



# 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 a world of opportunities.

Yours sincerely,  
the iimt team

# 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

**Executive CAS**  
Project  
Excellence

**Executive CAS**  
Digital  
Excellence

**Executive CAS**  
Innovation Management  
Product Champion

**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 its partners and associates, 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 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 MBA Programme 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 MBA programme 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 our Executive MBA 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





## What our students said

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

**Mathias Büschi - Executive CAS**

Studies at the 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 high-quality networking 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 their lecturers. Most of them are amongst the best known and experienced specialists in their domain. Participating in this programme has been an intensive learning experience, but also a very interesting opportunity to expand my network of contacts. Moreover, the iimt offers a very flexible course organisation, which allowed me to adjust - 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 enrol in the Programme several times a year and complete it either on a 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 an internationally recognised Executive Master of Business Administration of the University of Fribourg.

### Global Business Management

Strategic Management 1	Strategic Management 2	Managing Innovation
Marketing Strategies	Service Management	Product Management
Project Management 1	Project Management 2	
Operational Excellence	Quality & Productivity	
Competition	Competitiveness	
Introduction to Business Analytics and AI for managers	Selected Legal Issues	

### Digital Mindset

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

### Finance & Accounting

Foundations of Finance	Value Based Management & Financial Analysis	Risk Management & Fintech
Basics of Accounting	Management Control Systems	Monte Carlo Simulation

### Leadership & Human Resources

Managing yourself & others	Managing Human Capital	Strategic Leadership
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
- Performance indicators
- Resource and capability analysis, simulation, game theory

### Strategic Management 2

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

### Managing Innovation

- Principles and methods of innovation management
- Innovation culture & mindsets in business environments
- Managing and developing technological innovations
- Implementing an innovation strategy

### Service Management

- Service-oriented value creation in business
- Design of data-based services & service ecosystems
- Rapid service prototyping and testing
- Service processes and service blueprints
- Business models & value capture with smart services

### Marketing Strategies

- Introduction to marketing & markets
- Marketing research: desk and field research
- Marketing objectives & Marketing strategies
- Customer oriented strategies
- Competition oriented strategies

### Product Management

- Traditional & innovative product management processes
- Lifecycle management process
- Finding and developing new product and service ideas
- Defining customer needs and value proposition
- 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
- Value adding processes
- 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

### Introduction to Business Analytics and AI for managers

- 4 Types of data analytics and the high level overview of terminology
- Supervised Learning and Decision Tree Algorithm / Churn Exercise / Loan Exercise
- Basic concepts of Expert Systems and AI Applications
- Data preparation/ Regulations & Ethics

### 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

- Reasons & impacts (digitization & digital transformation)
- Major technical developments (big data, AI, blockchain etc)
- Digital business models (network-, service-, data-, platform, metaverse and DAO economy)
- Agile and ambidextrous Leadership

## IT-enabled Business Model Innovation

- IT Strategy and value of IT
- Foundations of Digital Transformation
- IT-enabled Business Model Innovation
- Implementation of Digital Transformation Initiatives
- Skills for Digital Transformation

## Big Data & Interactive Systems

- Big Data (concept, market, tools)
- Where do big data for data science in smart cities come from?
- IoT-Services, social media, smart city architecture
- Human-centered AI for cities and business models

## 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
- Agile Transformation
- Leveraging IT for change and digital business

## Data Analytics and Machine Learning for managers

- Non-technical introduction
- Data visualization and descriptive statistics
- Regression
- Important concepts and Intuition of machine learning
- Business cases and practical examples

# Finance & Accounting

## Foundations of Finance

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

## Basics of Accounting

- Introduction to Financial Accounting and CVP Analysis
- Understanding and Creating Financial Statements
- Relevance of Financial Statements in Man. Decision-Making
- Common Pitfalls in Cost-Based Decision-Making
- Using machine learning approaches to reduce costs

## Monte Carlo Simulation

- Cost-based decision-making
- Cost Control
- Capital budgeting related decisions

## Value Based Management and Financial Analysis

- Business Model and Value Drivers
- Discounted Cash Flow & Economic Value Added
- Protecting Value Creation: Hedging Exchange Rate Risk
- Performance Diagnosis - Credit & Solvency Examination
- Financial Planning

## Management Control Systems

- Planning, budgeting, and variance analysis
- Financial performance and value creation
- Performance measurement systems
- Target setting and relative performance evaluation

## Risk Management & Fintech

- Risk Management Techniques for Market and Credit Risk
- Corporate Risk Management in a Digitalized Bank
- Artificial Intelligence in Finance
- Digital Assets
- Cryptocurrencies and Blockchain

# Leadership & Human Resources

## Managing yourself & others

- Assessing ones personality
- Motivating employees
- Managing teams effectively
- Making effective decisions

## Strategic Leadership

- Leading strategically
- Personal leadership styles
- Strategy stories and goal setting

## Managing Human Capital

- Attracting employees
- Selecting employees
- Developing employees
- Performance managing 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](http://www.iimt.ch).



# Facts & Figures

## More than 25 years of excellence

**1086** Future managers visited Specialised Courses at the iimt

**575** 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

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

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

## An international environment & network

**12** 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

**60** 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 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

Courses are given at the iimt in Fribourg or online.

### 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

<b>Executive MBA Management in Technology</b>	CHF 42,000	30 modules
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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)).



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A world of opportunities