

# Executive MBA

## Management in Technology





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The iimt is proud to be a leading competence centre for Management in Technology in Switzerland and as such employs critical thinking, intellectual and passionate creativity.

Your time at the iimt will be an unforgettable experience aimed at your personal and professional growth. We are looking forward to welcoming you at the iimt and opening up a world of opportunities.

Yours sincerely,  
Prof. Dr. Stephanie Teufel

# Lifelong Learning

The key to success

## Executive Master of Business Administration (EMBA) Management in Technology

### Executive Diploma Management Excellence

### Executive Diploma Digital Leadership

**Executive CAS**  
Strategies &  
Innovations

**Executive CAS**  
Financial  
Decision Making

**Executive CAS**  
Leadership &  
HR Management

**Executive CAS**  
Project  
Excellence

**Executive CAS**  
Digital  
Excellence

**Executive CAS**  
Innovation Management &  
Intrapreneurship

Specialised  
Courses

Successfully completed course modules will be credited towards your future course of studies such as for an Executive CAS, Executive Diploma or Executive MBA programme.



# Swiss Competence Center

## The iimt Experience

The international institute of management in technology (iimt) is part of the University of Fribourg and a Swiss Competence Center for Management in Technology for more than 20 years.

The iimt offers executive training programmes for leaders in technology-driven sectors.

Supported by its partners and promoters, and with active participation in leading organisations, the iimt provides high-quality training on an international level. Its programmes combine the most relevant theoretical management concepts with practical understanding of international management of technology. At the same time the iimt is providing insights into widely different cultures and attitudes while enabling conditions in other markets to be understood and evaluated.

## Objectives & Commitment

The iimt's commitment is to provide leadership skills and knowledge enabling participants to confidently take on high-level management positions in ever so complex, global and digital environment. The iimt Executive MBA Programme blend the experience and expertise of an innovative teaching team in developing participants' leadership qualities in both national and international business.

Course participants will gain analytical, functional and interpersonal skills required to successfully navigate an increasingly complex, global business and management environment. Participants will have a unique opportunity to be exposed to invaluable knowledge and experiences of an innovative faculty from Universities and industry worldwide. Tight collaboration and networking is always encouraged and nurtured throughout all our Executive Programmes.

## **Flexibility**

The modular structure of the iimt Executive MBA programme offers a high rate of flexibility.

- Begin your study programme anytime you want;
- Choose how long you need for your studies;
- Design your study schedules from full-time to part-time study.

## **A unique learning experience**

Interactive teaching methods combine theoretical know-how and practical approaches.

- A healthy mix of theoretical knowledge and practical cases are applied.
- Business games are used in order to solve managerial challenges.
- Case studies, group works and current issues will be covered and discussed.

## **Networking**

Your professional and social network is another aspect, which the iimt will help you grow and enrich through the opportunities to:

- Meet key-players from technology-driven sectors;
- Build up an international network of colleagues;
- Benefit from a strong iimt alumni network.

## **Quality**

Highest quality of the iimt Executive MBA Programme is our promise.

- Course contents are technology-related and contain up-to-date issues;
- The iimt pays attention to your needs and your personal development;
- The quality of the courses is guaranteed through the AAQ & SUC accreditation.

## **Internationality**

Global environment is a key part of your training programme.

- Course contents are focused on international issues;
- Participants and lecturers are drawn from a diverse range of backgrounds and are selected to promote sharing of different perspectives and approached to challenges.

# Your Advantages





## What our students said

The iimt Executive CAS programme was the perfect choice for me in regard of the excellent reputation of the iimt and the University of Fribourg. This CAS has brought me more than I expected. It has enlarged my network in various fields by having authentic and valuable exchanges with the classmates, the lecturers and the professors. Beside this, the courses were always a perfect balance of theory and practical work. At the end of each course, concrete take-aways and conclusions from our own work context were drawn and enabled me to identify and apply improvements in my work area. It has all started by a need and a thirst for new knowledge and at the end it was an enriching and fascinating journey.

**Mathias Büschi - Executive CAS**

iimt meant for me having a great learning experience based on lively classroom and group discussions, where the fun-factor was included as well. Then it meant business, because the networking on a high quality level brought me lasting relationships, on which I can count. So, these three years were very good value for the invested money and time providing me with memories and knowhow directly re-usable in my daily business life.

**Adrian Kramer - Executive MBA**

The iimt has impressed me by the choice of its lecturers. Most of them are amongst the best known and experienced specialists in their domain. Participating at this programme has been an intensive learning experience, but as well a very interesting opportunity to expand my network of contacts. Moreover, the iimt offers a very flexible course organisation, which allowed me to adapt - whenever necessary - my participation at the different modules with my professional and private agendas.

**Frédéric Mauron - Executive MBA**



# Executive MBA

## Management in Technology

The iimt Executive MBA is designed as a series of 30 modules. Each module lasts 2 days, and participants can enroll in the Programme several times a year and complete it on either part-time or full-time basis. The Executive MBA requires passing all 30 modules, as well as the acceptance of the master project. By completing the Executive MBA, students receive 90 ECTS-credits and the internationally recognised Executive Master of Business Administration of the University of Fribourg.

### Global Business Management

Strategic Management 1	Strategic Management 2	Managing Innovation
Marketing Essentials	Service Marketing	Product Management
Project Management 1	Project Management 2	
Operational Excellence	Quality & Productivity	
Competition	Competitiveness	
AI for Managers	Selected Legal Issues	

### Digital Mindset

Digital (R)evolution	Cyber Security	Big Data & Interactive Systems
IT-enabled BM Innovation	Managing Technochange	

### Finance & Accounting

Foundations in Finance	Current Topics in Finance	Fin Tech & Risk Management
Basics of Accounting	Management Control Systems	Monte Carlo Simulation

### Leadership & Human Resources

Managing yourself & others	HR Development	Strategic Leadership
Corporate Communication	Business Ethics	



# Skills for your daily challenges

## Global Business Management

### Strategic Management 1

- Introduction to the concept of strategy
- The tools of strategic analysis, market based and resource based
- The nature and sources of competitive advantages

### Strategic Management 2

- Achieving a competitive advantage in different industry contexts
- Core capabilities and sustainability (in technology based industries)
- Corporate strategy aspects

### Managing Innovation

- Industry dynamics of technological innovations
- Formulating and implementing a technological innovation strategy

### Service Marketing

- Service dominant logic of marketing and service design
- Service blueprint and service ecosystems
- Service processes and service operations management
- Rapid prototyping of digital services
- Product-service transformation in industry
- Smart services and service business models in Industry 4.0

### Marketing Essentials

- Introduction to marketing and markets
- Marketing research: Desk and Field Research
- Marketing objectives
- Marketing strategies

### Product Management

- Finding and developing new product and service ideas
- Defining customer profile and value proposition
- User-Led-Innovation, integration of user and co-creation
- Iterative process to get a valid concept including prototyping
- Smart-up Lean Canvas

### Project Management 1

- Magic project triangle in practice and theory
- PMI methodology (PMBOK®) / IPMA / Agile & Global PM
- Project organisation, people, and management
- Programme & Portfolio management

### Project Management 2

- Project Planning steps
- Project risk management
- Digital Project Management
- Practical sessions and hands on training

### Operational Excellence

- Process management
- Strategic and operative process management
- A practical insight in process oriented reorganisations

### Quality & Productivity

- Quality concepts, models and tools
- Excellence programmes in the industry
- Leading excellence

### Competition

- Economic tools of competition policy
- Competitive effects of firms' behaviours, mergers and acquisitions
- Competitive challenges in network industries
- Analyse and understand recent and on-going competition cases

### Competitiveness

- Firms' strategies for creating value and creating shared value
- The role of clusters to enhance competitiveness
- Quality of a business location
- Main challenges and opportunities of smart cities
- Productive environment of successful locations

### Artificial Intelligence for Managers

- Introduction in Artificial Intelligence and Machine Learning
- Data driven organisation and democratisation
- ML problem framing and Canvas
- Practical examples of ML problems
- Pricing, Shopping Basket Analysis, Sentiment Analysis
- Regulations

### Selected Legal Issues

- Intellectual Property – overview and trends in the market
- Technology Licensing – key terms
- Social media and online campaigns – legal aspects
- Agreements for the digital world
- M&A deals in the tech industry – key lessons from the practice
- Privacy, data protection and cyber security

# Digital Mindset

## Digital (R)evolution

- Definition, Reasons and Impacts
- Digital Megatrends from Digitalization 1.0 to 2.0 / Connection: from social media up to IoT and services
- Intelligence: big data and artificial intelligence
- New Technologies: Blockchain, 3D, Printing, virtual reality etc.

## Cyber Security

- Information security governance
- Policies, standards and best practice
  - Risk analysis and management
  - Information security culture
  - Economics of information security
  - Privacy

## IT-enabled Business Model Innovation

- The role of IT: its importance for corporate strategy
- Fundamentals of information management
- IT-governance, IS-controlling and risk management

## Managing Technochange

- Implementing information system in organisations
- Effecting organisational change
- International IT implementation
- IT-service management

## Big Data & Interactive Systems

- Data warehouse architecture
- Customer data warehouse
- Knowledge discovery process
- Data mining techniques

# Finance & Accounting

## Foundations in Finance

- Financial Markets and Digitalization
- Valuation of Stocks and Bonds
- Asset Management and Robo Advising
- Cost of Capital
- Capital Budgeting

## Current Topics in Finance

- Financial Planning
- Issuing Debt and Equity
- Corporate Valuation (including Valuation of Tech Companies)
- Capital Structure
- Multinational Financial Management

## Basics of Accounting

- Introduction to management accounting and CVP-analysis
- Measuring relevant costs & revenues for decision making/ pricing decisions
- Cost assignment and ABC

## Management Control Systems

- Divisional financial performance measures
- Budgeting and management control centers
- Standard costing and variance analysis

## Monte Carlo Simulation

- Cost-based decision-making
- Cost control
- Capital budgeting decision-making

## Fin Tech & Risk Management

- Fintech Overview
- Crowdfunding and Crowd lending
- Payment Systems
- Cryptocurrencies and Blockchain
- Risk Management

# Leadership & Human Resources

## Manging yourself & others

- Assessing ones personality
- Motivating employees
- Managing teams effectively
- Culture and diversity

## Human Resources Development

- Attracting employees
- Selecting employees
- Developing employees
- Performance managing employees
- Rewarding employees

## Corporate Communication

- Reputation management
- Crisis management: role play with media interaction
- Corporate identity, image and reputational management
- creating and managing the reputational platform

## Business Ethics

- The role of business in society
- Ethical and unethical decision making
- Managing organisational integrity
- Managing organisational ethics

## Strategic Leadership

- Leading strategically
- Personal leadership styles
- Strategy stories and goal setting
- 360° feedback
- Negotiating successfully



## Facts & Figures

22 years of excellence

**680** Future managers visited  
Specialised Courses at the iimt

**385** Graduates successfully completed  
their Executive MBA, Diploma,  
CAS Programme

**235** Graduates guarantee the iimt  
Alumni Network's sustainable  
development

### A strong link to industry partners

**212** Companies have put their trust in  
us and our Executive Programmes

**21** Industry partners cooperate  
closely with the iimt

### An international environment & network

**13** iimt team members make your stay at the  
iimt unforgettable and comfortable

**28** Different nationalities are represented in  
our classrooms through both lecturers and  
students

**10** Subject Area Coordinators from around the  
world are making sure that our content is  
up to date

**70** Outstanding lecturers from leading  
Universities, business schools, industry, and  
government are active at the iimt

accredited by

**aaq** schweizerische agentur  
für akkreditierung  
und qualitätssicherung



# Practical Information

## Examinations & Final Project

Each completed module is followed by a written or an oral examination. Executive MBA participants are additionally required to write a final project in one of the iimt subject areas.

## Course Language

The iimt conducts the courses and examinations in English. The final project may be written in English, French, Italian, or German.

## Course Location

All courses are given at the iimt in Fribourg.

## Admission & Application Requirements

Candidates require a degree from a University or University of Applied Sciences, at least 3 years of professional experience and a management position (or may be admitted "sur dossier").

## Course Fees

### Executive MBA Management in Technology

CHF 42,000

30 modules

Fees include course materials, case studies, and examinations but do not cover transport, accommodation or food. The course fees may be paid in instalments (additional charges apply). For further details, please contact the iimt.

The application form can be obtained from the iimt or downloaded from the iimt's website ([www.iimt.ch](http://www.iimt.ch)).

