

**EUROPEAN SCHOOL OF ECONOMICS**  
PRESENTS

# **YACHT MANAGEMENT MASTER COURSE**

**3RD EDITION, MARCH - SEPTEMBER 2025**

**ESE GENOA CAMPUS – VILLA QUARTARA**  
**ONLINE**

WEEK 1

**THE YACHTING INDUSTRY AND THE SUPERYACHT MARKET**

WEEK 2

**GREEN YACHTING AND THE BLUE ECONOMY**

WEEK 3

**HNWI & UHNWI CLIENTELE: HOSPITALITY ON BOARD & ASHORE**

WEEK 4

**YACHT OWNERSHIP**

WEEK 5

**YACHT AGENTS & YACHT MANAGERS**

WEEK 6

**YACHT BROKERS & YACHT CHARTER MANAGERS**

WEEK 7

**OPERATIONS MANAGEMENT, PROJECT MANAGEMENT & SMART YACHTING**

WEEK 8

**REGULATION, COMPLIANCE, REGISTRATION, SECURITY**

WEEK 9

**FINANCIAL, ADMINISTRATIVE, TAX & INSURANCE MANAGEMENT**

WEEK 10

**CHARTER MANAGEMENT & CUSTOMER EXPERIENCE**

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