Executive Diploma
Management Excellence
Digital Leadership
Swiss Competence Center
The iimt Experience
Objectives & Commitment

Your Advantages
Flexibility
A unique learning experience
Networking
Quality
Internationality

Executive Diploma
The Executive Diploma Management Excellence
The Executive Diploma Digital Leadership

Course Content

The iimt Faculty

General Information
Examinations & Final Project
Language of Instruction
Course Location
Conditions for Admission & Application
Course Fees
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

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 Diploma 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 Diploma 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 Diploma Programmes offer 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 Diploma 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).

Your Advantages
Executive Diploma Management Excellence

### Global Business Management

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### Digital Mindset

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### Finance & Accounting

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### Leadership & Human Resources

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The iimt Executive Diploma Programmes are designed as a series of 20 modules. Each module lasts 2 days, and the Programmes can be started several times a year and completed part-time or full-time.

The Executive Diploma Programmes require passing all 20 modules, as well as the acceptance of the diploma project. By completing the Executive Diploma, students receive 60 ECTS-credits and the internationally recognised Executive Diploma of the University of Fribourg.

### Executive Diploma Digital Leadership

#### Global Business Management

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<td>Big Data Analysis</td>
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<td>Strategic Leadership</td>
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# Global Business Management

## 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

## 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
- Holocacy
- Artificial Intelligence
- Augmented reality

## Selected Legal Issues
- Mergers and acquisitions
- Intellectual property
- Compliance
- Cyber Security

## Managing Innovation
- Industry dynamics of technological innovations
- Formulating and implementing a technological innovation strategy
## Digital Mindset

### Digital (R)evolution
- Defintion, Reasons and Impacts
- Digital Megatrends from Digitalization 1.0 to 2.0 / Connection: from social media up to IoT and services
- Intelligence: big data and artificial intelligence
- New Technologies: Blockchain, 3D, Printing, virtual reality etc.

### Cyber Security
- Information security governance
  - Policies, standards and best practice
  - Risk analysis and management
  - Information security culture
  - Economics of information security
  - Privacy

### Implementing Information Systems
- The role of IT: its importance for corporate strategy
- Fundamentals of information management
- IT-governance, IS-controlling and risk management

### Managing Technochange
- Implementing information system in organisations
- Effecting organisational change
- International IT implementation
- IT-service management

### Big Data Analysis
- Data warehouse architecture
- Customer data warehouse
- Knowledge discovery process
- Data mining techniques

### Finance & Accounting

#### Foundations of Finance
- Financial Markets and Digitalization
- Valuation of Stocks and Bonds
- Asset Management and Robo Advising
- Cost of Capital
- Capital Budgeting

#### Current Topics in Finance
- Financial Planning
- Issuing Debt and Equity
- Corporate Valuation (including Valuation of Tech Companies)
- Capital Structure
- Multinational Financial Management

#### Managerial Accounting 1
- Introduction to management accounting and CVP-analysis
- Measuring relevant costs & revenues for decision making/pricing decisions
- Cost assignment and ABC

#### Managerial Accounting 2
- Divisional financial performance measures
- Budgeting and management control centers
- Standard costing and variance analysis

### Leadership & Human Resources

#### Managing yourself & others
- Assessing ones personality
- Motivating employees
- Managing teams effectively
- Culture and diversity

#### Human Resources Development
- Attracting employees
- Selecting employees
- Developing employees
- Performance managing employees
- Rewarding employees

#### Communication
- Reputation management
- Crisis management: role play with media interaction
- Corporate identity, image and reputational management
- Creating and managing the reputational platform

#### Business Ethics
- The role of business in society
- Ethical and unethical decision making
- Managing organisational integrity
- Managing organisational ethics

#### Strategic Leadership
- Leading strategically
- Personal leadership styles
- Strategy stories and goal setting
- 360° feedback
- Negotiating successfully

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 Diploma students are additionally required to write a final project in one of the iimt subject areas.

Language
English is the language of instruction and examination at the iimt. The final project may be written in English, French, Italian, or German.

Course Location
All courses are given at the iimt in Fribourg.

Conditions for Admission & Application
Candidates require a degree from a University or University of Applied Sciences, at least 3 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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<th>Modules</th>
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<tr>
<td>Executive Diploma Management Excellence</td>
<td>CHF 28,000</td>
<td>20</td>
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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

international institute of management in technology (iimt) - University of Fribourg
Bd de Pérolles 90 - 1700 Fribourg - www.iimt.ch