Executive MBA
Management in Technology
Swiss Competence Center
The iimt Experience
Objectives & Commitment

Executive MBA
The Executive MBA Program Structure

Your Advantages
Flexibility
A unique learning experience
Networking
Quality
Internationality

Skills for your daily challenges

Facts & Figures

Practical 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

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
Specialised Courses

Executive CAS
Financial Decision Making
Specialised Courses

Executive CAS
Leadership & HR Management
Specialised Courses

Executive CAS
Project Excellence
Specialised Courses

Executive CAS
Digital Excellence
Specialised Courses

Executive CAS
Innovation Management & Intrapreneurship
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 MBA Programme 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 MBA Programme 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 MBA programme 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 MBA Programme 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.
The iimt Executive CAS programme was the perfect choice for me in regard of the excellent reputation of the iimt and the University of Fribourg. This CAS has brought me more than I expected. It has enlarged my network in various fields by having authentic and valuable exchanges with the classmates, the lecturers and the professors. Beside this, the courses were always a perfect balance of theory and practical work. At the end of each course, concrete take-aways and conclusions from our own work context were drawn and enabled me to identify and apply improvements in my work area. It has all started by a need and a thirst for new knowledge and at the end it was an enriching and fascinating journey.

Mathias Büschi - Executive CAS

iimt meant for me having a great learning experience based on lively classroom and group discussions, where the fun-factor was included as well. Then it meant business, because the networking on a high quality level brought me lasting relationships, on which I can count. So, these three years where very good value for the invested money and time providing me with memories and knowhow directly re-usable in my daily business life.

Adrian Kramer - Executive MBA

The iimt has impressed me by the choice of its lecturers. Most of them are amongst the best known and experienced specialists in their domain. Participating at this programme has been an intensive learning experience, but as well a very interesting opportunity to expand my network of contacts. Moreover, the iimt offers a very flexible course organisation, which allowed me to adapt - whenever necessary - my participation at the different modules with my professional and private agendas.

Frédéric Mauron - Executive MBA
The iimt Executive MBA is designed as a series of 30 modules. Each module lasts 2 days, and the Programme can be started several times a year and completed part-time or full-time. The Executive MBA requires passing all 30 modules, as well as the acceptance of the master project. By completing the Executive MBA, students receive 90 ECTS-credits and the internationally recognised Executive Master of Business Administration of the University of Fribourg.

Global Business Management

- Strategic Management 1
- Marketing Essentials
- Project Management 1
- Operational Excellence
- Competition
- Transformation & beyond
- Strategic Management 2
- Service Marketing
- Project Management 2
- Quality & Productivity
- Competitiveness
- Selected Legal Issues

Digital Mindset

- Digital (R)evolution
- Implementing Information Systems
- Cyber Security
- Managing Technochange
- Big Data Analysis
- Managing Innovation
- Product Management

Finance & Accounting

- Foundations in Finance
- Basics of Accounting
- Current Topics in Finance
- Management Control Systems
- Fin Tech & Risk Management
- Monte Carlo Simulation
- Managing yourself & others
- HR Development
- Strategic Leadership
- Communication
- Business Ethics
# 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

## 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
- Holocarcy
- Artificial Intelligence
- Augmented reality

## Selected Legal Issues
- Mergers and acquisitions
- Intellectual property
- Compliance
- Cyber Security
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<td>• Negotiating successfully</td>
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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

22 years of excellence

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

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

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

accredited by

10
Examinations & Final Project
Each completed module is followed by a written or an oral examination. Executive MBA 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. Participants have the opportunity to take courses in Cambridge (UK) or Shanghai (China).

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

| Executive MBA Management in Technology | CHF 42,000 | 30 modules |

| 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).