / CV (including reference to all previous education)
- Personal Statement if not attached to the application form
- Good command of the English language (IELTS/TOEFL scores are a plus)
- Photocopy of Passport/ ID document
- Four photographs (passport-sized)

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.europeanschoolofeconomics.com](http://www.europeanschoolofeconomics.com)

### 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  
[apply.europeanschoolofeconomics.com](http://apply.europeanschoolofeconomics.com)

[www.europeanschoolofeconomics.com](http://www.europeanschoolofeconomics.com)  
[www.esespain.com](http://www.esespain.com)  
[www.uniese.it](http://www.uniese.it)

#### ESE LONDON

4 Mandeville Place  
London W1U 3AJ  
Tel: +44 20 79 35 38 96  
SKYPE: e.s.e.  
[info@eselondon.ac.uk](mailto:info@eselondon.ac.uk)  
[www.europeanschoolofeconomics.com](http://www.europeanschoolofeconomics.com)

#### ESE FLORENCE

Borgo Santi Apostoli, 19  
50123 Florence - Italy  
Tel: + 39 055 21 70 50  
SKYPE: ese.florence  
[ese.firenze@uniese.it](mailto:ese.firenze@uniese.it)  
[www.uniese.it](http://www.uniese.it)

#### ESE MADRID

Calle Serrano Anguita, 10  
3º Derecha - 28004 Madrid  
Tel: +34 91 737 75 92  
SKYPE: ESE MADRID  
[info@esespain.com](mailto:info@esespain.com)  
[www.esespain.com](http://www.esespain.com)

#### ESE MILAN

Via Tortona, 27  
20144 Milan - Italy  
Tel: + 39 02 365 04 235  
SKYPE: e.s.e.milano  
[ese.milano@uniese.it](mailto:ese.milano@uniese.it)  
[www.uniese.it](http://www.uniese.it)

#### ESE ROME

Via della Cordonata, 7  
00187 Rome - Italy  
Tel: +39 06 48 90 66 53  
SKYPE: ese.roma  
[ese.roma@uniese.it](mailto:ese.roma@uniese.it)  
[www.uniese.it](http://www.uniese.it)