



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,
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

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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 the 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 from 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 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	Managing Human Capital	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 into 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 form 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.

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 in 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

Monte Carlo Simulation

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

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 centers
- Standard costing and variance analysis

Fin Tech & Risk Management

- Fintech overview
- Crowdfunding and crowdlending
- Payment systems
- Cryptocurrencies and blockchain
- Risk management

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



Facts & Figures

More than 25 years of excellence

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 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).



iimt
A world of opportunities