We have to redefine education

We are living in a VUCA world: volatile, uncertain, complex and ambiguous. The digitisation changes our daily life and disrupts many of our industries. The pace has never been so fast. The smartphones started their triumph only nine years ago. They changed our consuming behaviour and transformed society. Today, smart wearables extend our intelligence, 3D printing opened the way for individual products and everything is getting connected in the Internet of Things. In the future, drones and artificial intelligence will transform the way we do business. How will the world look like in 20 years? No clue. But one thing is for sure: The new gold will be about data: collecting, analysing and using it.

Can we count on our educational system to contend with such deep levels of disruption? Today, we built the future for Generation Y and Z. Those digital natives have new ways of acquiring knowledge with strong emphasis on interaction, experimenting and use of multimedia. They believe in different values such as online social connectedness, instant feedback and work-life flexibility.

But also today's workforce will face diametrical change. The digitisation is pushing employees to hold multiple careers across their lifetimes. Such shifts will lead to constant learning. We will witness an increased need for professional retraining. Further education will become a much stronger part of a continuous career adaptation readiness – we at the iimt have to be prepared. The future offers a whole new world of opportunities – to our clients – and to us. Let's seize them.

‘iimt – a world of opportunities’.

Dr. Hans C. Werner
iimt President &
Head of Group Human Resources,
Swisscom (Schweiz) AG
Goodbye Petra Heumesser

After 7 years, Petra Heumesser decided to leave the iimt in order to gain new experiences and face new challenges.

Working at the iimt since September 2009, she first was Course Coordinator and Marketing/PR Assistant, and became, as from January 2011, Head of Executive Programmes. She perfectly fulfilled her job and her professional and friendly character was appreciated by all lecturers, students and the iimt-team. We would like to thank Petra Heumesser for all her engagement over the last years.

We wish her all the best for her future and good luck.

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Executive Programmes' organisation

From now on, Melanie Ackermann and Dominic Feichtner will take over the whole courses' organisation. They will be responsible for the entire organisation, scheduling, realisation as well as the quality management of the Executive Programmes. Melanie Ackermann is active since September 2014 at the iimt, and is already brilliantly managing the course coordination. Dominic Feichtner is since April 2010 at the iimt, where he started working as a Research Assistant. He will now also take care of the relations with the students, lecturers and Subject Area Coordinators.

We wish them all the best and good luck in their new functions.
Next Courses in September

In September 2016 we will again offer courses with interesting personalities from the industry and academic world. Get closer to the ICT and its multidisciplinary aspects while considering information security. Learn how a company communicates, or, perhaps your interests lie in the field of Information Management & Decision Support?

Information and Communication Technology

Module 1: 6th - 7th September
Trends from the ICT Industry; Next driver in network innovations - SDN/NFV; Green IT; Network and communication evolution; Design and development of interactive technologies

Module 2: 13th - 14th September
Introduction to information security management; Risk management; Privacy and identity theft, social engineering; General concepts in information security; Single-system security; Security of infrastructure; Concrete security (hacks and counter measures)

Speakers:
- Peter Burkhalter, ABEONA Business Services+ Coaching AG and Patton Electronics Co.
- Dr. Elena Mugellini, University of Applied Sciences, Fribourg
- Walter Steinlin, CTI/KTI, Bern
- Prof. Dr. Ulrich Ultes-Nitsche, University of Fribourg

International Speaker:
- Dr. Edgar Weippl SBA Research and Vienna University of Technology, Austria

Corporate Communication

20th - 21st September
Corporate communication and stakeholder management; Corporate identity, image and reputation; Communication strategy and practice incl. media relations; Crisis management

International Speaker:
- Dr. Graeme Lindsay, Amiens School of Management, France
Information Management and Decision Support

Module 1: 8th - 9th September
The digital transformation of business; Implementing information systems; IT-Trends and IT-governance; Acquiring and directing IT Services, Digital leadership and the CIO-role

Module 2: 15th - 16th September
Delevering IT that delivers value: technochange; Chartering & shakedown phases; Benefits capture phase; Technochange and IT

Module 3: 22nd - 23rd September
Business analytics; Data warehousing; MicroStrategy; Fuzzy data warehousing; Big data; NoSQL databases; Neo4j graph database; Hadoop

Speakers:
- Prof. Dr. Philippe Cudré-Mauroux, eXascale Infolab, University of Fribourg
- Prof. Dr. Stephanie Teufel, iimt, University of Fribourg

International Speakers:
- Markus Böhm, Technical University Munich, Germany
- Prof. Dr. Tilo Böhmann, University of Hamburg, Germany

Next Courses in November

In November, we will have our last course weeks of the year. Discover the drivers for competition and competitiveness with the course on National & International Economics; this course is based on the classes of the famous Prof. M. E. Porter. Get familiar with the fundamentals of law, and take part of this interactive course. Lead a project to success and learn why projects are essential to achieve the companies’ strategies with the Project Management course.

National & International Economics
Module 1: 8th - 9th November
Module 2: 15th - 16th November

Law in ICT & Utility Management
Module 1: 10th - 11th November
Module 2: 17th - 18th November

Project Management
22nd - 25th November

Course fee:
CHF 1'400.- (for 1 module)
CHF 2'800.- (for 2 modules)
CHF 4'200.- (for 3 modules)

Location:
iimt, University of Fribourg

Course language:
English

With the successful completion of a course, it is possible to credit the modules towards a future Executive MBA, DAS or CAS in ICT or Utility Management.
Leaders Launch 2016 - 30th of November 2016

This event combines the Award Ceremony of our institute with a Success Story of an iimt Alumni, who experienced the way from a student to a CEO. This year’s Leaders Launch - Talk & Dine Event will take place on Wednesday, the 30th of November 2016 at the Halle bleue (blueFACTORY), in Fribourg. Save the date and become part of a unique happening, where many interesting discussions with amazing people can take place in a great atmosphere.

An unforgettable event

The main players of this event are our graduates, who, after rich and instructive studies, will receive their official University Degree on this day. Students are prepared, and will soon become successful Leaders. Thus, an iimt Alumni, who founded and now manages his own company, will share his experience and impressions about the creation and management of a company. In addition to the graduation, special prizes will be awarded. Everyone will have the opportunity to network with the graduates, students, lecturers, partners and Alumni. Approximately 60-80 participants are expected.

Programme Wednesday 30th of November

15.30 Welcome Coffee
16.00 Official Greetings & Award Ceremony
   iimt Alumni Success story:
   Reto Trinkler, CEO Quantinum AG
18.00 Buffet & Networking

“Halle Bleue”, blueFACTORY

This year's Leaders Launch will take place in the "Halle bleue" on the blueFACTORY site (old Cardinal brewery site), the first technology park without CO\textsubscript{2} in Switzerland. The "Halle bleue" has welcomed different offices, where the iimt also moved in as part of the smart living lab project.

The smart living lab is a center for research and development dedicated to the built environment of the future not only on a technical but also on a societal level. Its goal is to imagine living spaces while focusing on users’ well-being and environmental issues. It draws on the combined skills of the Ecole Polytechnique Fédérale de Lausanne (EPFL), the School of engineering and architecture of Fribourg (HEIA-FR) and the University of Fribourg (UNIFR) in the areas of sustainable architecture, technology and materials, comfort, as well as law and human sciences.

During the event, our guests will also have the opportunity to visit the new iimt offices in the "Halle bleue".
iimt at the Powertage 2016

Between the 31st of May and the 2nd of June 2016, already for its seventh edition, the Powertage took place in Zürich. A major meeting point for the Swiss electricity sector! The Powertage are a combination of professional information, exchange of know-how and company presentations. This event's concept creates valuable synergies and offers a broad overview of the energy sector.

Of course, the iimt was there! It was a great occasion to present for the first time the prototype "Crowd Energy". The Crowd Energy (CE) miniature demonstrates the human impact in prosumer communities. The prototype underpins the importance of individual cooperation behaviour within the CE: several scenarios were demonstrated and showed the impact of selfish, conditional cooperative and altruistic surplus sharing behaviour.

iimt at the asut Seminar 2016

With this year’s slogan “Shaping the Digital Future”, the asut seminar captured the zeitgeist: with more than 900 participants from the economy, research, education, administration, politics and media sectors, this annual event of the ICT branch has significantly exceeded the number of participants from previous years.

Ericsson and Swisscom announced for the first time their programme “5G for Switzerland”, and the “Digital Leaders”, from innovative companies, have shown concrete examples of challenges. They also analysed critically the digital transformation. Switzerland has acquired good conditions for digital competition; however, companies must today already make the right decisions, and apply them quickly.

As a partner of asut, the iimt had the opportunity to present its offer in further education (Executive MBA, Executive Diploma and Executive CAS in ICT and Utility Management) as well as the ongoing research projects through a presentation stand. In addition to the interesting presentations, networking with decision makers from the ICT sector was a central point.
This year, the Social & Fun Event will take place on **Saturday the 17th of September 2016**.

**Animal Park Dählhölzli Bern!**

We are glad to invite you and your family to our iimt Social & Fun Event 2016. This year we will discover the wildlife of Switzerland’s capital. Experienced guides will lead us through the Dählhölzli park and introduce us to its incredible animals. Furthermore, they will show us how the conservation activities for threatened species help to make a big difference. It would be a great pleasure to welcome you and your family at the Social & Fun Event for an exciting moment full of adventures.

**Programme Saturday 17th of September**

13.30  Welcome - Meeting Point at the Restaurant Dählhölzli  
14.00  Guided Tour through the animal park  
15.00  iimt contest and free visit  
16.00  Apéritif at the Restaurant Dählhölzli

**Meeting Point**

The meeting point is at 13.30 at the Tierpark Restaurant Dählhölzli. The park can be reached by public transports (please see www.sbb.ch), or by car. A public parking is available next to the Park.

**Important to know**

For administrative reasons, we kindly ask you to register until the 30th of August 2016. For this event a contribution towards expenses of CHF 10.- (per person) will apply. The event will take place under all weather conditions. Children from any age can attend the programme. The park is stroller and wheelchair accessible.

Online registration:  
[www.iimt.ch](http://www.iimt.ch)
EVU Innofitness 2015

The utility sector is in transition. The national electricity market is gradually deregulated and new players will continuously enter the market. The customers' behaviour driven shift in consumption (keyword prosumer), new technologies and digitisation will change existing processes and structures significantly. To such a new situation Swiss utility companies need to rethink their products and services radically. A declared intention for innovation and a seeking of innovation potentials will be the success factor for its short and long term business permanently. Existing business models need to be reviewed and renewed.

The aim of the project "InnoFitness 2015" was to create a snapshot of the innovation capabilities of Swiss utilities - in the context of profound technological and energetic change in the energy sector. In that aim, a positioning of the participating companies has been made. In an external examination of the market participants, the main drivers of this market change have been identified. In addition to this market analysis, the study also examines the potential (future) business models of the companies. The main part of the study examines the innovative architecture of the participating companies in the areas of strategy, structure, process and methods, employees, communication and the influence of the external environment. The study ends with detailed recommendations on each of the different dimensions.

The study was conducted in a triangulation model combining desk research with quantitative and qualitative primary data collection. The iimt researchers had the chance to conduct 16 interviews with leading executives out of twelve Swiss utility companies.

Here is a selection of aspects that show that the utility sector is facing major challenges:
- The awareness of the upcoming core business transformation and service orientation is recognised
- The pressure to act is latent but not tangible yet (lack of pain)
- There is a high project activism, with little focus and unclear goals of innovation
- Innovation goals are not very clear and tangible (lack of culture)
- The strategic necessity for radical innovation is recognised in theory, the appropriate allocation of resources is however not yet concrete
- The idea inspiration process ("what ideas, from where?") tends to be unsystematic with unclear goals
- There is a gap between the self-image ("we innovate") and the potential customer image ("in the market we are not seen as innovative as we are")
- Implications mostly lead to company culture aspects

This project was guided by the iimt in cooperation with INNOArchitects (Strategic Innovation Management Consulting, Bern). The study will soon be available on the iimt's webshop.
Another promising idea is “Wurmturm”. Its owner, Andreas Barmettler, not only won the business ideas@Fribourg2016 contest, but he already sold some prototypes of a stackable and intelligent worm farm. He is currently writing a business plan, improves the design and the functionality of the prototypes and prepares further steps to create his own business.

Jedidja Inhelder’s app, "Mein Biel" is currently tested by potential customers. Jedidja’s sponsor, Gassmann Media AG, also benefits from his commitment and will gain new knowledge on the customers “mobile” behaviour.

Siril Hermann’s idea of “apiar.io” challenges the bee mortality caused by destructive valora mites with mechanical and ICT help rather than with chemical solutions. Only a few valora mites can wipe out a bee colony and, therefore, the consequences on the ecosystem are catastrophic. Siril is programming a mite’s detection software that allows detecting mites before they enter the beehive. First tests of the software will soon be started.

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Three other business ideas found their place in the incubator’s programme: a new vending machine, a new didactic tool for students, and a new approach for food distribution.

Jedidja’s sponsor, Gassmann Media AG, also benefits from his commitment and will gain new knowledge on the customers’ “mobile” behaviour.

Antoni Wiercoch’s idea of “Fishstat” will revolutionise fishing in Switzerland. Not only he wants to digitalise the whole bureaucratic tasks of anglers, his app would also allow the administration to receive day-to-day data about anglers’ behaviour rather than just annual reports from them. Such an eGovernment approach stimulates efforts to counter overfishing in Switzerland’s lakes and rivers.

ideas@iimt shows therefore once more that innovative ideas not only come up in large universities, but also in every students’ innovative and critical minds. The coaches from the iimt - Chair of Management in ICT - are persuaded that giving students an opportunity to plan and execute the first steps toward start-up creation is a need for the faculty’s students. Proofs are the current and past success stories.
“Mein Biel” by Jedidja Inhelder is an event-calendar for Biel including e.g. daily evening program.

“Wurmturm” by Andreas Barmettler is a stackable worm farm that transforms organic food into high quality soil.

“Fitcoins” by Philipp Zimmer allows gym users to produce energy while exercising, such as e.g. cycling.

The “Commuters Labour Boxx” by Bernhard Wyss is a workstation in a train’s wagon to improve the work atmosphere.

The “E-Fahion App” by Andrea Baumann links the weather forecast with the personal agenda and appropriate clothes.

“neunmalklug.” by Nadine Artaz is a vending machine for organic superfood-snacks to enhance productivity and concentration.

“apiar.io” by Siril Herrmann is a software that surveils bees to check if they are infected by the parasite varroa mite.

The “Fishstat” app by Antoni Wiercioch gives anglers the opportunity to record their catch, which is an obligation in Switzerland.

“UniBrettspiel” by Matthias Burkhalter is a game, which helps to prepare and deepen upcoming exams in a playful environment.

“Gym-Food” by Amar Catic provides healthy meals for visitors of a fitness center, targeting specific customer needs.

Contact us: ideas@iimt.ch