

Executive Diploma

Management Excellence
Digital Leadership





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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 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 Centre for Management in Technology for more than 25 years.

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

Supported by our partners and associates, and with active participation in leading organisations, the iimt provides high-quality training on an international level. The programmes combine the most relevant theoretical management concepts with practical understanding of international management in technology. At the same time, the iimt is providing insights into a broad variety of 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 Diploma provides a blend of experience and expertise of an innovative teaching team who are focused on participants' leadership skills in both national and international business.

The course offers a unique opportunity to hone your analytical, functional, and interpersonal skills required to successfully navigate an increasingly complex, global business, and management environment. The iimt provides all participants with access to invaluable knowledge and experiences from Universities and industry worldwide. Tight collaboration and networking are always encouraged and nurtured throughout all our Executive Programmes.

Flexibility

The modular structure of the iimt Executive Diploma programmes offers a high rate of flexibility.

- Begin your study programme whenever you require;
- Choose how long you need for your studies;
- Design your study schedules based on full-time or part-time study.

A unique learning experience

Interactive teaching methods that combine theoretical knowledge and practical implementation.

- A healthy mix of theoretical knowledge and practical cases are applied.
- Business simulation games are used to navigate managerial challenges.
- Case studies, group works, and current issues are included and discussed.

Networking

Your professional and social network is yet another aspect, where the iimt can help you grow and enrich through opportunities to:

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

Quality

Our promise is to ensure and maintain the highest quality of the Executive Diploma programme.

- Course contents are technology-related and contain up-to-date issues;
- The iimt pays attention to your needs and 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 have an international focus;
- We encourage and support diversity by fostering an environment where everyone can have a safe space to share their unique perspective and approach to discussed challenge.

Your Advantages





Executive Diploma

Management Excellence

Digital Leadership

Executive Diploma Management Excellence

Global Business Management

| | |
|--------------------------------------|------------------------|
| Strategic Management 1 | Strategic Management 2 |
| Marketing Essentials | Product Management |
| Operational Excellence | Quality & Productivity |
| Competition | Competitiveness |
| Artificial Intelligence for Managers | Selected Legal Issues |

Digital Mindset

| | |
|--------------------------|-----------------------|
| Digital (R)evolution | Cyber Security |
| IT-enabled BM Innovation | Managing Technochange |

Finance & Accounting

| | |
|------------------------|----------------------------|
| Foundations of Finance | Current Topics in Finance |
| Basics of Accounting | Management Control Systems |

Leadership & Human Resources

| | |
|----------------------------|------------------------|
| Managing yourself & others | Managing Human Capital |
|----------------------------|------------------------|

The iimt Executive Diploma Programmes are designed as a series of 20 modules. Each module lasts 2 days, and participants can enrol in the Programme several times a year and complete it either on part-time or full-time basis.

The Executive Diploma Programmes require passing all 20 modules, as well as the acceptance of the diploma project. By completing the Executive Diploma, students receive 60 ECTS-credits and an internationally recognised Executive Diploma of the University of Fribourg.

Executive Diploma Digital Leadership

Global Business Management

| | |
|--------------------------------------|------------------------|
| Strategic Management 1 | Strategic Management 2 |
| Managing Innovation | |
| Project Management 1 | Project Management 2 |
| Marketing Essentials | |
| Operational Excellence | |
| Artificial Intelligence for Managers | |

Digital Mindset

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

Finance & Accounting

| |
|------------------------|
| Foundations of Finance |
| Basics of Accounting |

Leadership & Human Resources

| | |
|----------------------------|------------------------|
| Managing yourself & others | Managing Human Capital |
| Corporate Communication | Business Ethics |
| Strategic Leadership | |



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

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

Managing Innovation

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

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.

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

Big Data & Interactive Systems

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

Cyber Security

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

Managing Technochange

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

Finance & Accounting

Foundations of Finance

- Financial markets and digitalization
- Valuation of stocks and bonds
- Asset management and robo advising
- Cost of capital
- Capital budgeting

Basics of Accounting

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

Current Topics in Finance

- Financial planning
- Issuing debt and equity
- Corporate valuation (including valuation of tech companies)
- Capital structure
- Multinational financial management

Management Control Systems

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

Leadership & Human Resources

Managing yourself & others

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

Corporate Communication

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

Strategic Leadership

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

Managing Human Capital

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

Business Ethics

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

Case studies, practical approaches, group works, and lively discussions are integral part of all our courses and study programmes. For more details about the course content, please visit www.iimt.ch.



Facts & Figures

The iimt success story

976 Future managers visited Specialised Courses at the iimt

498 Graduates successfully completed their Executive MBA, Diploma, CAS Programme

272 Graduates guarantee the iimt Alumni Network's sustainable development

A strong link to industry partners

259 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





Practical Information

Examinations & Final Project

Each completed module is followed by a written or an oral examination. Executive Diploma students 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

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|--|------------|------------|
| Executive Diploma Management Excellence | CHF 28,000 | 20 modules |
| Executive Diploma Digital Leadership | CHF 28,000 | 20 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).



iimt
A world of opportunities