E-Mobility - easy & efficient, or not?

The Swiss energy policy is based on the 4-pillar-strategy, which contains energy efficiency, renewable energies, the alternative/addition of large power plants and the external energy relations. The main goal is to ensure the energy supply, the reduction of greenhouse gases and dependence on fossil fuels.\(^1\) Energy subjects are currently area-wide the most discussed topics and every one of us must contribute personally.

A small but important element is the E-Mobility. The number of electric bicycles increased continuously within the last years. Whether in the regional bike shop, the specialised shop or the do-it-yourself store around the corner, E-Bikes are quickly available in every price and engine power level. This trend is also observable within the range of scooters. Also public transports in the city centers are converting their vehicles.

If you have a look at E-cars, the topic is getting more complex. A car for private persons as well as for companies is still a substantial investment. The decision to purchase is extensive and all alternatives are thoroughly evaluated. The purchase of an E-car raises new issues. Can the electric car be bought at the dealership whom we trust? And is his garage sufficiently equipped? How often does the battery have to be charged and where can I charge it? How many kilometres can I drive with a full battery and how fast is my car? Equally important, where does the needed electricity come from? Concluding each and every one of us must decide how much he or she is willing to pay for the sake of the environment. Specialists can easily respond to these questions. However for lay persons it is difficult to get all this information. Should we head for E-Mobility, the demand for information by potential customers and drivers is absolutely existent.

The iimt was approaching this theme with a special survey within the research project "Electric Parc Systems" (in cooperation with several industry partners).

1 www.bafu.admin.ch
Next Courses

Are you interested in the legal situation in ICT or Utility Management? Or have you ever wanted to take a course, which is based on the lectures of the famous Prof. Michael E. Porter? Or would you like to understand why projects are essential to achieve the companies’ strategies? Then join our next courses.

Law in ICT & Utility Management

**Module 1:** 7th - 9th November 2011
Fundamentals of law
Concepts in various fields of law
Contracts

**Module 2:** 14th - 16th November 2011
Commercial law
Competition law
Contract negotiations

**Speakers:**
A. Eggimann, BAKOM
Prof. Dr. P. Pichonnaz, University of Fribourg
Prof. tit. Dr. P. Vez, Advokatur 56
Dr. A. Fuchs, Badertscher Rechtsanwälte AG
and further top speakers

Course fee: CHF 3800.- (for 2 modules)

National & International Economics

**Module 1:** 10th - 12th November 2011
Competition policy
Anti-competitive behaviours
Regulation and deregulation

**Module 2:** 17th - 19th November 2011
Determinants of competitiveness
Role of private and public sector
Special issues of competitiveness

**Speakers:**
Prof. Dr. P. Gugler, University of Fribourg
Dr. M. Laperrouza, EPFL
Prof. Dr. M. Fetscherin, Rollins College
Prof. M. E. Porter, Harvard Business School
(Lectures via videotapes)

Course fee: CHF 3800.- (for 2 modules)

Masterclass: Brands & Emotions

10th November 2011

**Topics:**
- Building strong brands, a must for a company?
- Are there any recipes for success?
- Why emotions?
- Does social media change anything?
- What are the challenges facing a telecom brand?

In this Masterclass Olivier Quillet (Head Strategic Marketing Swisscom AG) will share with you some of his answers to these questions, based on his experience and observations building brands in industries ranging from consumer goods to luxury and services.

Location: University of Fribourg
Time: 17:00 - 18:00 followed by an aperitif
Course fee: The Masterclass is free of charge, registration is required.

The number of participants is limited.
Registration deadline: 3rd November
Registration by e-mail: iimt@unifr.ch

Further Information are available on: www.iimt.ch

Project Management

**Date:** 21st - 26th November 2011
PMI Framework (PMBOK® Guide)
Project life-cycle
Project management competencies

**Speakers:**
J. Binder, GlobalProjectManagement.org
Dr. P. Gardiner, British University in Dubai
B. Rider, SITA
Prof. Dr. S. Teufel, University of Fribourg

Course fee: CHF 3800.-
Location: University of Fribourg
Course language: English
As we have already informed you, in 2004 the iimt achieved one of the first university institutions the unconditional OAQ (Swiss Centre of accreditation and quality assurance in higher education) accreditation. This OAQ-accreditation is a formal and transparent process that uses defined standards to examine whether institutions and programmes offered at university level comply with minimum quality requirements.

As the iimt accreditation reached its seventh year, the accreditation process has to be repeated. The 1st of April 2011, the iimt started with the elaboration of the self-evaluation report. In the middle of September, the on-site-visit by an international expert team took place. The iimt was pleased to get to know the following experts:

**Prof. Dr. Jürgen Ebert**  
University of Koblenz-Landau  
Field: Software Engineering

**Prof. Dr. Helmut Schauer**  
University of Zurich  
Field: Programming, Algorithms, Data Structure, Software Engineering

**Prof. Dr. A Min Tjoa**  
Vienna University of Technology  
Field: Semantic Web, Security, Software Engineering, Information Systems, IT Systems

**Prof. Dr. Ulrike Lechner**  
University Bundeswehr München  
Field: Innovation and Knowledge Management, IT Governance

**Mr. Mischa Delpy**  
Student at the University of St. Gallen  
Field: Business Administration, IT

The experts were assisted by:

**Dr. Christoph Grolimund**  
(Director of the OAQ)

**Dr. Geneviève Le Fort**  
(Deputy Director of the OAQ)

During the on-site-visit, several stakeholder-groups such as  
- Students  
- Alumni  
- Institute Council  
- Advisory Board  
- Subject Area Coordinators  
- Lecturers  
- Partners  
- Steering Group  
- iimt Staff

were interviewed by the experts.

With the end of these two exciting and interesting days, the accreditation process is almost completed. The decision on whether to grant accreditation will be expected at the beginning of the year 2012 and is made by the SUC (Swiss University Conference) following a recommendation by the OAQ.

The iimt would like to thank all stakeholder-groups for their great support as well as the external experts and the OAQ for this pleasant and interesting cooperation.
iimt Events

**Talk & Dine - iimt Leaders Lunch**

1st of December 2011

It’s our pleasure to invite you to this year’s exclusive Talk & Dine Event (Leaders Lunch) which will take place at the University center of continuing education in Fribourg. 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 13.30 p.m. with the annual Award Ceremony where our graduate students will receive their degrees and become “the leaders of tomorrow”.

The ceremony will be followed by an exciting panel discussion around the topic “Going Green - Trend or Fact” with top speakers from the ICT and Utility industry:

**Prof. Dr. Stephanie Teufel**
Director
iimt
Moderator of this Event

**Rémy Chrétien**
Head of Sustainability, Corporate Communications, Swiss Federal Railways SBB

**Fabian Etter**
Head of Corporate Responsibility, Swisscom

**Franz Grüter**
CEO & President of the Board of Directors, green.ch AG

**Jacques Mauron**
Vice Director, Resp. Energy Supply and Trading, Groupe E SA

After the fabulous panel discussion the event will wrap up with a delicious buffet and time for networking.

**Best Paper Award**

Award Ceremony

**Nominees:**

Balsiger, Jürg / Marty, Daniel
Global Data Center Strategie: Entscheidungshilfe zur Datenhaltung im Ausland und zur Wahl des Standortes

Egy, Daniel Georg
Power Plant Projects in Russia: Assessment of Russian Market Specifics and Discussion of Suitable Business Models for a Successful Execution

Lengacher, Stefan / Renfer, Stefan
Roaming 2.0 - Business Opportunities in the Clash of Telcos and Webcos

Leproux, Grégory
mHealth remote monitoring services: Strategic options for mobile operators

Mauron, Frédéric
Compensation du CO2 de la production d’électricité en Suisse

Mauron, Jacques
Approvisionnement électrique de la Suisse 2030 - 2050: Investir aujourd’hui dans la technologie la plus rentable demain

Odermatt, Markus
Erfolgreiche M&A-Transaktion in KMU

Ortega, Alejandro
The long Tail

Solomita Nyfeler, Bernhard
Wirkungszusammenhänge zwischen staatlichen Rahmenbedingungen und Wettbewerb im Schweizer Mobilfunk-markt

We are looking forward to see you on December, 1st 2011 in Fribourg.
Delegation of Chinese students from ECUST in Fribourg

On 5th of October 2011, the iimt had the honor to welcome a delegation of 12 Chinese executive students from ECUST (East China University of Science and Technology) Shanghai. The group arrived in the morning at the iimt, where Prof. Dr. Stephanie Teufel and the iimt staff welcomed the Chinese managers and held a presentation about the iimt.

It also was a pleasure to have Mr. Joël Savary, Director Asia-Pacific Markets from the Development Agency FDA / Ministry of Economic Affairs MEA, State of Fribourg with us. He talked about the cooperation between Switzerland and China. Ms Lan Qin, Delegate for China Affairs translated the official welcoming from English into Chinese. That was very helpful, because not all Chinese students spoke English.

After the welcoming, the Chinese got a guided tour through the University of Fribourg. They were fascinated about the “high-tech in green”. In Shanghai they don’t have a lot of trees and grassland that close to the University. The tour ended with a coffee break, where the students could strengthen themselves for the lessons. Mrs Yanyan Chang, former Chinese speaking lecturer of the iimt held a course about Human Resources and the differences between the Chinese and the Swiss culture and business relations. At lunchtime a buffet was prepared and it was time for a group picture of ECUST and iimt.

To round up the stay in Fribourg, the group went to Villars SA to try a chocolate marshmallow - a new taste of sweetie for most of the Chinese. At half past two the group left the iimt, equipped with a lot of chocolate, interesting new impressions and joyful faces. A further step for good cooperation between iimt and ECUST was successfully done.
Social Event

This year’s Social Event was held on the 18th June 2011 in Neuenburg. The city Neuenburg was chosen because of his 1000th Birthday. 53 students, lecturers, alumni, partners’, council members and their families participated in the excursion. After a short walk, the participants visited the castle. Following this cultural part coffee and cake were served on the panorama ship on the Lake Neuenburg.

Electric Cars - High Up!

The 10th of September 2011 the members of the iimt Alumni Network met for their yearly event. This time high up in the mountains at the Grimsel Hospiz.

The programme started with an electric car inspection and extensive road testing. Afterwards KWO presented its projects followed by a Spaghetti buffet. In the afternoon the Alumni members had time to enjoy the beautiful landscape and the fabulous weather. To conclude the event, the Alumni General Assembly took place.

The winner of four cinema tickets - Social Event contest 2011 - is Michel Chevroulet
iimt Staff

Jeannine Boschung

Since the 1st September 2011 Jeannine Boschung works as an administrative assistant at the iimt. She is assisting Petra Heumesser in the organisation of the executive courses as well as Kirstin Stadelmann in the marketing department.

In January 2011 she graduated with a Bachelor Degree at the University of Fribourg and started directly with her Master in Management with focus on Marketing, Strategic Management and European Business. During three years she worked part time as an assistant in different departments at Spontis SA which is a partnership between energy companies in western Switzerland. Jeannine started with gathering price offers from suppliers in the purchasing department and took over more and more activities. Later she prepared and conducted formations for partner companies. At the end she supported and acted in place of the director’s assistant.

She spends her spare time running, swimming and on the bicycle.

Mario Gstrein

Mario Gstrein is working as a research assistant since the 1st of October 2011.

Mario grew up in the mountains sheltered village Wattens Tyrol (Austria) and received his bachelor degree in business administration and IT at the Berufsakademie Lörrach in 2004. Afterwards he worked at the Basler Versicherungs AG in Basel. During this time, he gained experience in IT-Security, Project Management and later on in Data Analysis / Mining for customer and market behaviour. By recognising the importance of innovation for the market, Mario decided to become an expert and finally graduated his master studies in Technology and Innovation Management at the University of Sussex (UK) in 2009. Since then, he was able to gain knowledge and experience in managing innovation and technology in diverse sector as the online-services, manufacturing, pharmaceutical and biotechnology. Mario is looking forward to obtain his PhD at the Chair of Management in ICT.
After successful cooperation in recent years, Campana & Schott and the iimt Chair of ICT Management continue with their cooperation in the form of a partnership.

Campana & Schott is a management and technology consulting company with long-standing experience and excellent experts in the fields of project management and process optimisation. We work with customers across the globe and support them with a wide range of services.

Campana & Schott focuses on two competence fields:

**Project Management**
Whether management of big projects, optimisation of PM processes, introduction of PM systems, structuring of PM offices, qualification or certification of your employees: Campana & Schott is your experienced and competent partner for all project matters. This is demonstrated by our excellent reputation and our position as a European market leader.

**Process optimisation**
Campana & Schott improves team collaboration, whether through the improvement of processes or through their IT-supported automation. Campana & Schott is your partner in this field with expertise and practical experience – particularly when Microsoft technology is involved. Our solutions comprise sectors that are as varied as financial and investment planning, idea and innovation management, IT governance, product development and all types of administrative processes. The established recipe for success of Campana & Schott consists of the needs-oriented combination of these competences and methods in order to provide excellent service to their customers. With currently 200 employees at nine sites, we are an international company working mainly for multinational companies of all industries.

Experts of our Swiss office in Zurich will support Prof. Dr. Stephanie Teufel in the lecture „Strategic Project Management“ as guest lecturers. The aim of this course is the best preparation of students for the challenges of future project managers. Master students of the Spring semester 2012 will receive practical insights into the world of project management. After several successful cooperation projects with iimt, Campana & Schott continues providing a solid education with a balanced mix of theory and practice. To further enhance practical insights for the students Campana & Schott also offers master theses in co-operation with iimt.

Project management becomes more and more important in both university education and in the world of work. That is reason enough for both partners to promote and intensify the teaching and training in this area.

Campana & Schott has been involved for many years in the university education of project managers, e.g. with TU Berlin, Karlsruhe Institute of Technology, TUM and LMU Munich. For Campana & Schott, the partnership with iimt is particularly important to contribute to university education especially in Switzerland.

**Author: Adrian Adam**
- Diploma in Business Informatics
- Since 2005 with Campana & Schott
- Responsible for all Campana & Schott projects and customers in the Swiss market
Master Thesis 2011 by Samuel Rentsch

Swisscom Infinity- customer analysis

Mr Samuel Rentsch has written his master thesis in cooperation with Swisscom and he aims to analyse customer data with reference to a newly consolidated, bundled product named Infinity. With this analysis recessed insights and decision bases shall be worked out to make possible a further arranging of the subscription strategy.

The work is more of a quantitative descriptively in nature and describes in theory and empirically practice, which challenges can currently be handled in the telecommunication market. Moreover it shows how clustered offers like Infinity could be an adequate instrument.

With statistical aids on the basis of demographic data and usage data from the inventory of Swisscom, it is elevated how the clientele of Infinity is composed and if Infinity in an unwanted way displaces the value added service of Swisscom. It turns out that primarily Internet-affine persons are interested in Infinity in the age segment between 30 and 50 years and persons which have children. These subscribers have a tendency to frequent callers, not only regarding fixed network telephony but also in general. Regarding the crowding out of the value added service products it is fact that under the Infinity subscribers the top ten per cent of more-value service frequently callers reduce the usage by half. The remaining ninety per cent of the Infinity users, however, don’t change their behavior.

The analysis results support the thesis that clustered offers are an interesting instrument in the telecommunication market for customer retention and possibly also for profitability increase as the theory suggests.

Master Thesis 2011 by Fredy Neff

The influence of project management standards on project success

There are numerous international and national standards for project management. The company or the project manager choose whether any or which standards are used for the project. Often internal project management guidelines are developed and used because they don’t fit to the general guidelines of the industry or the company. Still an interesting question in this context is, if there is a correlation between the use of project management standards and the resulting project success.

The master thesis of Mr. Neff follows up this question. In cooperation with GE Money Bank, which has fundamentally adapted its project management standards three years ago, it was analysed whether and how the project management standards effect the particular project success. Therefor the questions if how large the scope for the use of the standards must be and if the standard can be used for all projects were followed up.

The master thesis is divided into two parts. In a first part the three known project management standards (PMBOK of PMI, Competence Baseline of IPMA, PRINCE2 of OGC) and the Standard of GE money Bank are presented and compared with each other. In the second part of the thesis the concept of project success is defined through interviews with experts. Out of the interviews hypotheses are formulated. A questionnaire was carried out on the verification of these hypotheses.
A different way of learning

During the course "Corporate communication" with Dr. Lindsay the students acted in a role play to implement the theory into practice.

One situation was for example about acquisition of a UK based (SW Holding) and an American based (Stonehouse) company. While the American company is more family oriented and the board members have Christian values the British company has the philosophy "sex sells" and usually utilises fashion industry as vehicle to promote their products.

The participants had to prepare a press conference. Dr. Lindsay played the role of the journalist and provoked the participants who were acting as board members of the two companies. During the press conference the students had to ensure the corporate identity, reputation and image of their company was upheld.

Some feedbacks from the students:

- It was an interesting experience to go through and feel the amount of pressure the top management would face in crisis situations.

- This was a very interesting lecture. The role play pushed us to real crisis management, beyond the communication that we had to provide during simulated press conferences, we also had to manage the group dynamics.

- The role play was a very good experience. We know that theory and practice is not really the same thing, so getting some practice in corporate communication was really interesting and we learned a lot.

- The role play was an excellent and funny way to illustrate what we first studied during the theory part. It was also a good method to have all participants being actively involved and to share their point of view and their experience. The lecturer, Dr. Lindsay prepared the roleplay well, and was excellent in his role as a journalist. He did succeed to bring us where he wanted and to make classical mistakes. The final debriefing was another very important part of the role play, closing the loop by having the practical exercise rejoining the theory. It was a very good module and I enjoyed it.
Did you know?

75% of mobile owners never leave home without their device.

71% of smartphone users are sure that they will access the internet more frequently.

32% buy a smartphone because of the mobile payment options.

20% of smartphone users use mobile payments for tickets. For these purchases, the smartphone is used as frequently as the stationary computer.

Barriers for non-users of smartphones:

- too expensive fares (68%)
- the screen is too small (40%)
- personal advantage in the mobile Internet (30%)
- data transfer is too slow (19%)
- missing mobile optimisation (6%)

Source: www.ottogroup.com/media/docs/de/studien/go-smart.pdf

Upcoming Courses in 2012

**Strategy & Innovation Management**

Module 1: 09th - 11th January 2012
Module 2: 16th - 18th January 2012
Module 3: 23rd - 25th January 2012

Subject Area Coordinator:
Prof. Dr. S. Teufel, University of Fribourg

**Marketing Management**

Module 1: 12th - 14th January 2012
Module 2: 19th - 21st January 2012
Module 3: 26th - 28th January 2012

Subject Area Coordinator:
Prof. Dr. S. Götte, University of Lucerne

From Stud.IP to Moodle

In the end of October we replaced our students portal Stud.IP with Moodle.

Moodle is a service offered from the University of Fribourg which offers our new access to the iimt executive course documents.

This change was needed in order to guarantee the well-functioning of the study portal and a closer cooperation with the University of Fribourg.