



# EMBA

Executive Master  
in Business  
Administration

## Scholarship EMBA USI – Sport Management Scholarships - Regulations 2021-2023

### EMBA 10 *Roads to disruption*

In today's world, entrepreneurs and executives must face two new, yet significant, factors that affect political and economic environments, alter social relations and deeply impact businesses, their operations and their processes.

The first one is the **Digital Revolution**. The advent of big data, machine learning, and new technologies require new organizational approaches and competencies.

The second one is **Sustainability**. The need to create and maintain a sustainable society for future generations must be integral part of a successful business strategy.

Each function, in every organizations, must understand their implications and apply the appropriate transformations to obtain a competitive advantage in their markets.

In today's environment, simply closing the managerial skills gap is not enough anymore. In order to prosper in this new reality an innovative and visionary approach is required. It is essential to question the validity of existing models with a pioneering, and not merely adaptive, spirit and develop new paradigms.

Università della Svizzera italiana's Executive Master in Business Administration program embraces this spirit of innovation and is constantly evolving to ensure the highest education standard to the participants.

### Aim

USI wants to offer an opportunity to the "Athletics" to establish and consolidate a network with USI Executive MBA, to promote contacts between graduates, companies, and institutions, to encourage and promote the continuous learning of managers, and offers a "**Sport Management Scholarships**" for attending the EMBA 10 program. For athletes, former athletes, people that work in the sport industry or support a specific sport cause.

### Value

One scholarship is worth CHF 20,000.

### Eligibility and conditions of award

Eligible for the scholarship are employees of public organizations, institutions, companies, agencies that are admitted to EMBA at USI, and make a specific request.

A scholarship is given for each graduate who meets the requirements for the award of the scholarship. Candidates are approved as specified hereunder by a Committee.

The Committee is made up of the current EMBA Director and a USI Member.

The Committee meets every months in 2020 upon request and communicates its decisions directly to the applicants. The Committee's ruling is final and cannot be disputed.

The scholarship is paid by USI in the form of a study subsidy, which is non-refundable.

## **Selection criteria**

To be granted the scholarship candidates need to:

- Be an athlete, former athlete, work in the sport industry or support a specific sport cause
- have been admitted to EMBA10
- not being sponsored by a company, organization or institution to attend the EMBA
- make the application (CV and motivation letter) to [emba@usi.ch](mailto:emba@usi.ch)
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*USI Sports scholarship may not be drawn concurrently with other study grants or bursaries allocated by USI.*