Megatrend Digital Transformation

The future has begun. The digital revolution of the 21st century is characterised by the omnipresence of sensors, networks as well as Information and Communication Technology. The ubiquity of digital technologies imply profound political, economical and societal changes. Big, as well as medium and small enterprises must focus on their strategic main tasks:

- **Digitisation of business processes and models**
  Sector independent, new technologies will change typical business processes and models.

- **Innovation culture**
  A fast change is a visible sign of the digitisation: Innovation is a must.

- **Change Management: Digital Transformation**
  Profound knowledge and technological know-how are requirements for a digital success story.

Another important keyword is “life long learning”. In order to face daily challenges in a fast changing business environment, one’s need the required skills and know-how to succeed.

These analytical, professional and social skills for mastering the digital challenges are provided in the iimt Executive Programmes. Participants can acquire the necessary skills in a variety of flexible and modular course programmes from single courses up to an Executive MBA programme. An interactive learning experience, a national and international faculty and the combination of theoretical aspects and practical inputs are only a few success factors. iimt students - tomorrow’s leaders - will be ready to face the digital challenges.

Lead the digital transformation and be ready to face the digital challenges ahead!

*Stephanie Teufel*

*Director*
In the last « Special MBA » section of the Handelszeitung (23.02.2017), the iimt was well represented. Indeed, the Handelszeitung chose to present eight female personalities, managers, who completed a Swiss or international (Executive) MBA.

Among these eight leaders, two women are iimt Alumni: Helia Burgunder, Sales & Retail Director at Swisscom, and Susanne Ruoff, Managing Director of the Swiss Post. They both completed brilliantly their EMBA at the iimt, University of Fribourg, respectively in 2001 and 2004.

Click here to read the full article
Solar Decathlon Competition & NeighborHub

NeighorHub, the eco-friendly house that students will enter into this fall's Solar Decathlon, is now being built in the Experimentations Hall of the smart living lab in Fribourg. The structure is going up and the engineering plans have been completed. A first visit for the NeighborHub’s partners was organised on Friday, the 10th of March 2017, and it was a great success.

The students taking part in the Swiss Living Challenge – the Swiss entry into the Solar Decathlon – have begun building the house they plan to enter the international competition, which is run by the US Department of Energy. The house, dubbed NeighborHub, is taking shape in the Experimentations Hall of the smart living lab at the blueFACTORY site in Fribourg.

The Solar Decathlon was established as an international competition between universities in the United States in 2002. The goal is to design and build a home powered only by solar power in the space of 18 months. Indeed, the Swiss Team has been preparing for the Solar Decathlon 2017 since 2015. This year’s event will take place in Denver, Colorado from the 5th to the 15th of October. The Swiss Team is made up of around 50 students from four higher education institutions: the Ecole Polytechnique Fédérale de Lausanne (EPFL), the School of Engineering and Architecture Fribourg (HEIA-FR), the Geneva University of Art and Design (HEAD) and the University of Fribourg (UNIFR) united under the banner of the Swiss Living Challenge.

A multifunctional space...

The Swiss team has designed an instigator of change, a neighborhood house that can be integrated into various urban settings. The aim of NeighborHub, as it is called, is to bring neighbors together, working with them on more energy-efficient solutions. There are seven issues to consider: energy, mobility, choice of materials, biodiversity, food, waste management and water management. Visitors can get advice and take part in interactive events and discussions on these seven themes. NeighborHub’s architectural design includes a large multifunctional space to facilitate these various interactions.

...that speaks to you

Inside NeighborHub there is a temperate zone, the skin, with a heated space, the core, in the middle. These two areas are divided into four modules: an equipment room, a kitchen, a bathroom with a separate dry toilet and a private space with a bedroom. In this shared dwelling, not only the walls but also the furniture and other surfaces speak, as it were, to the building’s occupants by means of printed text and a system of signage devised specially for a shared space.

Sunshine and plants for the building envelope

In line with the Solar Decathlon’s competition rules, solar panels have been installed on NeighborHub’s exterior surfaces, providing 100% of its power. Contrary to common practice, however, these panels are not fixed to the roof; instead, you’ll find the solar and thermal panels on the building’s façades and doors. The external surface consists of photovoltaic cells, together with opaque polycarbonate panels and transparent acrylic panes.
A closed water cycle
The roof of the building is partly covered by plant matter, and rainwater is collected in the middle. The water used in the NeighborHub can be separated out into various types – much like for waste recycling. The rainwater collected on the roof is used for some domestic appliances, as its low mineral content minimizes scaling. The waste water from these appliances, as well as from showers and sinks, gets used as grey water, which is treated using a phyto-purification process: the water is filtered and purified using a reed bed with different layers of gravel. There is no ‘black water’ from conventional toilets in NeighborHub, as the building is instead equipped with dry toilets.

Timber rooms shipped across the ocean
The international nature of the Solar Decathlon competition means the project is subject to an extremely tight timetable. After the building has been constructed, it will be disassembled and must then be shipped across the Atlantic Ocean before reaching the competition venue. This journey cuts down the time allocation for the only two teams based in Europe. This crucial logistical factor was taken into account from the start of the project, however, and so the NeighborHub is made up of modules whose dimensions are suitable for the containers in which they will be shipped. These modules are made entirely out of wood, which is light and has a positive carbon balance.

The NeighborHub can be freely visited during the Open day on the 10th of June 2017.

More information: www.swiss-living-challenge.ch

New Staff member active in the NeighborHub
Finn de Thomas Wagner works since April 2017 as a trainee at the iimt, however he has already been involved in the neighborHub project since September 2016. At the iimt, Finn will continue developing the market potential analysis for the Swiss project of the Solar Decathlon competition.

Finn grew up in Barcelona and Berne, and in 2016 he completed his Bachelor in Management and Marketing at Webster University in Geneva and St. Louis (USA). After completing his Bachelor, Finn worked as an intern in the sales organisation within the Lufthansa Group at Swiss International Airlines in Zurich. Here, he supported the development of sales joint ventures with two Asian airlines. During this internship, Finn was able to experience at first-hand the challenges and opportunities of doing business in emerging markets from the perspective of a large European company. After his internship, Finn started his Master in European Business at the University of Fribourg in September 2016.

In his free time, he enjoys skiing in winter and cycling in the warmer seasons as well as travelling through all parts of the world. Finn is excited to continue to work on the Swiss Living Challenge, and also to gather new perspectives and knowledge at the iimt.

We look forward to work with Finn and wish him a good start.
ICT Networking Party 2017

Once again, more than 1400 stakeholders from the ICT sector, economy, and politics joined the legendary ICT Networking Party, which took place on the 19th of January 2017 at the Kursaal in Berne. And once again, the atmosphere was as always great. Next to representatives of the National and State Councils and other leaders, the Kursaal in Bern was “the place to be” and a unique opportunity to network with the people active in the ICT sector.

After the opening by Vania Kohli, organiser of the event, Ruedi Noser and Franz Grüter addressed their welcoming words to the guests. Illustrious speakers and fascinating speeches from Prof. Dr. Kathrin Altwegg, scientist, Vince Ebert, comedian, and Stefan Heuss, inventor as well as the culinary delights Fajitas & More with its following beer garden made this evening unforgettable.

The iimt was, as every year, host of a table and had the great honour to welcome decision makers and captivating personalities at the table. We are already looking forward now to join the ICT Networking Party 2018.

Full House at the iimt Masterclass

The successful iimt Masterclass with our top speaker, Prof. Dr. Guido Palazzo, took place on the 23rd of March. With the topic “From Volkswagen to Wells Fargo – Understanding the recent wave of corporate scandals”, more than 45 participants followed up on the iimt’s invitation and participated to this event.

Prof. Dr. Guido Palazzo demonstrated with several practical examples that, against our intuition, bad things are more often done by good people who are embedded in high-pressure cultures, than by a few criminal employees who break the rules. The presentation was followed by a lively discussion and a networking aperitif.

Prof. Dr. Guido Palazzo is Subject Area Coordinator for Business Ethics at the iimt, and teaches since 2004.

The iimt is looking forward to welcoming you at its next iimt Masterclass
We certainly had to face some challenges in 2016. The digital revolution is not yet to come – it has already begun. Our Executive Students feel the transition in their daily work. During our classes in the Executive Programmes we recognise the increase in discussions when it comes to matters of digitisation. The evolving digitisation is not limited to a certain branch or industry. The challenge is to provide our participants the needed skill set, soft and technically, to generate the needed coping strategies. To consider this, our programmes are currently under revision, in order to provide excellent state of the art lectures. The focus of the past year was based on three pillars: Digitisation of business processes and models, corporate innovation culture and as a matter of fact the necessary change management needed to cope with digital transformation.

In 2016 the iimts’ lecturer pool consists of around 65 national and international academics and professionals. This pool allows us, to bring in current international knowledge, trends and challenges that enlarges our participants’ horizons.

The arising fundamental change in economy triggered through digitisation will not stop at the iimt doors. We have to rethink and adopt our concept to follow up our past victories in providing latest top level executive education. In 2016, we started with slight updates on the course structure and within the content of our modules. 50% of our modules are currently under revision and newly shaped into the current state of art. We will focus on our continuous improvement and development in 2017 in this time of transition and we are looking forward to lead the Digital Transformation together with our network of partners, lecturers and students.
Next Courses in June

Most people struggle when it comes to accounting and finance. Whilst we do like to have control of all finance aspects of our business (and private) life, we often hesitate to get ourselves into it. So why not change?

We are offering a three weeks programme to help improve your knowledge. Experts around the topics of accounting & finance will lead you through six modules and provide you with the theoretical and practical know-how. Therefore, accounting and finance no longer needs to be feared.

Management Accounting & Control

Module 1: 6th - 7th June
Using financial reports for decision making; Understanding cost accounting; Costing and decision making

Module 2: 15th - 16th June
From strategy to budgeting; Management control systems; Performance measurement

Module 3: 22nd - 23rd June
Using Monte Carlo Simulations for improving:
- Cost-based decision-making
- Cost control
- Capital budgeting decision-making

Speakers:
- Prof. Dr. Michael Burkert
  University of Fribourg

International Speakers:
- Prof. Dr. Christoph Kaserer,
  Technical University Munich,
  Germany
- Prof. Dr. Alfred Mettler,
  Georgia State University,
  Atlanta, USA

Speakers:
- Dominik Meyer,
  Bank Vontobel AG
- Kurt Meyer,
  Swissgrid AG

Managerial Finance

Module 1: 8th - 9th June
Risk and return; Valuation of financial assets; Cost of capital; Capital budgeting

Module 2: 13th - 14th June
Financial statement analysis; Valuation; Capital structure

Module 3: 20th - 21st June
Evaluating financing alternatives; Risk management concepts; Derivatives and their applications

Speakers:
- Prof. Dr. Marco Passardi
  IFZ (HSLU) and
  University of Zurich
- Prof. Dr. Thomas Rautenstrauch
  University of Applied Sciences in Business Administration, Zurich

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.
member@ideas

member@ideas was launched in December 2016. Here, interested individuals can support the program in general as well as individual participants and their respective idea. We are happy to welcome the first three members and thank Dr. Bernd Teufel, Damian Chiossone and Bernhard Leutwiler for their support and commitment.

Become a member: member@iimt.ch

ideas@iimt - New Partners

ideas@iimt is glad to inform you about the new partnerships with the Alumni SES, in particular the Alumni Foundation, in furtherance of the Faculty of Economic and Social Sciences of the University of Fribourg and the alumni and friends UNIFR. By their financial support, the quality of the coaching can be ensured and in addition, our ideas@iimt – fellows can benefit from their large networks. We look forward to the cooperation and a stimulating exchange.

Become a partner: ideas@iimt.ch
**Videos ideas@iimt**

ideas@iimt offers its fellows the opportunity to develop their own business ideas. During the concept development, one important part is the idea’s presentation. Short movies are a good and catchy possibility for this. Both the main idea and the steps up to the implementation can be clearly and succinctly shown.

We are therefore very pleased that two of our students have been given the opportunity to collaborate with Unicom to create a short movie about their business ideas.

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**ideas@iimt Success Story**

The business idea of Alice Holzer, master student at the Faculty of Economics and Social Sciences, University of Fribourg, is getting closer to its full realisation.

Alice pitched her idea in front of ten SBB innovation experts and received the “show me more”-label by the demanding jury. She persuaded the jury of the SBB InnoCircle that communications between train travellers have a positive impact on the customer satisfaction and presented simple adjustments that encourage discussion between travellers. Alice and her idea will be integrated in the innovation process of the SBB.

During one month, Alice Holzer has been coached and prepared by ideas@iimt and the Innovation Club. The innovation coaches at ideas@iimt and the innovation community of the Innovation Club helped her to improve the quality of her idea and her pitching skills.