Executive CAS

Strategies & Innovations
Financial Decision Making
Leadership & HR Management
Project Excellence
Digital Excellence
Innovation Management & Intrapreneurship
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The iimt as the leading Swiss competence center in Management in Technology lives critical thinking, intellectual and passionate creativity to foster your career.

Your time at the iimt will be a rich experience in terms of personal and professional growth. We are looking forward to welcoming you at the iimt - a world of opportunities.

Prof. Dr. Stephanie Teufel

Lifelong Learning
The key to success

Executive Master of Business Administration (EMBA)
Management in Technology

Executive Diploma
Management Excellence
Executive Diploma
Digital Leadership

Executive CAS
Strategies & Innovations
Executive CAS
Financial Decision Making
Executive CAS
Leadership & HR Management
Executive CAS
Project Excellence
Executive CAS
Digital Excellence
Executive CAS
Innovation Management & Intrapreneurship

Specialised Courses
Specialised Courses
Specialised Courses
Specialised Courses
Specialised Courses
Specialised Courses
Specialised Courses
Specialised Courses

Successfully completed course modules will be credited towards your future course of studies such as for an Executive CAS, Executive Diploma or Executive MBA programme.
The iimt Experience
The international institute of management in technology (iimt) is part of the University of Fribourg and a Swiss Competence Center for Management in Technology for more than 20 years.

The iimt offers executive training programmes for leaders in technology-driven sectors.

Supported by its partners and promoters, and with its active participation in leading organisations, the iimt provides quality training on an international level. Its programmes combine the most recent theoretical management concepts with practical understanding of international management of technology, giving insights into widely different cultures and attitudes while enabling conditions in other markets to be understood and evaluated.

Objectives & Commitment
The iimt’s commitment is to prepare participants for high-level management careers in an increasingly global and digital environment. The iimt Executive CAS Programmes blend the experience and expertise of an innovative teaching team in developing participants’ leadership qualities in both national and international business.

From the experience and expertise of an innovative faculty from Universities and industry worldwide, participants in the Executive CAS Programmes gain the analytical, functional and interpersonal skills necessary for success in an increasingly complex, global business and management environment. Close collaboration and networking is moreover permanently encouraged throughout all our executive programmes.
Flexibility
The modular structure of the iimt Executive CAS Programmes offers a high rate of flexibility.
- Start your study programme anytime you want.
- Choose the length of time you need for your studies.
- Design your study schedules from full-time to part-time study.

A unique learning experience
Interactive teaching methods combine theoretical know-how and practical approaches.
- A healthy mix of theoretical knowledge and practical cases are applied.
- Business games are used in order to solve managerial challenges.
- Case studies, group works and current issues will be discussed and treated.

Networking
Your network of colleagues and friends will be enriched and enlarged.
- Meet key-players from technology-driven sectors.
- Build up an international network of colleagues.
- Benefit from a strong iimt alumni network.

Quality
Highest quality of the iimt Executive CAS Programmes is our promise.
- Course contents are technology-related and contain up-to-date issues.
- We take care of your needs and your personal development.
- The quality of the courses is warranted through the accreditation by the AAQ & SUC.

Internationality
A global environment is part of your training programme.
- Course contents are focussed on international issues.
- Participants and lecturers are international.
- Exchange programmes in Cambridge (UK) and Shanghai (China) are available (for participants of the Executive MBA programme).
The iimt Executive CAS Programmes are designed as a series of 7 modules. Each module lasts 2 days, and the Programme can be started several times a year and completed part-time or full-time.

For the Executive CAS at least two years professional experience is necessary. Participants should have a degree from a recognised University or University of Applied Sciences. The Executive CAS requires passing all 7 modules, as well as the acceptance of the final project.

Assemble your Executive CAS Programme to your personal needs and requests. Should you wish to change some modules, do not hesitate to get in touch with us.

By completing the Executive CAS, students receive 22.5 ECTS-credits and the internationally recognised Executive CAS of the University of Fribourg.

By combining 4 different Executive CAS Programmes (28 modules in total), an Executive MBA degree may be obtained. For more details, please get in touch with us.

### Executive CAS Strategies & Innovations for outstanding performance

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<th>Strategic Management 1</th>
<th>Strategic Management 2</th>
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<td>Managing Innovation</td>
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<td>Product Management</td>
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<tr>
<td>Communication*</td>
<td>Business Ethics*</td>
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* Communication and Business Ethics are elective modules. Candidates are free to choose which module they wish to attend.

### Executive CAS Financial Decision Making in a changing business

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<tr>
<th>Foundations of Finance</th>
<th>Current Topics in Finance</th>
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<td>Basics of Accounting</td>
<td>Management Control Systems</td>
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<td>Monte Carlo Simulation</td>
<td>Fin Tech &amp; Risk Management</td>
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<tr>
<td>Digital (R)evolution*</td>
<td>Cyber Security*</td>
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* Digital (R)evolution and Cyber Security are elective modules. Candidates are free to choose which module they wish to attend.

Combine 4 Executive CAS Programmes and get your Executive
Executive CAS Leadership & HR Management
in a changing world

- Managing yourself & others
- Transformation & beyond
- Communication*

- HR Development
- Implementing Information Systems
- Business Ethics*

- Strategic Leadership
- Managing Technochange

* Communication and Business Ethics are elective modules. Candidates are free to choose which module they wish to attend.

Executive CAS Project Excellence
in a competitive environment

- Project Management 1
- Quality & Productivity
- Big Data Analysis*

- Project Management 2
- Competition
- Selected Legal Issues*

- Operational Excellence
- Competitiveness

* Big Data Analysis and Selected Legal Issues are elective modules. Candidates are free to choose which module they wish to attend.

Executive CAS Digital Excellence
in a digital environment

- Digital (R)evolution
- Implementing Information Systems
- Managing Technochange

- Cyber Security
- Project Management 1

- Big Data Analysis
- Project Management 2

Executive CAS Innovation Management & Intrapreneurship
in a digital business environment

- Strategic Management 1
- Design Thinking*
- Facilitator*
- Basics of Accounting*

- Strategic Management 2
- Lean StartUp*

- Managing Innovation
- Customer Insights*
- Marketing Essentials*

* Digital (R)evolution, Marketing Essentials and Basics of Accounting are elective modules. Candidates are free to select one of these modules in order to complete the CAS programme.
° These modules are offered in German in cooperation with INNOArchitects.
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<th>Skills for your daily challenges</th>
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**Strategic Management 1**  
- Introduction to the concept of strategy  
- The tools of strategic analysis, market based and resource based  
- The nature and sources of competitive advantages

**Strategic Management 2**  
- Achieving a competitive advantage in different industry contexts  
- Core capabilities and sustainability (in technology based industries)  
- Corporate strategy aspects

**Managing Innovation**  
- Industry dynamics of technological innovations  
- Formulating and implementing a technological innovation strategy

**Service Marketing**  
- Service dominant logic of marketing and service design  
- Service blueprint and service ecosystems  
- Service processes and service operations management  
- Rapid prototyping of digital services  
- Product-service transformation in industry  
- Smart services and service business models in Industry 4.0

**Marketing Essentials**  
- Introduction to marketing and Markets  
- Marketing research: Desk and Field Research  
- Marketing objectives  
- Marketing strategies

**Product Management**  
- Finding and developing new product and service ideas  
- Defining customer profile and value proposition  
- User-Led-Innovation, integration of user and co-creation  
- Iterative process to get a valid concept including prototyping  
- Smart-up Lean Canvas

**Project Management 1**  
- Magic project triangle in practice and theory  
- PMI methodology (PMBOK®) / IPMA / Agile & Global PM  
- Project organisation, people, and management  
- Programme & Portfolio management

**Project Management 2**  
- Project Planning steps  
- Project risk management  
- Digital Project Management  
- Practical sessions and hands on training

**Operational Excellence**  
- Process management  
- Strategic and operative process management  
- A practical insight in process oriented reorganisations

**Quality & Productivity**  
- Quality concepts, models and tools  
- Excellence programmes in the industry  
- Leading excellence

**Competition**  
- Economic tools of competition policy  
- Competitive effects of firms’ behaviours, mergers and acquisitions  
- Competitive challenges in network industries  
- Analyse and understand recent and on-going competition cases

**Competitiveness**  
- Firms’ strategies for creating value and creating shared value  
- The role of clusters to enhance competitiveness  
- Quality of a business location  
- Main challenges and opportunities of smart cities  
- Productive environment of successful locations

**Transformation & beyond**  
- Behaviour Change  
- Agile organisations  
- Diversity  
- Holocracy  
- Artificial Intelligence  
- Augmented reality

**Selected Legal Issues**  
- Mergers and acquisitions  
- Intellectual property  
- Compliance  
- Cyber Security
Real-life cases, practical approaches, group works and lively discussions are integral part of all our courses and study programmes. For more details about the course content, please visit www.iimt.ch.
# Facts & Figures

## The iimt success story

**680** Future managers visited Specialised Courses at the iimt

**385** Graduates successfully completed their Executive MBA, Diploma, CAS Programme

**235** Graduates guarantee the iimt Alumni’s Network’s sustainable development

## An international environment & network

**13** iimt team members make your stay at the iimt an unforgettable and comfortable one

**28** Student’s and lecturer’s nationalities are represented in our course rooms

**10** Subject Area Coordinators from around the world are responsible for an up-to-date course content

**70** Outstanding lecturers from leading Universities, business schools, industry, and government are active at the iimt

## A strong link to industry partners

**212** Companies have put their trust in us and our Executive Programmes

**21** Industry partners cooperate closely with the iimt
Examinations & Final Project
Each completed module is followed by a written or an oral examination. Executive CAS students are additionally required to write a final project in one of the iimt subject areas.

Language of Instruction
English is the language of instruction and examination at the iimt (except for the three indicated modules). The final project may be written in English, French, Italian, or German.

Course Location
All courses are given at the iimt in Fribourg, except for three modules in cooperation with INNOArchitects.

Conditions for Admission & Application
Candidates require a degree from a University or University of Applied Sciences, at least 2 years of professional experience and a management position (or may be admitted “sur dossier”).

Course Fees

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<th>Course</th>
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Fees include course materials, case studies, and examinations but do not cover transport, accommodation or food. The course fees may be paid in instalments (additional charges apply). For further details, please contact the iimt.

The application form can be obtained from the iimt or downloaded from the iimt’s website (www.iimt.ch).
iimt
A world of opportunities