

Get on the sharp edge of sports management



EDUCATION

- MSA (master in sports management)
- Open Modules
- Tailored Programmes

APPLIED RESEARCH

- Sports Management & Economics
- Responsible Sport & Sustainability
- Sports Events
- Sports Development & Performance

CONNECTIONS

- Sports Partners
- Academic Partners
- Alumni
- Conferences & Forum

AISTS Founding members



Foreword

Dr. Claude Stricker,
Executive Director

The world of sport is both a unique and fascinating environment driven at its essence by passion and emotions. It is a diverse industry characterised by the need to adopt a multidisciplinary approach and to adapt quickly to change.

As an athlete myself with a long experience working in sports, I know that to remain competitive one must constantly keep an open mind and be ready to continually learn and evolve. One of the most exciting challenges in the global world of sport is to think “globally and act locally” on a daily basis.

We at AISTS thrive to understand the business of sports and contribute to its functioning and development by not only responding to its requirements, but also by anticipating its needs, while all the time keeping the athletes and the sport's ethic in focus.

I invite you to find out about us and see how we can assist you: whether to help you enter the sports world, improve your business, increase your performance or to better connect you in this exciting environment.

Dr. Claude Stricker

About AISTS



AISTS - Académie Internationale des Sciences et Techniques du Sport

In recent times, sport has evolved to be much more than simply about competition and performance. Sport is an accelerator of economic development, helps social integration and contributes to the health of our society.

Furthermore, sport has become a fast-paced and complex multi-sectored industry which relies on the skills of well educated experts, evolves through knowledge and technology, and expands via networks of people and entities.

AISTS, a not-for profit foundation, was founded by the International Olympic Committee and other prestigious organisations and academic institutions to respond to exactly these needs of the industry. **It therefore focuses its activity on three key pillars:**

Education | Applied Research | Connections.

The primary mission of AISTS is to Master Sport by positively contributing to sports management through a multi-disciplinary approach to education and sciences and by remaining at the forefront of the sports industry's development and the Olympic movement.

EDUCATION



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As an academy, AISTS' mission is to provide high quality education and prepare specialists to satisfy the needs and expectations of the sports industry. To do so, AISTS blends scientific knowledge with real world understanding giving participants in AISTS educational programmes the tools to Master Sport.

AISTS MSA

The AISTS MSA (Master of Advanced Studies in Sports Administration and Technology) is a postgraduate programme held over the course of one year targeted at sports minded professionals who aim for a career in sports management. Typically, an AISTS MSA participant is 30 years old and has six years of work experience. Participants in the programme come from all over the world and from various academic and professional backgrounds, but they all share one goal: to play a key role in the future of the sports industry.

For more information on the AISTS MSA or to view the profile of this year's AISTS MSA participants visit www.aists.org/msa or email info@aists.org

Open Modules

Open Modules are those modules of the AISTS MSA curriculum that are available for open enrollment. Participants can apply for module(s) that is/are relevant to their career and interests and may receive credits for the ones they complete.

For more information on Open Modules please visit www.aists.org or email info@aists.org

Tailored Programmes

Every sports organisation, federation, league, club or brand is unique and has special requirements, particularly when it comes to the training and education of its members and employees. To respond to these special needs, AISTS offers tailored educational programmes delivered in-house and adapted to ensure effective learning. These cover a number of areas and disciplines, all tackling current industry topics.

For more information visit aists.org or contact info@aists.org

AISTS offers different types of educational programmes adapted to respond to a variety of needs:

the **AISTS MSA** for people wishing to enter the sports industry

Open Modules for sports managers aiming to take their career further

Tailored Programmes focusing on the specific requirements of federations and other sports organisations.



APPLIED RESEARCH

AISTS' extensive network of scientists from esteemed academic institutions ensures a unique approach to meeting the needs of sports organisations through applied research and the fulfillment of strategic projects and mandates.

Over the years, AISTS has developed multidisciplinary expertise in a number of areas including Sports Management & Economics, Sports Events as well as Sports Development & Performance. In particular in the area of Sustainable Sport, AISTS has worked with other partners to develop the Sustainable Sport & Event Centre (SSET).

AISTS regularly acts as a strategic advisor and manager to various sporting and non-sporting organisations such as the International Olympic Committee, international federations (for example Ski, Tennis, Ice Hockey), national federations, the City of Lausanne and many others.

AISTS has the unique ability to bridge the gap between technology and sport by drawing on the expertise of a world-class institute of technology, the Swiss Federal Institute of Technology based in Lausanne (EPFL), a founding partner and host of AISTS.

- Sports Management & Economics
- Responsible Sport & Sustainability
- Sports Events
- Sports Development & Performance

Please visit www.aists.org
or contact info@aists.org
to find out how you can benefit from AISTS' expertise.



CONNECTIONS

As a renowned centre of excellence for education and research in sport, AISTS naturally acts as a strategic connector in the world of sport by facilitating exchanges between key decision makers.

AISTS nourishes a strong connection with its primary stakeholders and its founding members including the International Olympic Committee and has numerous connections within international federations, sports organisations, marketing agencies etc. AISTS also maintains close connections with its alumni, many of whom can be found working all over the sporting world.

AISTS clearly recognises the importance of connections, particularly in the sports industry where a broad network is crucial. AISTS therefore sees part of its mission as not only bringing together key stakeholders but in particular connecting them with the academic world.

To facilitate its role as a strategic connector, AISTS organises a range of events including conferences, seminars and forums creating interactive discussion platforms and opportunities for exchange. AISTS also responds to individual requests for assistance.

- Sports Partners
- Academic Partners
- Alumni
- Conferences & Forum

For more information on how AISTS
can be your strategic connector
visit www.aists.org
or email: info@aists.org

Lausanne, Olympic Capital

Lausanne represents the heart of the sports industry and is home to the International Olympic Committee, a cluster of more than 40 international sport governing bodies, numerous sports organisations, universities and research centres.

Resting upon the shores of Lake Geneva and surrounded by the towering peaks of the Alps, AISTS' host city is in harmony with nature. Known for sport, culture and education, Lausanne offers the perfect environment for AISTS to fulfil its mission of Mastering Sport.



AISTS founding members:

AISTS was founded in 2000 by the International Olympic Committee (IOC), the Ecole Polytechnique Fédérale de Lausanne (EPFL), IMD Business School, the University of Lausanne, the University of Geneva, the Swiss Graduate School of Public Administration (IDHEAP), the Ecole Hôtelière de Lausanne (EHL), the City of Lausanne and the Canton of Vaud.

The founding members are important stakeholders who play a key role in the activities of AISTS.



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AISTS Founding members

