Challenges of Corporate Communication

A thought of Prof. Dr. Stephanie Teufel, Director of the iimt

To stay up-to-date these days, it’s not enough to simply present the newest trends. Progress is also manifested in successful corporate communication. The external performance will be long-planned and well thought out. To fulfill these demands, the iimt will face the project “Challenges of Corporate Communication“.

Therefore the main question is, if the corporate communication augments the quality of a company or not. CC is the cut surface between an organisation and its publics - and quite important to spark the interest of the public concerning the company. The iimt is permanently trying to fulfil this request. Among other things the iimt, relies on the newsletter to inform its target audience strategically. To prepare the profile of the company, a corporate branding is important. That means the iimt lets the people know what is behind its company. The corporate culture can not be separated from the CC.

To realise this challenge of corporate communication, the iimt will present itself next year in a new look. The corporate identity as well as the corporate design will be refreshed. To optimise the structure of the company the internal organisational manual will also be renewed.

For this reason the theme “Challenges of Corporate Communication” will also be the motto of our iimt Leaders Lunch 2010. This event will bring together our stakeholders, clients and donors - to maintain a suitable platform to generate leads and build and share interesting ideas.

“If you don’t go forward, you go backwards.”
(Rudolf von Bennigsen-Foerder)
Executive Programmes

CAS
Certificate of Advanced Studies

CAS new course in ICT and Utility Management

Today’s continuing education must be adapted to the needs of employers and employees as well. Flexibility has not only established itself in the workplace to a basic requirement but including providers of continuing education courses and has to respond to individual changes.

The choice of a development is strongly influenced by the amount of time. For many people, the biggest difficulty of the professional and personal challenges with a development has to be combined. This is also the biggest obstacles for companies to do without the presence of staff during the training and continuing education phase. For this reason, the greatest possible flexibility in the length of study and the study design is essential. A good programme of study and a successful coordination of professional and social goals is a further guarantee.

The international institute of management in technology (iimt) of the University of Fribourg (Switzerland) offers part-time training opportunities in ICT (information and communication technology) and energy management. The courses include not only the Executive MBA and Executive Diploma, but also open and company-specific training courses. From 2011, the range is completed by a Certificate of Advanced Studies (CAS).

Reasons for the introduction of a CAS at the iimt
The aim of the iimt course is to provide people with the basic principles of business administration, or refresh existing knowledge of participants.

Target audience
The CAS course is aimed at people who in the ICT (information and communication technology) or utility (energy, water, gas sector) are active. In addition to people who are interested in the above industries or career changers in these industries.

Admission criteria
For the study of CAS in ICT Management or Utility Management to be authorised, applicants should have a work experience of two years in ICT or Utility as well as one of the following statements:

a) Bachelor / Master or equivalent degree from a university or institute of technology
b) Bachelor / Master or equivalent degree from a University of Applied Sciences
c) Exceptionally, candidates may be admitted by examination of their documents, which have many years of practical experience.

For a CAS course two years work experience is required. Upon completion of the CAS course, the required three years of professional experience for further study and approval are secured to an Executive Diploma or Executive MBA.

For further information, please contact: barbara.jenni@unifr.ch
Exchange Programme for iimt Alumni

Thanks to the collaboration between the iimt and the Cambridge Judge Business School, members of the iimt Alumni network have the unique possibility to participate at the Cambridge Advances Leadership Programme (ALP).

The Cambridge Advanced Leadership Programme is an opportunity for executives to take stock and to assess themselves, away from the daily demands of senior management. The ALP will bring together a select group of international senior executives and managing directors who will spend three weeks in Cambridge, based at Downing College, discussing and debating leadership challenges with leading faculties from across the University of Cambridge; all acknowledged experts in their fields. Uniquely placed to take a multidisciplinary approach to the complex issues of leadership and the global environment in which organisations operate, this Cambridge programme will stretch participants’ thinking and equip them to address the challenges that face them.

This programme will be of interest to:

- Managing directors and heads of business units with at least two years’ experience in this position and P&L responsibility. Candidates can be working within small, medium and large organisations in the public or private sector. Senior executives from the non-profit sector would also be most welcome.
- Heads of corporate functions - contributors to the strategy of the organisation.
- Individuals who have made a difference - you may be entrepreneurs, academics or individual contributors. You should be outstanding in your area and bring a different viewpoint to the group.

Major themes of the course are:
- Preparing for the global upturn
- Creating value for stakeholders
- Innovation and change
- Impact and implementation

Over this three-week period, these themes are explored through a number of core sessions that address specific issues related to them.

For the 14th November – 3rd December 2010 programme, through our partnership with Cambridge Executive Education at the University of Cambridge, they are able to offer an exceptional discount of 50% off the published programme fees to iimt alumni. A preferential rate of 10% off the published programme fees on this ALP will apply for the June 2011 programmes and beyond.

More information available on www.iimt.ch
Leaders Lunch 2010
5th of November

We are very happy to invite you to this year’s exclusive iimt Leaders Lunch. Save the date and become part of a unique happening full of interesting discussions and amazing people in a great atmosphere.

The programme starts at 11:30 am with our annual Award Ceremony where our graduate students will receive their degrees and become “the leaders of tomorrow”.

After a fabulous networking lunch it’s time to enjoy an exciting panel discussion around the topic “Challenges of Corporate Communication in a Competitive Market” with top speakers from the ICT and Utility industry:

- Prof. Dr. Louis Bosshart (Moderator)
- Matthias Graf (CCO Ringer AG, former CCO Google)
- Barbara Josef (PR Manager Microsoft)
- Susanne Ruoff (CEO BT Switzerland)
- Philippe Virdis (CEO groupe e)
- Laurent Widmer (CCO groupe e)

Best Paper Award
Award Ceremony

Nominees:

Cocco, Tino
Canaux de distribution de radiodiffusion terrestre en Suisse. Simulation par la méthode des options réelles de prise de décision «make-or-buy»

Engel, Ronny
Klassifizierungsmethoden im Anwendungsbereich der Geldwäscherei

Gygax, Sébastien
Development of an OEM Product Marketing and Sales Strategy

Oualibouch, Said
Internationalization strategy for E-Postal Service: A Framework for assessing internationalization partners

Rothärmel, Stefan
Google’s Android: A Disruptive Innovation?

Styger, Thomas
Economic Value of Disloyal Customers - A Qualitative Analysis

We are looking forward to see you on November, 5th 2010 in Fribourg!

For further information, please contact: jeannine.maget@unifr.ch
New staff member
Thomas Dubler

Thomas joined the iimt 1st of September 2010 as Course Coordinator taking over Tamara von Allmen's activities. He will be responsible for the coordination and organisation of the iimt's executive courses.

Growing up in Ins, he moved to Berne at the age of 18. In 1999 he completed his education as a cook. At the beginning of 2000, Thomas went to the Army where he did some further education with responsibility in accounting. Actually he has the service grad capitan and is based at a helicopter air transportation unit. In 2005, Thomas began his studies at the hotel management school in Thun and graduated with the diploma as Hôtelier-Restaurateur Hf in 2007. Between 2007 and 2009 he worked in the Novotel Zürich City West, first as an F&B Assistant, later as an F&B Manager. Last summer, he moved to Ascona (Ticino) and worked at the Hotel Giardino - one of the best “five star” houses in Switzerland - as a purchasing manager.

Equipped with a comprehensive knowledge administration, he is looking forward to providing on a service at the iimt.

Information Sessions
Do you want to find out about the iimt Executive Programmes?

Next Information Sessions
During the information session we will present you our institute and the variety of educational programmes in ICT & Utility Management. The next Information Sessions take place as follows:

- November, 24th in Berne
- December, 16th in Fribourg

It would be a great pleasure to welcome you to our next information session. Participation is free of charge, registration is required.

Individual meetings
Should you prefer an individual meeting (Advisory meeting or telephone meeting) at your favoured time and place, feel free to get in contact with us. We are looking forward to answer all your questions and to advise you in a personal meeting.

Publisher

iimt -
international institute of management in technology
Bd de Pérolles 90
1700 Fribourg
Tel: +41(0)26 300 84 30
Fax: +41(0)26 300 97 94
Homepage: www.iimt.ch

© October 2010 international institute of management in technology