10 years of directorship
Interview with the director

What was the reason for the foundation of the iimt?
The main reason was the prior liberalisation of the telecommunication market. PTT (Swisscom and “die Post”) had technically well-trained employees who wanted to acquire knowledge in economics. And therefore the idea of a corporation was initiated. The aim was to provide an academic training and not in-house courses. PTT and the University of Fribourg signed an agreement in 1995, as the first joint-venture between the industrial sector and science.

How was iimt established?
Swisscom interacted as a founding partner with financial support. Soon the iimt moved into their premises in the city centre of Fribourg (Tivoli). Prof. Dr. R. Grünig and Dr. J. Imbach built-up the institute and the Executive Programmes in the first years. At the beginning the courses were held in German and French, and took place in hotels or at the agricultural school of Fribourg. Later on the courses were held at the eif Fribourg. Soon the Institute was positioned and other partners joined the iimt.

What have been the most significant changes throughout the previous 10 years?
• The transition of telecommunication into ICT.
• The foundation of the iimt-chair and research assistants in the year 2000
• The accreditation by the OAQ.
• The improvement of flexibility (starting time and length of study)
• The growing network of partners and sponsors
• The improvement of the quality and the content of the courses
• The development of Utility Management.
• The enlargement of the lecturers from the academic and industrial world

What makes the difference between the iimt and other institutions?
The modularised structure at the iimt is based on the flexibility and focused on the ICT and Utility sector. Noteworthy is furthermore the individual care of students and the network of people.

What is the motivation of a manager to join the iimt?
For most of the students the main reason for following courses is a career enhancement.
Many students with a technical background would like to acquire new knowledge and managerial skills. Networking turns out to be a very important aspect. The network of graduates, lecturers, students and partners is continually growing which allows an exchange of know-how and new ideas.

What is the motivation for companies to support their employees?
A key success factor for companies is the human capital. Motivation therefore is to train staff members in order to get a business advantage. Companies want to keep good people and must offer them perspectives for their future. In return motivated employees lead to an optimal human resources development.

What are the iimt’s key success factors?
Various lecturers from the ICT and the Utility sector provide up to date course content. The quality of the iimt Executive Programmes is constantly conserved. Furthermore the modular structure, which is different from other institutions, allows a high grade of flexibility. A young and dynamic team of staff members complete the iimt success.

What are your wishes for the future of the iimt?
Our wish is to fulfil our mission to offer high-level education and to conduct research in ICT and Utility Management. Another wish is the continuous growth and the constant improvement of the quality. Concerning the increasingly global environment, our wish is to fulfil needs of the industry as well as the customer needs.

Collaboration with Shanghai

East China University of Science and Technology is a state key university of the People’s Republic of China, and one which is regarded as the cradle of Chinese chemical engineers. East China University of Science and Technology, originally named East China Institute of Chemical Technology, was founded in 1952. It was the first single-subject institute in China, consolidated by the chemistry departments of National Chiao Tung University, Université d’Aurora, Utopia University, Soochow University and Yangtze University. ECUST has three campuses now, one in Xuhui District, one in Fengxian District and one in Jinshan District. As one of Shanghai’s Garden Units, the university has beautiful campuses, occupying an area of more than 1.767 million square meters in total with elegant environment and greenery sceneries. Prof. Dr. Stephanie Teufel went to Shanghai at the end of June to sign the contract between the iimt and ECUST. Furthermore, the exchange contains an educational session, company visits and a cultural programme. These courses can be accredited to the EMBA.
Collaboration with Cambridge

Following an invitation from Cambridge Judge Business School, our Head of Marketing Kirstin Stadelmann and Head of Executive Programmes Barbara Jenni travelled to Cambridge at the beginning of July 2010. On the first day of their stay they took part at a conference about Learning & Development (L&D) and talent management at Clare College. The morning session was led by Cambridge Judge Business School fellows Dr. Philip Stiles and Dr. Jonathan Trevor and focused on the latest scientific findings in L&D and talent management. This part also contained group work, where the participants from industry and the scientific world could exchange experiences. In the afternoon a panel discussion with renowned speaker, such as Dame Sandra Dawson, Deputy Vice-Chancellor of the University of Cambridge and Lord Richard Wilson of Dinton, former Head of the Home Civil Service of the British Government. The closing event was a keynote lecture with Ian Davis, Senior Partner at McKinsey. The next day the iimt delegates had the chance to visit Cambridge Judge Business School and different sites of the University of Cambridge, such as the Pitt Building, where the open programmes of Cambridge Executive Education take place. During a meeting with Cathy Butler, Director of Corporate Relations, and Allison Wheeler-Héau, Director of the Open Programmes, first experiences from the iimt Exchange Programme with the Cambridge Judge Business School could be shared. In résumé both parties are very happy with the programme and so are the iimt students who already accomplished several courses in Cambridge. Therefore further steps shall be undertaken to strengthen this cooperation in the future and allow more students of the iimt Executive MBA to join the Executive Education at Cambridge Judge Business School.

iimt Exchange programme with Cambridge Judge Business School:
Students enrolled for an EMBA at the iimt may take up to three courses within the open programmes of Cambridge Judge Business School, which will be accredited to their studies at the University of Fribourg. In addition students can take more courses at Cambridge and obtain the General Management Certificate if they successfully pass five courses in total. With the receipt of the General Management Certificate students also get access to the Alumni Network of Cambridge Judge Business School.

For further information, please contact: barbara.jenni@unifr.ch
Collaboration with Axpo

The liberalisation of the Swiss energy market has brought challenges for both sides – the employees and employers. Employees are facing new changes and need professional knowledge to face daily business. But how can one acquire this knowledge? And who can transmit it in a competent way? The Swiss Educational landscape is more miscellaneous and many-sided than ever. The aim of the collaboration between the iimt and Axpo is to offer customer oriented and competent further education in Utility Management. Especially in the growing field of further education, specific and future-oriented planning is essential. Therefore the students gain the analytical, functional and interpersonal skills combined with flexible course structures. Axpo as well as the iimt attach great importance to a professional, consolidated education and training programme. Axpo, a leading energy company in Switzerland, offers within the Axpo Energy Academy, the training programme called “Open Electricity Market”. The iimt offers a variety of courses: from Specialised Courses up to a complete Executive MBA in Utility Management. With this collaboration, employees from all levels can benefit from the wide spectrum of the educational offers. The focus lies with the exchange of know-how, expert lecturers and the mutual support for training programmes. Motivated people get the chance to continuously be provided with new – on a high level educational – knowledge.

Collaboration with IBM

IBM Switzerland and the iimt became research partners. With the project SWING (SWiss INnovation potential @ e-Government), the two companies want to promote the development and availability of eServices in the Swiss government. A central aspect of SWING is to enhance the communication between businesses, governments and communities on the basis of eCollaboration and eParticipation. The partners have set a goal to develop a new concept of how information technology can be used for a better cooperation and communication between authorities and their customers (citizens and businesses). As Prof. Dr. Stephanie Teufel, Director of the iimt says: “Based on this concept, we want to demonstrate how information technology can improve innovation, efficiency, productivity and transparency”. Dr. Hans-Rudolph Sprenger, Executive Director of the Public Sector at IBM Switzerland adds: “eParticipation and eCollaboration have the potential to promote mutual understanding, to improve transparency and sustainability, and to create added value for the population and the administrative facilities.” The project lasts three years and both partners will exchange further knowledge and know-how concerning Social Software and eGovernment.

For further information, please contact: stephanie.teufel@unifr.ch
Powertage
1\textsuperscript{st}-3\textsuperscript{rd} of June 2010

From the 1\textsuperscript{st} until 3\textsuperscript{rd} June 2010, members of the Utility world met during the “Powertage” in Zurich. The Powertage are organised in a two years rhythm and are a successful mixture of different forums where hot topics are discussed with top speakers as well as an exposition with presentations of new products and innovations. Specifically in liberalised markets, challenges for companies and their co-workers lie ahead. The Powertage afforded the opportunity to get in contact with specialists and experts in this field and to share opinions. During the exposition, the iimt presented its Executive Programmes which are specialised in Utility Technology.

asut Seminar
10\textsuperscript{th} of June 2010

The Swiss Telecommunication Summit, took place on the 10\textsuperscript{th} June 2010 in Bern, was an important event for the ICT industry. Once again, the number of participants increased and the “Arena” was fully booked. This years motto of the event was “Think Global – Act Local”. ICT-experts, managers, politicians and many more enjoyed the attractive programme. But more important was the comfortable atmosphere and the opportunity to network. During the breaks the participants had the possibility to argue about the lectures and to pass the time in the several lounges and expositions. In addition, some exhibitors arranged competitions, where the participants could gain attractive prizes. The Swiss Telecommunication Summit offered a good promotion possibility for the different companies. The iimt also promoted its Executive Programmes, acquired new students and partners and met actual and former students, all active in the ICT-world.

CTI-Plenum
19\textsuperscript{th} of May 2010

The 19\textsuperscript{th} of May, the CTI-Plenum 2010 (The innovation promotion agency) took place at the iimt. Approximately 80 people joined the event in Fribourg. First, Dr. Ingrid Kissling-Näf presented the past and upcoming highlights. Subsequently Dr. Ursula Renold, Director of the Federal Office for Professional Education and Technology (OPET), Walter Steinlin, new president of the Computer Telephony Integration (CTI) and Spyrodon Arvanitis from the KOF (economic cycle institute) Zurich acted as speakers. During the event, Walter Steinlin, who is president of the iimt institute council, was elected as president of the CTI. We wish Mr. Steinlin all the best in his new function and we were pleased to host all CTI participants at the iimt.

Our contest at the asut seminar

How many lecturers have taught at the iimt in 2009?

Your tip: \\

Our winner of the contest

Daniel Bucheli, CTO
ITP Solutions, Berne
On the 19th of June, the Social Event 2010 took place. Like every summer, the iimt was happy to bring students, lecturers, members of the iimt alumni network, subject area coordinators, council members, partners and iimt-staff as well as their families together. A total of 80 participants (47 adults and 53 children) were registered, to test the new chocolate theme park in Broc in Fribourg. The participants were divided into four groups: English, French and two German groups. Each group had a leader. The tour through the world of cocoa started in the world of “South America”, where you can find the origin of the cocoa bean by the Aztecs. For the Aztecs, the cocoa bean was considered payment. For 100 cocoa beans you got one rabbit. After the conquest of the Aztec empire, the Spaniards brought the cacao in 1519 by ship to Europe. First, the cocoa was used as a medicine since the drink had reputed healing powers. In European aristocracy, for example, the French court under Louis XIV it quickly developed into a fashionable drink and many leaders wanted to emulate him. In the middle class the chocolate drink could not prevail against the cafe, since cocoa is the symbol of the “ancient regimes “- that is a symbol of inaction and flavours. During a trip to Italy in 1819 François-Louis Cailler discovered a new blend of cocoa beans and sugar rolled: The chocolate. He brought it to Switzerland. Back in Switzerland François-Louis Cailler want to make the cocoa and the chocolate cheaper. He founded the first chocolate factory in Switzerland. The groups were able to see the old factory with the treadmill for chocolate and after a detour into the old archives Cailler you could finally indulge in the tasting pleasure. After visiting and eating the delicacies, the team moved to the Apéro. Some took the car, the other ones walked through the rain to the “hôtel de ville”. The children drew pictures and played with each other, the adults “networked” and filled out the “iimt-Cailler-contest”.

Sébastien Piller, EMBA student at the iimt
He won a city trip for two!

Pictures of the Social Event 2010 can be found on our homepage: www.iimt.ch
Martina Neuhaus-Achermann

Martina Neuhaus-Achermann is working as an Accountant (50%) at the iimt, taking over Patrick Mettraux’s activities.

Growing up in Brünisried, Martina visited the Collège de Gambach in Fribourg. She gained her first working experiences at Swisscom where her interest in software development began to grow. Looking for a new challenge, she later switched her job and started working at the Mobiliar in Berne. After 14 years of working experience Martina took a break. During this time she took care of her children. A few years later she wished to work again and found a job at the Spitex-Senseoberland, with responsibilities in Human Resources, Accounting, Administration and partial Business Management. Since 2008 Martina is working as a Quality Manager (50%) at the HFR hospital in Fribourg. At the same time she started a continuing education and is now graduating as System Quality Manager. In her free time Martina enjoys skiing, likes to play tennis and to spend time with her family.

For further information, please contact: martina.neuhaus-achermann@unifr.ch

Dominic Feichtner

Dominic Feichtner is working as a trainee at the iimt beginning on the 15th April 2010. Growing up near Munich, Bavaria (Germany), Dominic studied business management at the Kufstein University of Applied Sciences in Austria. His core areas during his studies were entrepreneurial behaviour and marketing of small and medium-sized enterprises (SMEs). To gather international experience he studied one semester at the MIRBIS Business School in Moscow with a focus on business with and in Russia. This programme helped him to get an overview and a better understanding about the economical importance of international relations and the Russian market behaviour itself. Additionally he did internships in Germany with an auditing company, a medical engineering firm and an international delicatessen grocery whereas the scope of this internship was to work on his bachelor’s thesis. In 2009 he finished his bachelor degree with a bachelor’s thesis about customer relationship management (CRM) for SMEs. This paper was used to set up a new CRM System at the international delicatessen grocery he worked for. Since spring term he is following the master track “Master of Arts in Management” at the University of Fribourg with a major on strategic and marketing topics. For his work at the iimt he is looking forward to enlarge his knowledge about project management.

For further information, please contact: dominic.feichtner@unifr.ch
Information Sessions 2010
Do you want to find out about the iimt EMBA Programmes?

Take the opportunity to attend one of the upcoming iimt information sessions. During these events we are going to present the iimt and its variety of programme offers in ICT and Utility Management. Furthermore, the information sessions offer the opportunity to discuss individual issues.

Module 1: 13th - 15th September 2010
Module 2: 20th - 22nd September 2010
Module 3: 27th - 29th September 2010

ICT Management / Utility Management
Information Management & Decision Support

Information Sessions

Do you want to find out about the iimt EMBA Programmes?

Take the opportunity to attend one of the upcoming iimt information sessions. During these events we are going to present the iimt and its variety of programme offers in ICT and Utility Management. Furthermore, the information sessions offer the opportunity to discuss individual issues.

Module 1: 16th - 18th September 2010
Module 2: 23rd - 25th September 2010
Module 3: 30th September - 2nd October 2010

Information Management & Decision Support

Practical information for our students

On our homepage you can find information about hotels, restaurants, your Campus Card or how to reach the University of Fribourg by train and car.

more details at: www.iimt.ch

Next Courses

ICT Management / Utility Management
Module 1: 13th - 15th September 2010
Module 2: 20th - 22nd September 2010
Module 3: 27th - 29th September 2010

Information Management & Decision Support
Module 1: 16th - 18th September 2010
Module 2: 23rd - 25th September 2010
Module 3: 30th September - 2nd October 2010

Upcoming Event

Leaders Lunch 2010
Date: 5th of November 2010
Place: nuithonie Fribourg
Start time: 11:30 a.m.

more information will be given in the next eSignal

We wish you a beautiful summer!

Editor

Editor-in-Chief
Prof. Dr. Stephanie Teufel, Director
The iimt eSignal is put together by staff, faculty and participants.
Your comments and reactions are welcome!

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