

Università
della
Svizzera
italiana

EMBA
Executive Master
in Business
Administration

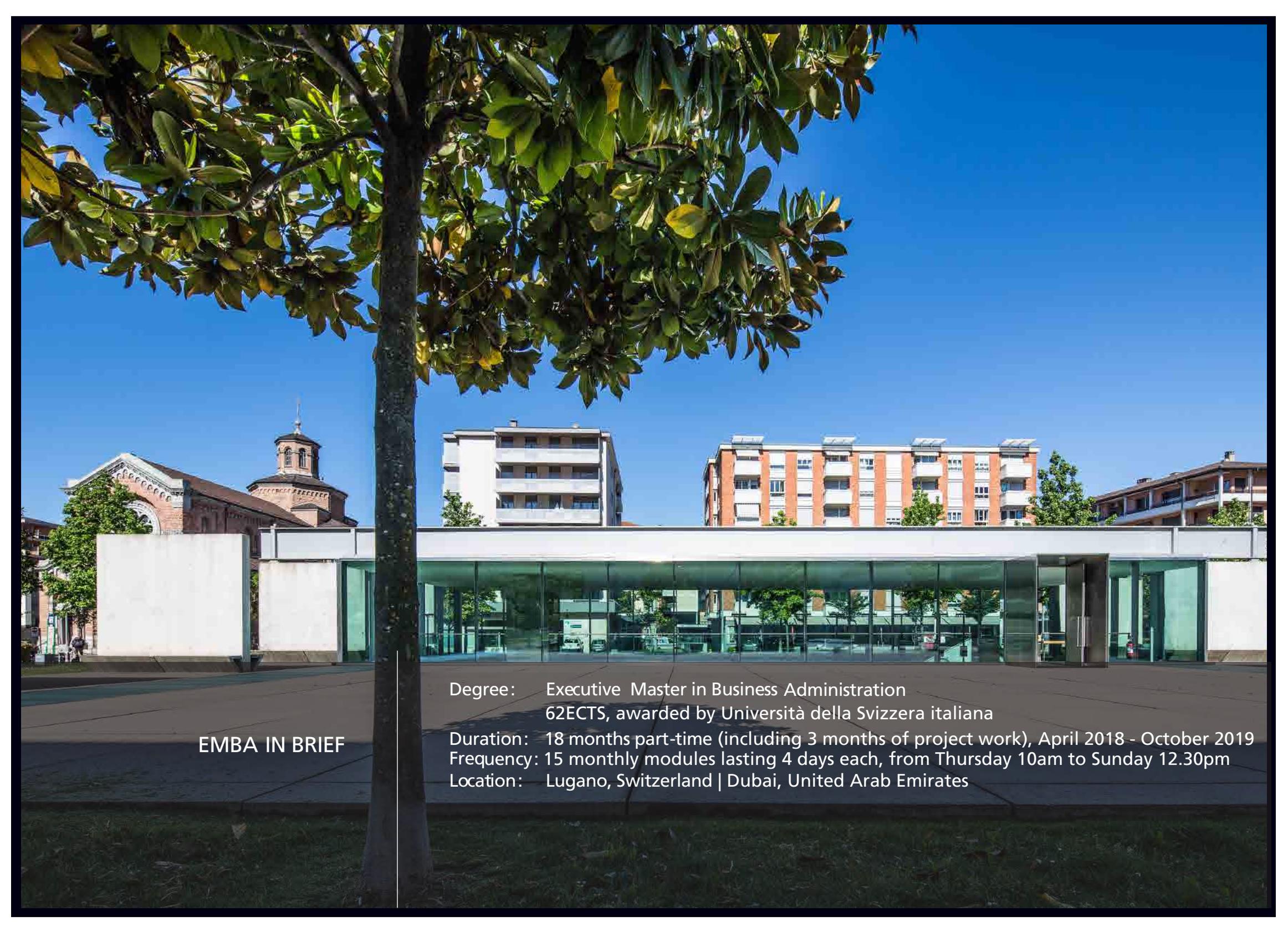
EMBA



Executive MBA

edition 2018 - 2019

Invest in yourself

A photograph of a modern university building with a glass facade and a tree in the foreground. The building has a long, low profile with a prominent glass section. In the background, there are several multi-story buildings, including one with a distinctive dome and a spire. The sky is clear and blue.

EMBA IN BRIEF

Degree: Executive Master in Business Administration
62ECTS, awarded by Università della Svizzera italiana

Duration: 18 months part-time (including 3 months of project work), April 2018 - October 2019

Frequency: 15 monthly modules lasting 4 days each, from Thursday 10am to Sunday 12.30pm

Location: Lugano, Switzerland | Dubai, United Arab Emirates

FROM THE DIRECTOR

Gianluca Colombo

As evidenced by rapid growth of faculty and students in recent years, USI has gained global recognition for its desirable small class sizes and dynamic international environment. Our unparalleled EMBA program is an advanced management degree that embodies the Swiss tradition of excellence. At USI EMBA we pride ourselves in offering a truly individualized experience, accessible to working professionals that wish to advance their career.

At USI, our core faculty comes from internationally renowned business schools and is equipped with both academic and practical experience to help you succeed. Moreover, our professors are enthusiastic to share their global management knowledge and insight with EMBA participants, to exchange experiences with them and to help them build their current skills and explore new possibilities.

While our USI EMBA is in English and offers an international outlook, something all organizations need today, it is anchored in the everyday experience of doing business specifically in Ticino, and more generally in Italy, Switzerland and the rest of Europe. Here in Switzerland, we are privileged to have a mix of national and international organizations in most areas of the economy, as well as being one of the main links between North and South Europe. We invite you to join us in Lugano for this exceptional opportunity for professional development.

The USI EMBA: global in scope, regional in focus

USI EXECUTIVE MBA

The USI EMBA is a modular, advanced master in management degree, taught in English, by an exceptional international faculty at the Università della Svizzera italiana. Classes are held in Lugano every month, for fourteen months and are taught over four consecutive days, beginning on Thursday until the following Sunday. The program has ten core courses, plus one Intercultural Management module abroad in Dubai, four advanced courses and three months project work in the end. The program's flexible format allows managers and executives to complete the courses while working full time. The degree ends with the opportunity for participants to apply their new knowledge and skills: under the guidance of a professor, they carry out a three-month keystone consulting project.

USI EMBA distinctive features:

- distinguished, international faculty with extensive experience: both from leading international business schools and from strategic consulting companies around the world
- personalized learning experience: thanks to the small class size of fifteen to twenty participants, exchanges between participants and faculty are meaningful and tutoring ensures that each individual gains the maximum from the courses
- tailored advanced courses: the class participants will select four courses from a range of possible options
- balance between theory, concepts and applied learning : permanent and guest instructors share their knowledge and guide participants in the practical application of new concepts and competences
- outstanding location: a breathtakingly beautiful setting for inspired learning

VALUE FOR YOU

The USI EMBA is one of the most solid investments you can make for yourself. Our comprehensive curriculum stresses the importance of hard skills and soft skills. We believe that being able to draft a strategic business plan is just as important as knowing how to effectively manage your employees. We will provide you with the practical tools to transform your vision into a tangible reality and the confidence to make important business decisions in an uncertain and rapidly changing environment.

Our multi-disciplinary and international approach will teach you how to go beyond functional skills and acquire general management knowledge. You will be able to test your new skills under the expert guidance of USI's top faculty during the keystone project at the end of the program.

“The EMBA program offers relevant knowledge and skills, valuable connections and most importantly prestigious credentials to accelerate your career.”

Slaven Klarin Smiljanic
CFO at Fiat Chrysler Automobiles, Switzerland

RELEVANT TO YOUR CAREER

All organizations face global challenges and competition today, regardless of their size. Both local enterprises and multinational corporations require leaders who are at ease doing business not only in their own country, but also at an international level. It is essential that you, the company executive, have a deep understanding of the fast changing global environment, how this affects your local industry, and how your organization can best leverage its resources to excel in the face of this challenge. Drawing on real examples from regional, European and international businesses, the USI Executive MBA faculty help prepare you for this role. You will also be able to meet senior managers from local and regional companies as they will be invited to present and discuss current topics with the class. This will allow you to expand your local network.

VALUE FOR YOUR ORGANIZATION

The USI Executive MBA is focused on creating a win-win for both participants and their organizations. By investing in a high-potential employee and allowing him/her to do the USI EMBA, an organization benefits in the short-term from the up-to-date management knowledge and ready-to-apply skills that the participant brings home after each module. In the medium term, the in-company project carried out by the EMBA participant under the supervision of a



faculty expert offers the possibility of a fresh look at current or future projects. For example, a recent student research paper showed how an international organization could have saved 12-14% on distribution costs; the research results were implemented by the organization in question. In addition, in the long-term, the organization benefits from the graduate's energy and drive to secure a solid basis for growth and expansion, his/her enhanced leadership skills, as well as a new network of multi-industry contacts. "Participants gained in all areas of professional development, with the largest improvements in business discipline integration, critical thinking, decision making, global sensitivity, leadership, and team-building", says EMBA Director, Prof. Gianluca Colombo.

The company's support for the candidate's participation in the program is an important element in the final admission decision.

***“The Executive MBA: an eye opening experience
on strenghtening managerial skills”***

Geraldine Becchi

Portfolio Manager at United Nations Volunteers

WHO IS RIGHT FOR THE PROGRAM?

USI EMBA participants are managers, entrepreneurs, business leaders and start-uppers with significant professional experience, gained either locally or internationally, from all types of organizations, companies and institutions. You must hold a bachelor’s degree (in any one of a range of disciplines), be inspired about acquiring knowledge, insight and an understanding relevant to your current and future positions. Our students are motivated by the passion to succeed and desire to improve their professional competences.

While you will all have diverse backgrounds, experiences and knowledge, you will share a willingness to learn and grow from exchanges with other participants and faculty. Enthusiasm to contribute to the improvement of your organization is essential. This combination of diversity and passion ensures that discussions in the classroom and during group work provide new perspectives for all participants.

“Networking is a key to business success”

Diana Battelli

Associate Manager at Julius Bär & Co.

SUSTAINED LEARNING EXPERIENCE

Since the managers and executives in the program continue to work, it is important to balance both professional life and study commitments. The USI EMBA will stimulate you to become more effective in the office and to face new business challenges with fresh perspectives and energy. In parallel, the requirement for on-site presence is limited to 28 working days and 15 weekends over 18 months. An easy-to-use e-learning platform enables you to exchange with faculty and peers and to complete group work and other assignments between modules.

The USI EMBA experience transcends the classroom and offers an ideal time for learning about other professions and cultures. Lunches, class breaks, social events and other activities present informal opportunities for networking with participants and speakers.

In addition, USI EMBA participants, as future USI alumni, have access to an exclusive and extensive international network. For further information about the Alumni Service check our website at: <http://www.alumni.usi.ch/>

TRULY INTERNATIONAL FACULTY

All of our highly experienced and qualified academics have international backgrounds. The USI EMBA faculty members are selected for their excellence in applied research, experience working in the private and public sectors and their teaching roles in executive education programs at top business schools. They are experts in helping executives apply the latest management theory to their work and they take a multidisciplinary approach to their subjects, encouraging participants to do the same. Additional external faculty members from renowned business schools offer a number of advanced courses.



THE EMBA FACULTY INCLUDES:

ERIK LARSEN

Professor of Strategic Management PhD (Copenhagen), M.Sc. Eng (Copenhagen)

Research and teaching interests include strategy, operations and energy. Erik held positions in Copenhagen, Bologna and London before he joined USI. He has taught executive courses and consulted in North and South America, Europe and Africa over the last two decades and won the Credit Suisse teaching award at USI in 2010.



GIANLUCA COLOMBO

Executive MBA Director Professor of Entrepreneurship and Management M.Sc. (Milano)

Research and teaching interests include family business, entrepreneurship and strategy formation. Gianluca held positions in Italy and visiting positions in France and Finland before joining USI. He has extensive consulting experience in a range of industries.



FILIPPO CARLO WEZEL

Professor of Organization and Management PhD (Bologna), M.Sc. (Bologna)

Research interests include organizational theory, inter-firm mobility and corporate demography. Filippo held Faculty positions at the Universities of Tilburg and Groningen (The Netherlands), as well as visiting positions at the Wharton School and Hong Kong, before joining USI. He received the Credit Suisse teaching award in 2008.



KOSTIS CHRISTODOULOU

Visiting Professor of Quantitative Methods. PhD (London Business School), M.Sc. (LSE)

Research and teaching interests include regulation, "big data", and health care. He has taught at Cass Business School, London Business School, and ALBA Graduate Business School in Athens. He is currently finance director at private equity firm Curzon Consulting, and before that worked at McKinsey and Velti.



LOREM IPSUM

GIANLUCA CARNABUCI

Professor of Organization and Management PhD (Amsterdam), M.Sc. (Genova), M.Sc. (Carlo Cattaneo)

Research interests include organizational theory, social network analysis, and innovation. After finishing his degree in Amsterdam he worked at Bocconi University, Milan. He joined USI in 2008.



ERIC NOWAK

Full Professor of Financial Management and Accounting at USI, PhD (St Gallen), M.Sc. (St Gallen) M.Sc. (Bocconi)

Research interest include finance and accounting, corporate finance, corporate governance, and entrepreneurship. Since 2016 he has been the Director of the Master in Financial Technology and Computing (FinTeC).



PAULO GONÇALVES

Director, Humanitarian Logistics and Management Associate Professor of Operations Management PhD (MIT Sloan), M.Sc.(MIT), M.Sc.(USP), B.Sc.(ITA)

Research interests include behavioral operations management, humanitarian operations and system dynamics. Professor Goncalves has held positions at the University of Miami and MIT Sloan School of Management, before joining USI. He has consulted in North and South America



MARCO OTTAVIANI

Professor of Managerial Economics, MBA, SDA Bocconi. PhD. in Economics, (Massachusetts Institute of Technology) Cambridge MA; USA, Laurea cum Laude in Economia Politica (Economics), Università Bocconi

Research interests include rank-order contests, the organization of persuasion, regulating financial advice.

CURRICULUM AND SCHEDULE OVERVIEW

The USI EMBA starts in April 2018 and continues through October 2019. Classes are held in Lugano every month, for fourteen months and are taught over four consecutive days, beginning on Thursday morning at 10:00 and continuing until 12:30 the following Sunday.

The curriculum consists of ten core courses, one Intercultural Management module abroad in Dubai, four advanced courses and a three-month project at the end of the program.

During the core curriculum, two courses (or subjects) will be taught in parallel: one in the morning and the other in the afternoon for four consecutive days, from Thursday through Sunday. Courses will begin in one, 4-day block and continue, one month later, in the next 4-day block. Two blocks make up a module. Between each half of module there will be time to reflect on the learning and work on the assignments for the module's two subjects. The advanced courses will generally be done over just one block, i.e. four days.

You can find on this page an illustration of the process for completing a module, i.e. two courses over two blocks. C1 and C2 represent two core courses.

Before module		PREPARE FOR MODULE			
		Thursday	Friday	Saturday	Sunday
Month 1	8:30-10:00				
	10:00-12:30	C1	C1	C1	C1
	12:30-13:30	Lunch	Lunch	Lunch	
	13:30-15:30	C2	C2	C2	
	15:30-18:00				
Between Modules		COURSEWORK PREPARATION FOR NEXT BLOCK			
		Thursday	Friday	Saturday	Sunday
Month 2	8:30-10:00				
	10:00-12:30	C1	C1	C1	C1
	12:30-13:30	Lunch	Lunch	Lunch	
	13:30-15:30	C2	C2	C2	
	15:30-18:00				
After Module		EXAM FOR C1 AND C2 AND PREPARATION FOR NEXT MODULE			

CORE CURRICULUM

QUANTITATIVE METHODS

Using quantitative tools to analyze business information and to develop a company's strategy is a requirement for business leaders. This course covers an introduction to probability, statistics, optimization, all used in understanding business trends and improving efficiency.

ACCOUNTING

This course provides the necessary information and tools to understand financial accounting requirements and reporting. In addition, it offers an introduction to the useful concepts and frameworks that form the basis of managerial accounting.

MANAGERIAL ECONOMICS

How does the current economic climate affect firms? In this course you will receive new insight on topics ranging from micro- economics to game theory, as well as the role of macro-economics on business environment.

ORGANIZATIONAL BEHAVIOR AND LEADERSHIP

How do individuals, groups and organizations learn? Why do some groups perform well while others don't?

What is leadership and how can you become a leader? These are the types of questions that will be discussed in Organizational Behavior.

MARKETING

Without a market, is there any point in having product? Understanding consumers, competitors and product development is critical to most businesses. Moreover, in today's increasingly global market branding takes on a new dimension. Finally, the course investigates the available channels and new tools used for product promotion.

HUMAN RESOURCES MANAGEMENT

Hiring is critical for most organizations, but how do you get it right? What is performance and how do you evaluate it? How do you create the right incentives for your valued employees? This course looks at all these aspects of managing employees.

FINANCE

It is becoming increasingly important to understand available financial options. This course focuses primarily on corporate finance, i.e. finance that is directly related to the running of a company.

STRATEGY

How can a firm compete effectively within its market? Using conceptual frameworks to better understand the external environment -competition and barriers- as well as internal drivers for a sustainable competitive advantage are the focus of this course.

OPERATIONS MANAGEMENT

How can you develop reliable yet flexible supply chains? Where is the best location for production? How and why would you introduce quality systems in your organization? These are some of the issues dealt with in this course.

ENTREPRENEURSHIP AND INTRAPRENEURSHIP

Creating new enterprises is vital for the economy, and so are the processes inside organizations for developing innovative products and services. In this course the discussion will be focused on creation of new companies as well as ways in which existing organizations can stay or become entrepreneurial again.



UNIVERSITÀ DELLA SVIZZERA ITALIANA (USI)

Università della Svizzera italiana - USI was founded in 1996. A public institution, it is part of the prestigious Swiss University system that includes nine cantonal universities and two Federal Institutes of Technology. USI has the Swiss OAQ accreditation.

Today, USI is comprised of four faculties: Economics, Communication Sciences and Informatics in Lugano, and Architecture in Mendrisio. It has a total student population of over 3000 from more than one hundred countries, and a teaching staff of 650 professors, lecturers and assistants, that is equally diverse. Benefiting from a unique geographic and cultural location – USI acts as a bridge between the South (Lombardy) and the North (the rest of Switzerland across the Alps) – USI is a multilingual and multicultural university with a strong international outlook. It has established partnerships with universities in the USA, Europe and Asia.

Unique to USI are its small classes, direct student-teacher contact, ample classrooms and laboratory space and high-quality facilities. These special characteristics give our university an identity of its own.



ADVANCED COURSES

While the core courses are the cornerstone of the program, the advanced courses, offered towards the end of the 18-month period, give participants the opportunity to take a more in-depth view on selected topics and issues.

The EMBA class will collaboratively choose from a list of possible courses proposed by internal and external professors.

KEYSTONE PROJECT

Once the core-curriculum has been completed, students will finalize their project focus under supervision of a professor. The 3-month capstone project is generally done within the EMBA participant's company. An integral part of the advanced management learning experience, each participant will act as a consultant. Using their new skills and professional experience, the participants will then work on a strategic issue for their company.

PAST EDITIONS ADVANCED COURSES

- Negotiation
- International Business
- Business Analytics (included Risk Management)
- Lean Six Sigma (included Agile Management)
- Project Management
- Managerial Decision Making
- Strategic Communication
- Innovation and Creativity Change Management
- Problem Solving & decision Making at Board Level
- Merger and Acquisition

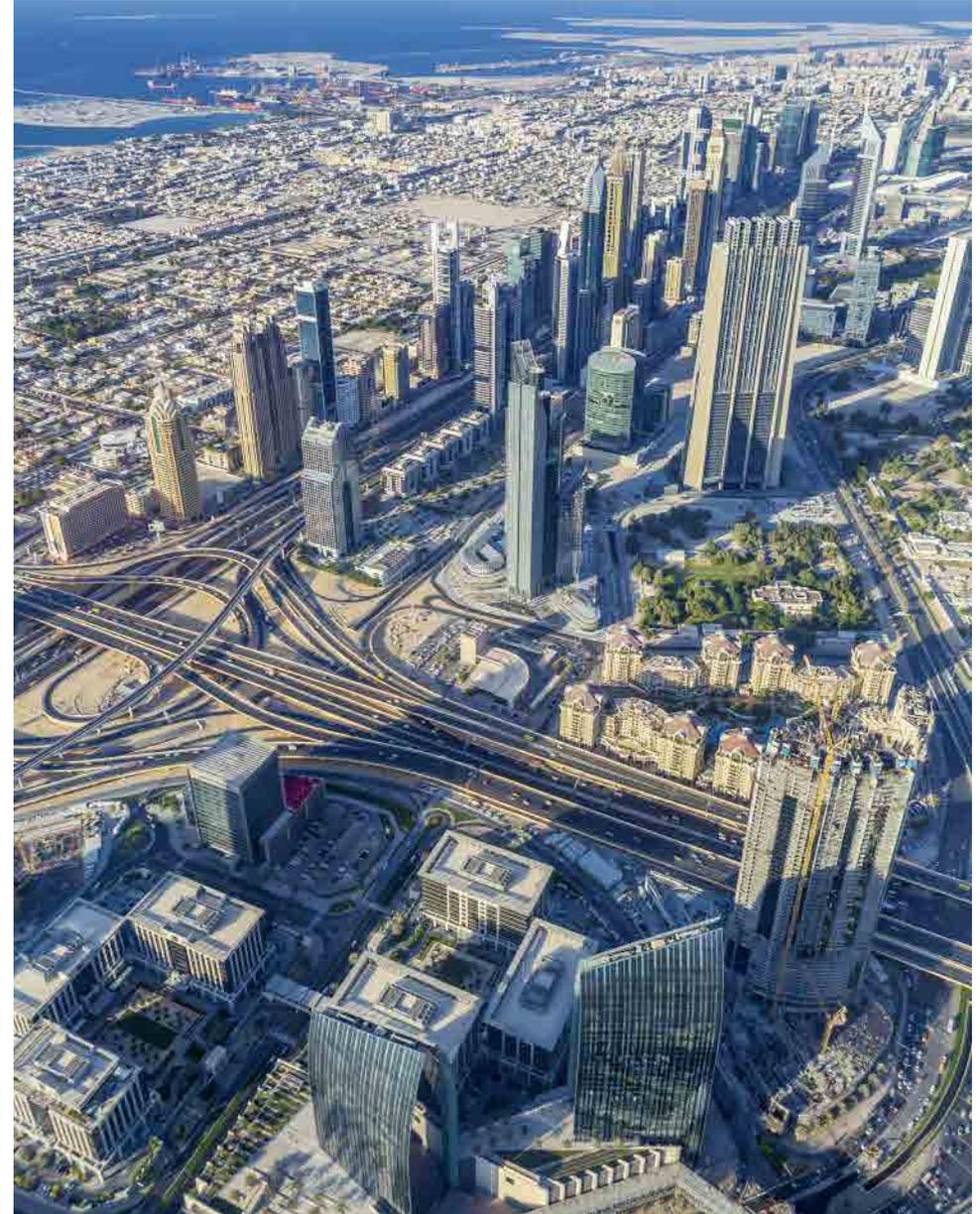
Intercultural Management module abroad in Dubai

THINK GLOBALLY, ACT LOCALLY...

The added benefit of the USI EMBA is an approach that is focused on Swiss excellence while still considering the international environment. In today's rapidly globalising world, it is extremely important for managers to think globally, but to be able to act locally. For this reason, the USI EMBA program provides its students with an enriching international module about Intercultural Management held in Dubai. During the last years of globalisation, management theories have lived a deep evolution: executives cannot ignore this change, and need to embrace the global challenges, transforming them into opportunities.

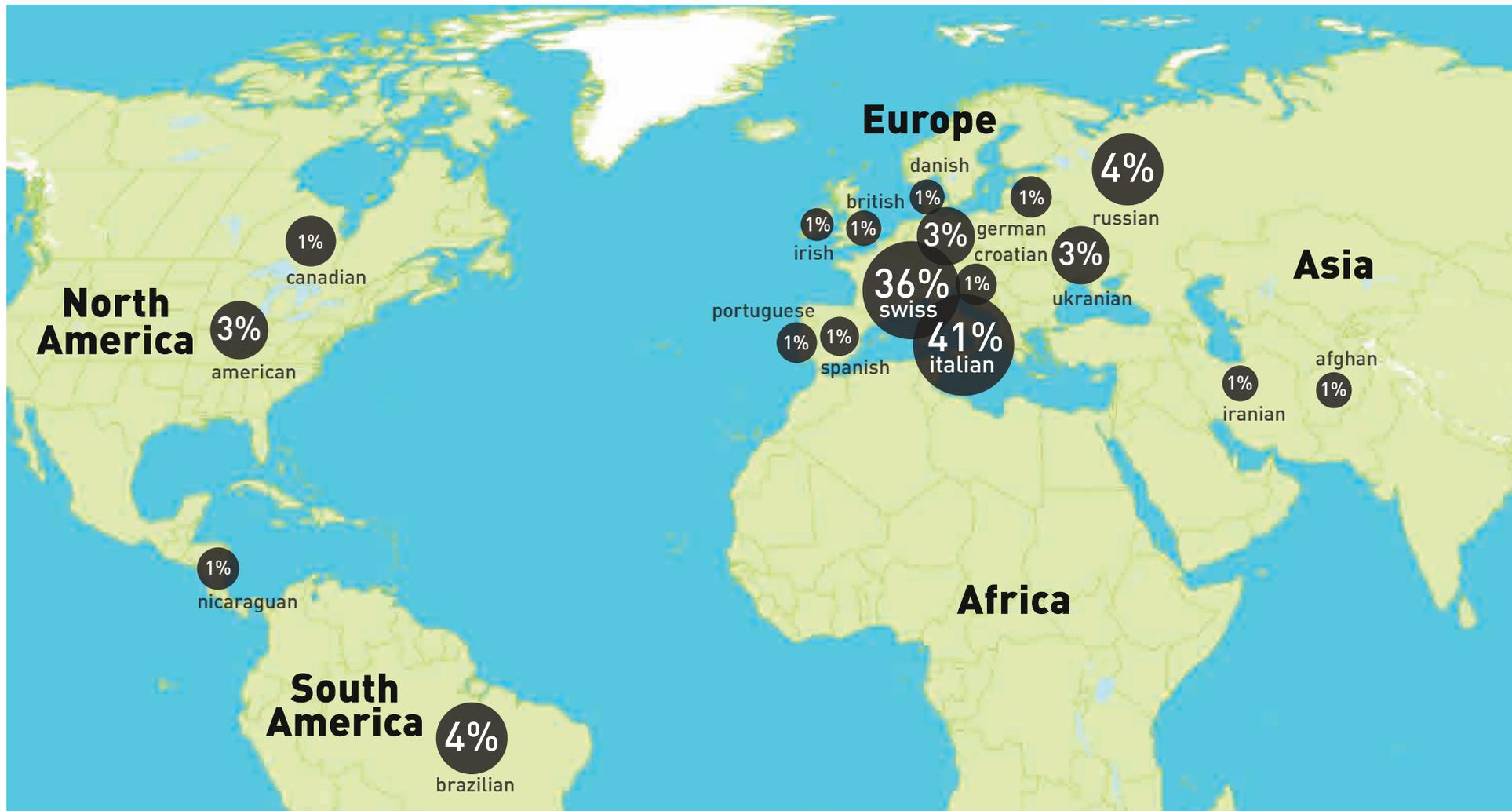
DUBAI: THE CROSSROADS OF OPPORTUNITY

Dubai is one of the fastest growing economies in the world and has a reputation for being a forward-thinking and visionary city. Additionally, it is a global hub for financial services, logistics, tourism, hospitality and trade, and is steadily growing other sectors including healthcare, technology and clean energy. The USI EMBA Dubai excursion is the perfect opportunity for our students to get inspired by the entrepreneurial and innovative spirit of the city.

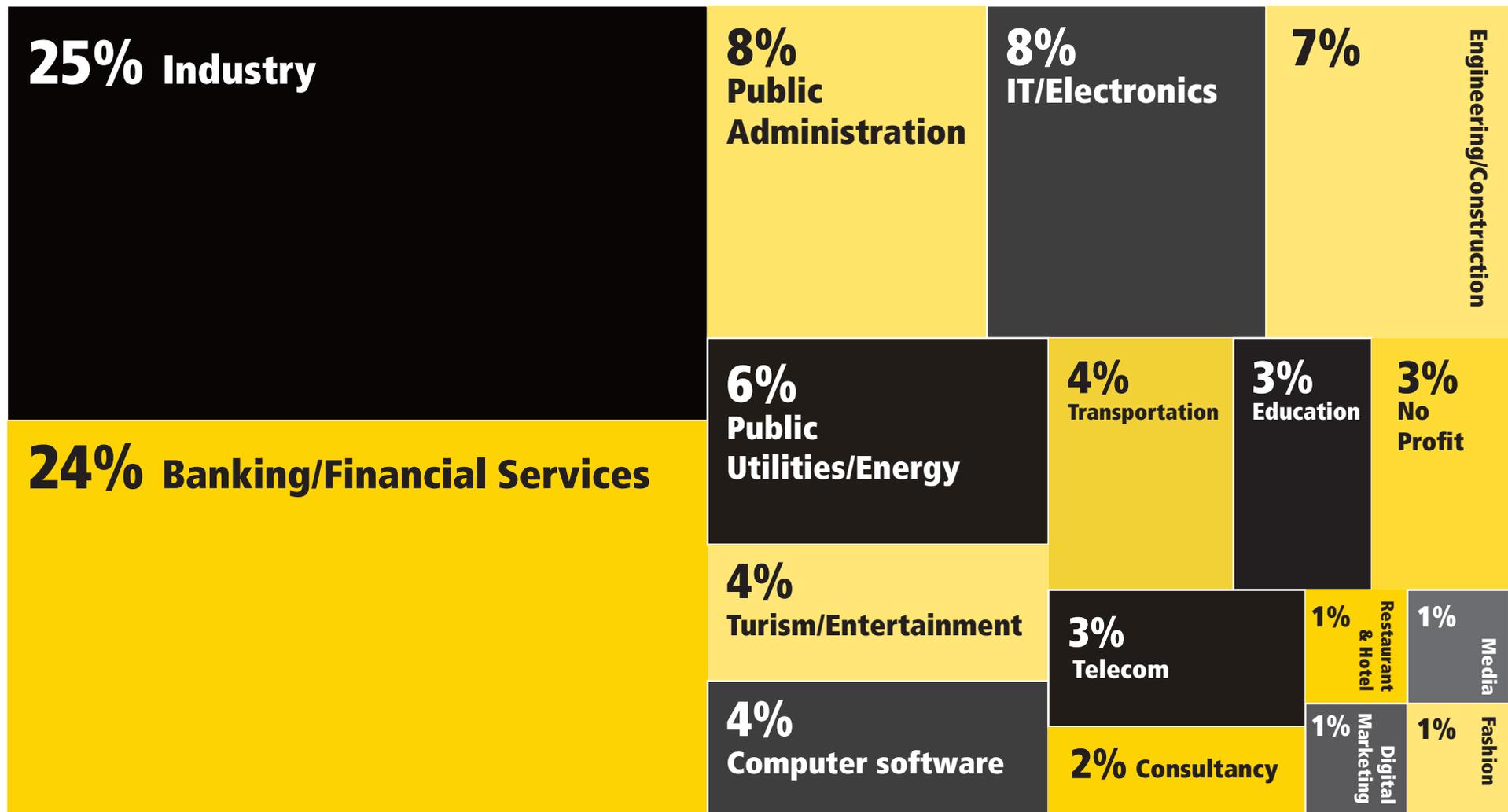


USI EMBA CLASS PROFILE

Where do our students come from?



Where do our students work?



ADMISSION REQUIREMENTS AND FEES

ADMISSION REQUIREMENTS

Candidates need a minimum of four years of full-time work experience; evidence of leadership experience or potential; letters of recommendation and a bachelor's degree in any discipline. In special cases, applications based on professional qualifications may also be considered. Candidates will also be invited for an interview as part of the admission process.

APPLICATION PACKAGE

- The application file should include:
 - Completed application form
 - CV or resume
 - Essay motivating the candidate's decision to do the USI EMBA
 - 2 Letters of recommendation from supervisors or colleagues
 - University (Bachelor) degree transcripts

The application form can be downloaded from www.emba.usi.ch.

DEADLINE

The program operates on a rolling admissions policy. Since class size is limited, candidates are advised to apply as early as possible. **For the course starting in April 2018, the final deadline for submitting applications is February 2018** Candidates meeting the admission criteria will be contacted for an interview within a week of the admission's office receiving the complete application package.

TUITION AND FEES

The cost of the Executive MBA is CHF 45,000. This includes tuition, all program-and project-related fees, course materials, coffee breaks, and program lunches.

For participants requiring accommodation during the modules, the University has preferred rate agreements with some hotels located near the campus.

Tuition fees do not include accommodation, books, travel to-and- from Lugano. Meals not specifically listed above need to be covered by the participant.

The program fee is payable in three installments. The first installment of CHF 2,000 is due immediately after confirmation of admission to the program. The second and third payments of CHF 21,500 are due in May 2018 and May 2019.

Tuition fees do not include accommodation, books, travel to-and-from Lugano, travel and accomodation expenses (module abroad in Dubai).

EARLY BIRD

Students who apply to our program before 30th September 2017 will automatically be eligible for our Early Bird discount of CHF 7.000.

FLEXIBLE PAYMENT PLAN

Self-sponsored students may apply for the option of spreading the payment of their tuition over a period of up to three years at 0% interest.

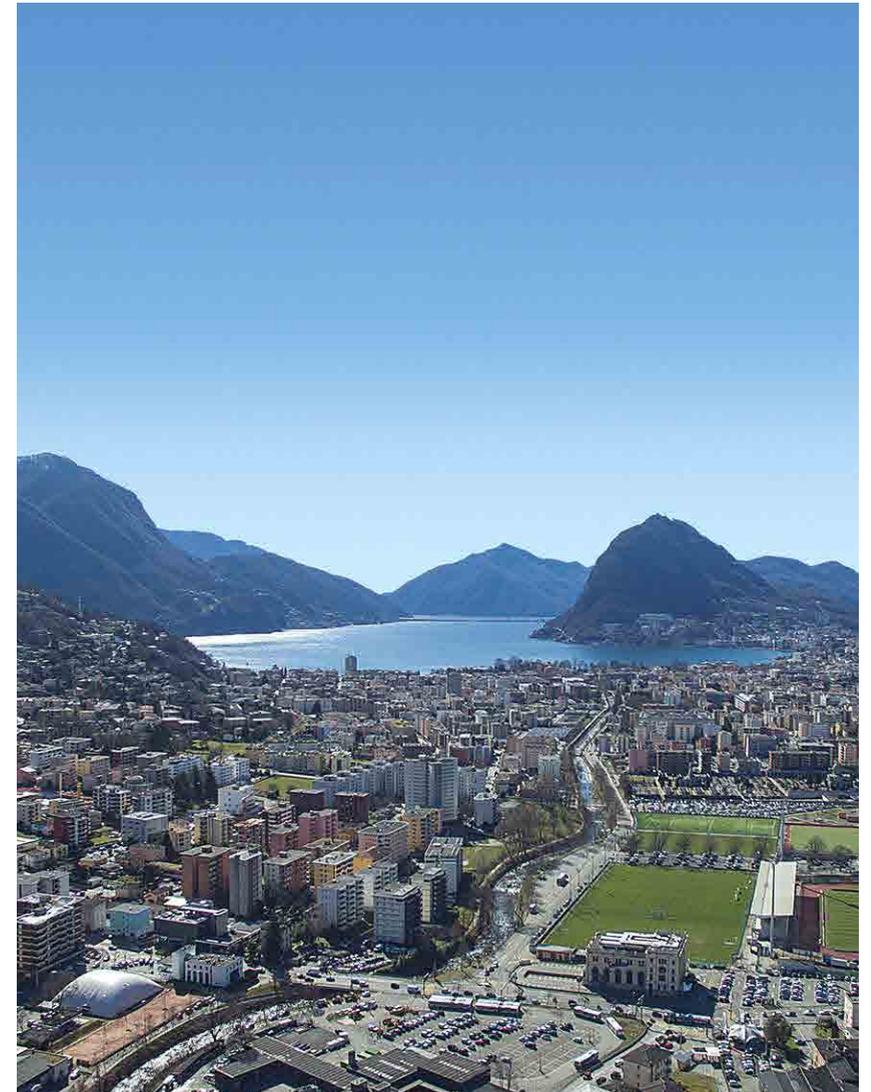
« *Lugano: an ideal location in an international business environment.* »

LOCATION

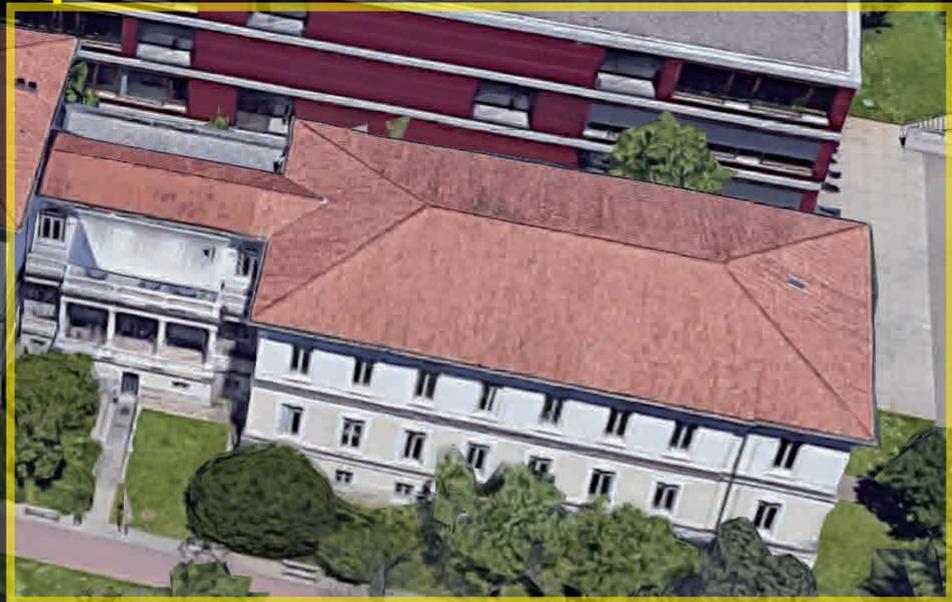
Università della Svizzera italiana is located near the city center of the picturesque and hospitable city of Lugano and is a mere five minutes from the stunningly beautiful Lake of Lugano. The University campus has modern classrooms fitted with WIFI and the latest equipment for teaching, as well as a comprehensive library. The library offers online access to participants on and off-campus.

In keeping with its dynamic nature, the University facilities continue to expand and additional buildings and updates are currently being planned for the Lugano campus.

At the cross-roads of northern and southern Europe, Lugano is easily accessible by train, plane, bus and car from Zurich, Milan, Geneva and many other European and international centers.



**SECOND FLOOR
ON THE LEFT**



CONTACT

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