



MUSIC 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

A close-up, low-angle shot of a silver, mesh-covered microphone. The microphone is positioned in the lower right quadrant of the frame, pointing towards the left. The background is dark, featuring a horizontal row of bright, out-of-focus stage lights that create a bokeh effect. The overall mood is professional and artistic.

MUSIC
MANAGEMENT



MUSIC 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 in Music Management was designed as a means of providing students with a real working structure to guide them in this innately formless and rapidly evolving field.

The Music Management course has been developed to meet the needs of students who wish to pursue a modern business and management career in the music industry. A series of lectures, seminars and workshops with both regular and visiting industry specialists introduces candidates to the most significant aspects of the music business, including contract law, intellectual copyright, artist management digital media, branding and sponsorship and the recording industry. Success in the contemporary world of music is increasingly dependent upon expertise and business know-how.

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):

- Artists & Repertoire
- Digital Music
- 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

ARTISTS & REPERTOIRE

AIMS OF THE MODULE



Successful completion of this module will enable students to understand the complex processes of talent discovery, talent assessment and talent development within the music industry. Students will explore the role and function of Artist and Repertoire (A+R) departments and personnel within record companies and will also consider the A+R skill-set as it relates to artist management and other roles within the industry.



MODULE II

DIGITAL MUSIC

AIMS OF THE MODULE

Successful completion of this module will enable students to understand the complex changes that the music industry has undergone, and continues to undergo, in relation to the digital online age.

Students will explore the disruptive nature of digitalisation in the music industry and also evaluate the opportunities and benefits made available by such processes.

Attention will be given to the disruption of copyright security in the file-sharing and bit torrent age and students will evaluate the new business models that the music industry is embracing in response to these challenges.





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.

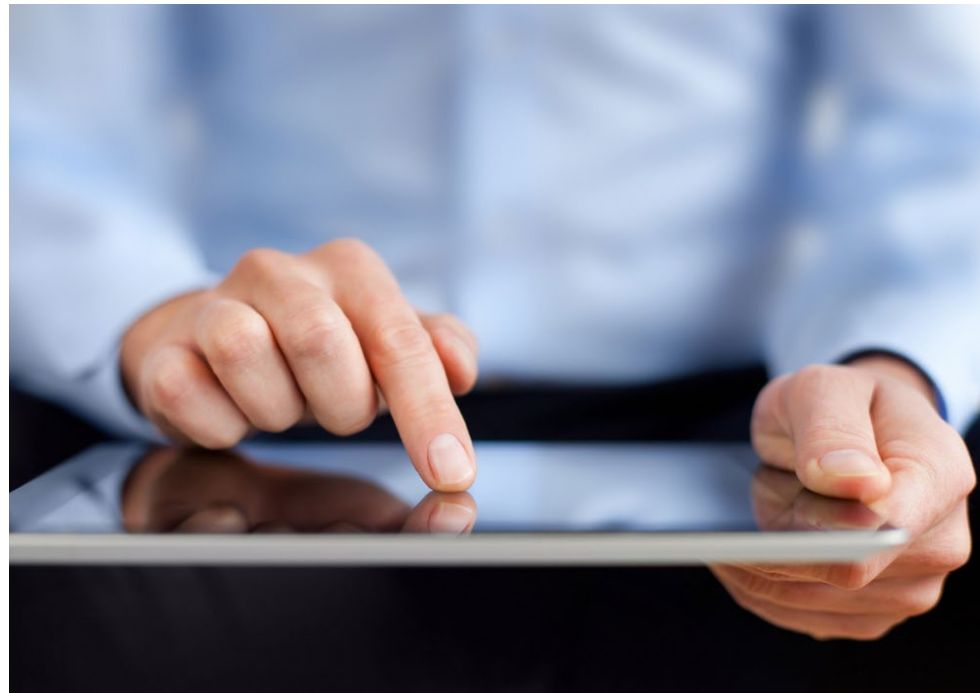


MODULE IV

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

Entry requirements:

Entrance to the ESE Short Course programmes requires the Completion of the Online Application form at (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

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

