



AN EXECUTIVE MBA AT PAVIA TO TRAIN THE MANAGERS OF THE FUTURE

Today the Alma Mater Ticinensis Foundation and UBI Banca presented a Master in Business Administration entitled “EMBA Ticinensis”, supported by the University of Pavia. The curriculum is designed to train a selected Group of managers and professionals, already on a career path, to manage change required by the “digital transformation”.

Milan, 13th September 2018 – A Master in Business Administration entitled “EMBA Ticinensis”, sponsored by the University of Pavia, was presented today by the Alma Mater Ticinensis Foundation and UBI Banca. Its objectives are to train professionals to manage economic and social change and to furnish them with tools to operate in rapidly evolving contexts by understanding and anticipating ongoing trends driven by technological innovation.

The curriculum, which involves 25 workshops held over 18 months, is designed for managers and professionals already on a career path who have obtained at least a three-year degree and five years of work experience.

The curriculum will be based above all on subjects linked to the theme of “digital transformation”. New technologies such as blockchain and artificial intelligence, or new forms of relationships such as the circular and sharing economy constitute challenges and opportunities that are growing on a par with the risks associated with failure to develop determined types of expertise.

The lecturers, from both Italian and foreign universities, will be flanked by top multinational managers and outstanding figures in the start-up ecosystem. The courses employ innovative teaching methods with the use of a multichannel collaborative and distance learning technology platform, provided in co-operation with WeSchool. This platform is also able to use some of the functionalities of IBM Watson artificial intelligence. In order to improve the learning process for students and relations with lecturers, IBM’s AI will increase the customisation of individual experiences with interactions in natural language. The programme includes direct experience in companies both in Italy and abroad.

Thanks to UBI Banca, scholarships will be granted to the most deserving students which will allow them to also gain experience abroad.

“The Alma Mater Ticinensis Foundation and the University of Pavia supporting it are working together with UBI Banca on this groundbreaking initiative”, said **Fabio Rugge, President of the Alma Mater Ticinensis Foundation and Rector of the University of Pavia**. “It is not just another Executive MBA, but a new-generation Executive MBA. New contents are coming into play: not business administration, but the production of its change. New teaching methods are used, where “flipped classes” intensify the learning experience and adapt it to all the technology needed to make it effective. This is thanks to UBI Banca and its management who saw the innovation in this product and supported it. The University of Pavia is proud of this partnership”.



“Banks today”, explained **Victor Massiah**, Chief Executive Officer at **UBI Banca**, “are seeking professional skills that go beyond the strict field of lending and they are also competing with major technology companies both for new university graduates and for experts with experience. That is why in recent years UBI Banca has entered into partnerships with universities and business schools in order to come into contact with and recruit the human resources it needs as early as possible. We are investing in new professional roles with the aim of taking advantage of innovation right from the outset in the most dynamic environments, developing it and managing it flexibly. It is a vision that we share with Executive MBA Ticinensis and that is why we have decided to support this training course that we believe to be excellent”.

The deadline for applications for admission to the course is 14th October 2018, while lectures for students will start on 16th November 2018.

The following members of the Advisory Board of EMBA Ticinensis also spoke during the course of the presentation: **Fabio Benasso**, Chairman and Managing Director at Accenture ICEG/Italia, **David Casalini**, CEO at Startupitalia!, **Alessandro La Volpe**, Vice President at IBM Italia, **Elvio Sonnino**, Senior Deputy General Manager and Chief Operating Officer at UBI Banca and **Tiziano Tassi**, CEO at Caffèina.

Click here for this press release, photos of the event and the research: <https://www.embaticinensis.eu/cs1309/>

Click here for further information on the course: <https://www.embaticinensis.eu/>

Click here for further information on the site: <http://www.palazzovistarino.it/>

Contacts:

UBI Banca Media Relations

02 77814213 - 4938 - 4936 - 4139
media.relations@ubibanca.it

Alma Mater Ticinensis Foundation Press office:

Grazia Bruttocao
grazia.bruttocao@unipv.it
Palazzo Vistarino, via sant'Ennodio 24 - Pavia
cell. 320 6131351
www.almamaterticinensis.eu

Organisation secretariat:

Enrica Bonatesta
enrica.bonatesta@embaticinensis.eu
+39 0382 986965

Hashtag: #embaticinensis



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