

The logo for aists, featuring the word 'aists' in a white, lowercase, sans-serif font. Above the 'i' and 's' are colorful, abstract shapes in blue, green, and red.

The AISTS MAS in Sport Administration is co-signed by



# AISTS

## MASTER OF ADVANCED STUDIES IN SPORT ADMINISTRATION AND TECHNOLOGY

**Full-time 15-month Master of Advanced Studies**

Lausanne, Switzerland

The No. 1 Ranked programme in Sports Management Worldwide

EdUniversal Ranking 2015 / 2016 / 2017 / 2018



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# CENTRE SPORTIF UNIVERSITAIRE DE DORNOY

*"The unsurpassed view from the new Synathlon building,  
where the AISTS MAS in Sport Administration class will be  
hosted from 2018 onwards."*

# WELCOME

## THE AISTS MASTER OF ADVANCED STUDIES IN SPORT ADMINISTRATION AND TECHNOLOGY



As the sports industry grows increasingly larger and more complex, it requires the skills and acumen of a growing number of experts trained in all aspects of sports management, including human, life, and engineering sciences.

The not-for-profit AISTS was established by the International Olympic Committee and other respected organisations and academic institutions to respond directly to this need.

By focusing its activities on the three pillars of education, applied research, and connections, AISTS routinely produces highly-trained graduates, many of whom have gone on to play leading roles in the world of sport, and offers leading expertise and technical services to a wide range of key players inside and outside the Olympic Movement.

**Thomas Bach**

*President of the International Olympic Committee*

# MESSAGE FROM

## THE EXECUTIVE DIRECTOR, *DR CLAUDE STRICKER*



In addition to balancing the needs of athletes, sponsors, media, and fans, today's sports administrators have a responsibility to use sport to do good in the world. This was recognised by the 6th IOC President Juan Antonio Samaranch, who wanted a centre of expertise in sports to better equip sports administrators. That vision became the AISTS.

Now, more than ever, we need the skills and knowledge of expert professionals to navigate sport's challenges and explore its potential. I invite you to discover what role you can play in its future.

**Dr Claude Stricker**  
*Executive Director of the AISTS*

**“Today, sport is about more than competition and performance. It propels economic development, facilitates social integration, and contributes to the health of our society. It is now a critical area for policy-and decision-makers.”**

# THE AISTS

## THE AISTS MASTER OF ADVANCED STUDIES IN SPORT ADMINISTRATION AND TECHNOLOGY

### YOU DEMAND THE BEST

The MAS in Sport Administration is consistently ranked among the top Sports Management programmes worldwide. Why? It starts with people. We've united some of the top minds in sports to form the backbone of your education: over 100 international experts in Management, Technology, Law, Medicine, and Sociology.

### SO IT'S TIME TO DIG DEEP

Focus on your passion. Immerse yourself completely in a full-time programme worthy of your abilities and ambitions. Alongside peers who are every bit as passionate as you are, you'll build the knowledge and skills to work for the world's sports governing bodies, through practical, real-world learning.

### SEE SPORT FROM EVERY ANGLE

Forget what you think you know about sports administration. Your future employers want versatility and the sharpest industry insights. To be that person, you need the unparalleled breadth and unique multidisciplinary approach of the MAS in Sport Administration. During your time here, you'll learn:

- **Management & Economics**
- **Technology**
- **Law**
- **Sociology**
- **Medicine**
- **Transdisciplinary Studies**  
(e.g. Sport Events, Sustainability, Career Development, Anti-Doping)

### GET ON THE CUTTING EDGE

The sports specialists and world-renowned professors from our partner universities on the **Scientific Committee** ensure that what you learn is exactly what the industry is looking for—today and in the future. Throughout the programme, you'll also have opportunities to meet with them and give valuable direct feedback.

### GET RESOURCES YOU CAN'T FIND ANYWHERE ELSE

Tap into some of the best academic resources in the world. Just minutes away from our campus, you'll find the Olympic Museum and its Olympic Studies Centre, giving you direct access to the official Olympic library. You'll also benefit from our relationship with IMD Business School, one of the best business schools in the world, as well as the libraries of our founding member institutions, the EPFL and the University of Lausanne.

### COUNT ON A PROVEN REPUTATION

We were ranked the number one Sports Management programmes worldwide by EdUniversal in 2015 / 2016 and second in Europe by SportBusiness International in 2015. Our reputation is your reputation—and you can be confident that you're getting a world-class education that's respected on the world stage.

### YOUR HOME

At the start of 2018, the AISTS's new campus located in the Synathlon, was built as the centre for sport education and research in Switzerland.

Along with the AISTS, the Synathlon hosts the International University Sports Federation (FISU), the Institute of Sports Sciences of the University of Lausanne (ISSUL) and ThinkSport, giving you greater connections with the industry. It'll also bring you closer to the International Olympic Committee, the Maison du Sport International - home to over 50 international sports federations and organisations - and also within a stone's throw of the University sport centre.

**THE  
ONLY  
QUESTION  
IS:  
ARE  
YOU  
READY?**



	MINIMUM REQUIREMENTS	COMPETITIVE REQUIREMENTS
<b>EDUCATION</b>	Undergraduate degree with work experience	Post-graduate degree with work experience
<b>WORK EXPERIENCE</b>	At least one year of professional experience, including internships and volunteer experience	Two to three years of professional experience
<b>ENGLISH</b>	TOEFL min. scores: 550 Paper, 213 Computer, 85 Internet <i>(min. 20 for each component)</i> IELTS min. score: 6.5 <i>(with no section under 6.0)</i>	TOEFL: 95 Internet IELTS: 7.5
<b>PARTICIPANT FIT</b>	We're looking for those who are passionate about the business of sport, not just fans—mature potential leaders with an international outlook who are committed to a career in sports administration	

→ **LEARN MORE**  
[www.aists.org/howtoapply](http://www.aists.org/howtoapply)

# CLASS PROFILE

AVERAGE  
AGE



AVERAGE  
YEARS OF  
PROFESSIONAL  
EXPERIENCE



EDUCATION



AVERAGE  
NUMBER OF  
NATIONALITIES  
IN CLASS



# THIS IS ABOUT YOU

## WHAT MAKES A GREAT PARTICIPANT ?

Sport is what drives you. You're ready to make a career change to sport — or step up a level in your existing career. You have a thirst for experience and the knowledge to be a professional who can make an impact. It's your time.

## BRING YOUR EXPERIENCE TO THE TABLE

You don't need specific industry experience to join the AISTS MAS in Sport Administration. Whatever your professional background, your unique perspective will bring vital discussion and ideas to the classroom and beyond. It all starts now.

## GAIN NEW PERSPECTIVES

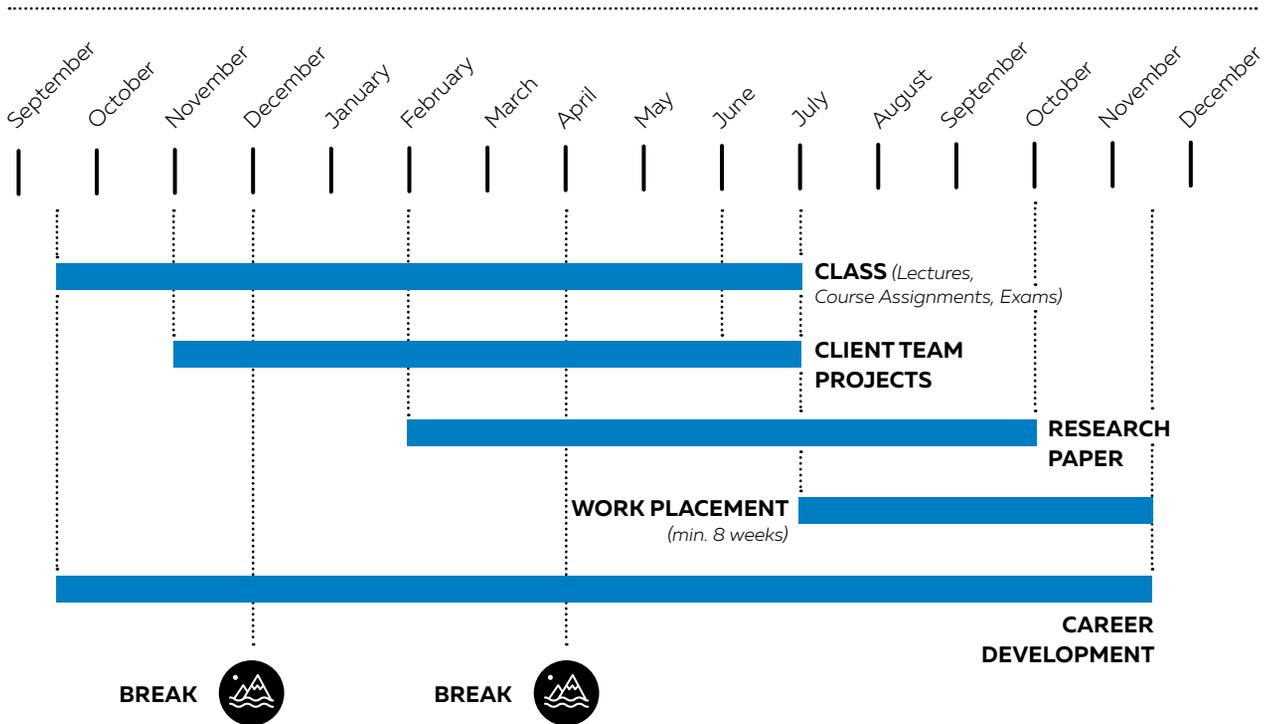
Join future sports administrators from all over the world and every walk of life. Work shoulder-to-shoulder with colleagues whose backgrounds include everything from management, education, journalism, and sports to law, engineering, finance, and marketing. But you all have one thing in common: a love for sport, a bright mind, and an unwavering commitment to sports administration as a career.

# HERE'S HOW IT WORKS

You begin the AISTS MAS in Sport Administration on campus in September. From then until July, you'll experience a full-time schedule of hands-on classes as you engage in real-world assignments and collaborate with your team on a project with an actual industry client.

In parallel, you'll work closely with a supervisor on your own research paper. Your programme concludes with a minimum of eight weeks of work experience, from July to December.

## YOUR JOURNEY



# THE DEGREE

## MASTER OF ADVANCED STUDIES

### YOUR TYPICAL WEEK

Classes are usually held on campus from 9am to 5pm, five days a week. Outside of those hours, you'll be meeting with clients and your colleagues, preparing for exams, working on individual assignments, and doing your own self study.

### CLIENT TEAM PROJECTS

You'll collaborate with a team on a real-life client project, gaining valuable exposure to the current priorities, opportunities, and challenges in sport. Past clients include the International Olympic Committee, International Sports Federations, and many sports-related organisations.

### RESEARCH PAPER

With the support of an academic supervisor, you'll explore a sports-related topic in greater depth as you craft a high-quality research paper. A selection of these papers are edited for publication by the AISTS.

### WORK PLACEMENT

Now it's time to put your newfound knowledge to work. Your placement involves at least eight weeks of full-time work in the industry. Many participants fulfil their placements in Lausanne's thriving sports community, while others have worked as far afield as North America and Asia.

### ECTS CREDITS

Your total work, including classes, projects, research paper and work placement during the AISTS MAS in Sport Administration is equivalent to a total of 90 ECTS credits.



The AISTS MAS in Sport Administration is a Master of Advanced Studies (MAS)—a postgraduate degree focused on meeting the needs of working professionals, considered continuing education or professional development.

A MAS/MBA is the only academic degree awarded in continuing education. However, it does not give access to doctoral research programmes.

### CO-SIGNING UNIVERSITIES

The AISTS MAS in Sport Administration is co-signed by some of the best academic and technology institutes in Switzerland.

- **Ecole Polytechnique Fédérale de Lausanne**  
Times Higher Education No. 1 most international university (2014–2015) and No. 1 university younger than 50 years old
- **University of Lausanne**  
Times Higher Education Rankings Top 150 university in the world
- **University of Geneva**  
Times Higher Education Rankings Top 100 university in the world

# YOUR DIRECT LINK TO THE INDUSTRY

AISTS MAS in Sport Administration lecturers are professors from the best schools in Europe, while industry speakers are directors and project leaders hailing from:

- World sports organisations such as the International Olympic Committee, Fédération Internationale des Sports Universitaires (FISU), and the International Paralympic Committee
- International sport federations such as UEFA, FIS, World Rowing, World Archery, FIVB, UCI, European Athletics and FIFA
- Sports companies such as Nike, the European Broadcast Union (EBU), Lagardère, Infront Sports & Media AG, Nussli, EKS and Omega
- Sport event organisers such as the ASO, Tokyo Organising Committee of the Olympic and Paralympic Games, Baku 2015 European Games, World Rugby 2015, Athletissima and CHI de Genève
- Governmental, intergovernmental and non-governmental organisations such as the World Anti-Doping Agency, Court of Arbitration for Sport, UNICEF, WHO, and Right to Play

→ **WATCH**  
Hear directly from some of our lecturers  
[www.aists.org/lecturers](http://www.aists.org/lecturers)

# YOUR NETWORK STARTS HERE

There's no other place like it. Lausanne is home to a unique concentration of international sports organisations. This gives you unrivalled opportunities to engage the top-level professionals who frequently speak and lecture at the AISTS, and also means a wider variety of team projects and work placement opportunities.

## **SARAH LEWIS**

*Secretary General, International Ski Federation (FIS)*

The International Ski Federation has worked closely with the AISTS since the very beginning of the MAS in Sports Administration and it has certainly been a win-win relationship for both organisations. Participants who undertake the AISTS programme are given an opportunity to learn from experienced and knowledgeable professionals in different areas of the sports movement and industry to benefit from a tailored and rounded programme.

## **ANTONY SCANLON**

*Executive Director, International Golf Federation (IGF)*

It was very helpful for us to have the AISTS MAS in Sport Administration programme close by, as we found in the class that year the person we needed exactly at that moment.

## **FREDI SCHMID**

*Director General, International Skating Union (ISU)*

The AISTS MAS in Sport Administration is unique in that it is the only academy to be a part of the tight circle of international sports federations based in Lausanne. I do not think there is a better way of understanding what we, the federations, want or need. When we decided to start being active in social media, it became clear that we needed to hire someone with a fresh outlook and a good understanding of the current tools available to international sports federations. We found the person we needed at the AISTS.

## THE AISTS **ADVANTAGE**

1

Learn from the top minds in sport

2

Gain hands-on, real-world experience

3

Broaden your horizons with an innovative multidisciplinary programme

4

Join forces with an international group of peers

5

Get close to the action in the Olympic Capital

6

Forge a powerful professional network

# WHO RECRUITS OUR GRADUATES

- Adidas
- Asian Football Confederation
- Badminton Europe
- CAA Eleven
- Centre Mondial du Cyclisme
- Confederation of African Football
- Crankworx Events
- European Athletics
- European Golf Association
- European Professional Club Rugby
- Fédération Internationale de l'Automobile
- FIFA
- FINA
- Infront Sports & Media AG
- International Air Sports Federation
- International Baseball Federation
- International Basketball Federation
- International Boxing Association
- International Equestrian Federation
- International Fencing Federation
- International Gymnastics Federation
- International Hockey Federation
- International Judo Federation
- International Modern Pentathlon Union
- International Motorcycling Federation
- International Olympic Committee
- International Paralympic Committee
- International Sambo Federation
- International Skating Union
- International Ski Federation
- International University Sports Federation
- International Volleyball Federation
- Lagardère
- Nike
- OC Sport
- Organising Committee XII South Asian Games
- Puma
- PyeongChang 2018 Olympic and Paralympic Organising Committee
- Rio 2016 Olympic and Paralympic Organising Committee
- SportAccord Convention
- SportCal
- Sport Singapore
- Swiss Olympic
- Swiss Timing
- The International Football Association Board
- UEFA
- Union Cycliste Internationale
- United States Olympic Committee
- United World Wrestling
- World Baseball Softball Confederation
- World Bowling
- World Rowing

# YOUR CAREER COMES FIRST

In the AISTS MAS in Sport Administration, you get dedicated support for developing a rock-solid career strategy and increasing your chances of finding the perfect job. From your first day, we give you one-on-one guidance toward a clear vision of who you are, what you want to do, and how you can unlock your full career potential.

## **APPROXIMATELY 80% OF ALL AISTS ALUMNI ARE WORKING IN SPORT**

100% of the 2018 class secured work in the industry one month after graduating

## **CAREER PATHS**

Many of our graduates go on to work for international sports federations and governing bodies, as well as the International Olympic Committee and sport-related organisations.

## **TOP AREAS IN WHICH OUR GRADUATES ARE WORKING**

- Anti-Doping
- Athlete and Youth Development
- Bidding and Hosting
- Communications, Social Media, Advocacy, and Public Relations
- Account, Client, and Membership Management
- Governance and Legal Affairs
- Marketing, Partnerships, and Sponsorship
- Project Management
- Protocol and Ceremonies
- Sports Development
- Sustainability, Social Responsibility, and Legacy
- Media and Broadcasting
- Tournament, Competition, and Event Management
- Ticketing and Hospitality
- Venue Infrastructure, Operations, and Technology

# OUR ALUMNI

Movers. Shakers. Influencers. Our alumni network is over 500 strong. These are the women and men helping to define the future of sport.

**RICHARD HEATH, Australia**  
**European Golf Association**  
**Alumni 2005**

The move proved to be a life-changing decision I will never regret. There was a unique mix of sporting know-how and experience from within the student body and an incredibly broad range of topics studied under the direction of industry leaders.

As it turned out, an introduction from one of the AISTS MAS in Sport Administration professors earned me a research project of immediate importance to Europe's entire golfing community. This undertaking, combined with the AISTS MAS in Sport Administration qualification and my previous sporting background and experience, resulted in a successful application for a management role in one of the world's premier golf organisations. More than 10 years down the track, I am now running the organisation as General Secretary.

**MARIO AZEVEDO, Brazil**  
**Strategic Sponsorship Sales Director, International Volleyball Federation**  
**Alumni 2009**

A brand new world was open to me through the AISTS MAS in Sport Administration. The programme allowed me to understand in depth what I love the most – Sports. The AISTS MAS in Sport Administration has a team of fully qualified and experienced teachers. The speakers have a strong background in the sports industry and have been helpful in providing ways for students to connect with many sorts of sports entities.

The great relationship between the AISTS and the International Olympic Committee and the International Federations gives the students a much better chance to have a foot in the door.

**CHANTAL BUCHSER, United States & Switzerland**  
**International Olympic Committee**  
**Alumni 2011**

The AISTS MAS in Sport Administration experience was incredible. I joined a class of students from around the world of varying backgrounds and levels of experience, all passionate and motivated to contribute to the world of sport. Together, we learned from our professors and experts, learned from each other, and had the opportunity to visit with and meet some of the top experts in this field.

I left the programme with a solid foundation of knowledge, which allowed me to jump right in and actively contribute to this dynamic and ever-evolving industry.

# LAUSANNE

## THE OLYMPIC CAPITAL

As the Olympic Capital, Lausanne is alive with innovation and opportunity—and you'll be learning right in its heart.

Breathtaking views of the Alps. A city that's both diverse and modern yet steeped in history. It's no wonder it's home to some of the world's best universities and schools. Lausanne is the fourth-largest city in Switzerland, located in the French-speaking region on the shores of lac Léman.

### **"THE SILICON VALLEY OF SPORT"**

Our hometown is your advantage. What better place than the global hub of sport to launch your career? Your professional network begins here, among more than 50 international federations and sports organisations.

The region also offers world-class sporting events, including Athletissima, a Diamond League athletics meeting, the 5 star Lausanne International Horse Show, FIBA 3x3 World Tour Lausanne, and the Montreux Volley Masters.

### **LIVE THE GOOD LIFE**

#### **World Happiness Report**

Switzerland ranked the happiest country in the world (2015)

#### **The Highest Quality of Life**

Switzerland tops the list by Numbeo (2015)

#### **OECD Better Life Index**

Switzerland ranked number 3 in the world (2015)

As a nation, Switzerland is set to host the Ice Hockey World Championship and Winter Youth Olympic Games in 2020, and the Winter Universiade in 2021



# APPLICATION PROCESS AND SCHOLARSHIPS

## PROGRAMME DATES

September to the following December

## LOCATION

Lausanne, Switzerland

## TUITION FEES

29,000CHF\*

*\*As of publication date.  
Subject to change.*

## APPLICATION DEADLINES:

1 November  
1 February  
1 May

From the close of applications,  
the selection process takes  
5 to 6 weeks.

## ATHLETE SCHOLARSHIP

Competition is in your DNA. We know that when an athlete decides to call it a day, it's actually the start of something special. That's why we created the AISTS Athlete Scholarship: to help current and former professional athletes who have competed at an international level take the next step.

Former recipients of this scholarship include US Open Water Champion Christine Jennings, double Olympian Enee Udo-Obong of Nigeria, who won Gold in the 4x400m relay at Sydney 2000 and Bronze at Athens 2004 and Germany's Olympic windsurfer Toni Wilhelm, who has competed at Athens 2004, London 2012 and Rio 2016.

## FUTURE FEMALE LEADER IN SPORT SCHOLARSHIP

In our ongoing mission to break down barriers and create more opportunities for aspiring female sports administrators, the AISTS has established the annual Future Female Leaders in Sport scholarship.

This half-tuition scholarship is in honour of AISTS alumna June Canavan, and rewards a female applicant who is committed to ethical sport leadership. The scholarship is open to female applicants from all countries.

→ **APPLICATIONS ARE ACCEPTED ONLINE AT**  
[www.aists.org/howtoapply](http://www.aists.org/howtoapply)

→ **FOR DETAILS ON BOTH SCHOLARSHIPS, VISIT**  
[www.aists.org/scholarships](http://www.aists.org/scholarships)

# TAKE THE NEXT STEP

- Spend the day at the AISTS and sit in on classes
- Schedule a Skype call with one of our team members
- Download the Syllabus Summary at [www.aists.org/syllabus](http://www.aists.org/syllabus)
- Connect with an alum
- Meet with one of us in a city near you

→ **CONTACT**

[info@aists.org](mailto:info@aists.org) to get started

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 **AISTSMasteringSport**

AISTS Founders

