

Executive CAS

Strategies & Innovations
Financial Decision Making
Leadership & HR Management
Project Excellence
Digital Excellence
Innovation Management & Intrapreneurship





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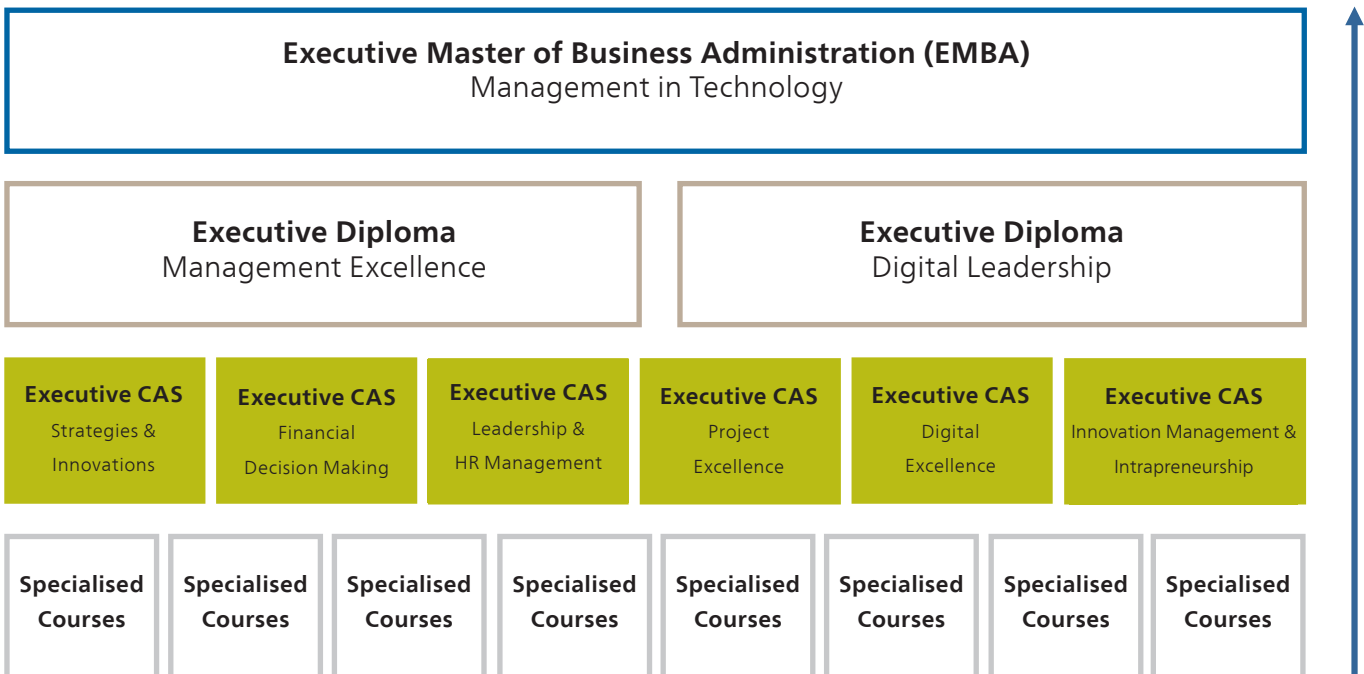
The iimt is proud to be a leading competence centre for Management in Technology in Switzerland and as such employs critical thinking, intellectual and passionate creativity.

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



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 promoters, 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 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 CAS Programmes blend the experience and expertise of an innovative teaching team who are focused on participants' leadership skills in both national and international business.

The iimt courses offer a unique opportunity to hone 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 Executive Programmes.

Flexibility

The modular structure of the iimt Executive CAS 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 from full-time to 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 games are used in order 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 CAS Programmes.

- 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 focussed on international issues;
- 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 CAS Programmes

The iimt Executive CAS Programmes are designed as a series of 7 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 CAS requires passing all 7 modules, as well as the acceptance of the final project. By completing the Executive CAS, students receive 22.5 ECTS-credits and the internationally recognised Executive CAS of the University of Fribourg.

The iimt allows participants a high level of flexibility. Participants can tailor their Executive CAS Programme to their own requirements. Should you wish to change any of the modules, please do not hesitate to get in touch with us and we will be more than happy to help you on your road to success.

Participants can also obtain an Executive MBA degree by combining different Executive CAS Programmes. For more details, please get in touch with us.

Executive CAS Strategies & Innovations - for outstanding performance

Strategic Management 1	Strategic Management 2	Product Management
Managing Innovation	Marketing Essentials	Service Marketing
Corporate Communication*	Business Ethics*	

* Corporate Communication and Business Ethics are elective modules. Participants are free to choose which module they wish to attend.

Executive CAS Financial Decision Making - in a changing business

Foundations of Finance	Current Topics in Finance	Monte Carlo Simulation
Basics of Accounting	Management Control Systems	Fin Tech & Risk Management
Digital (R)evolution*	Cyber Security*	

* Digital (R)evolution and Cyber Security are elective modules. Participants are free to choose which module they wish to attend.

Executive CAS Leadership & HR Management - in a changing world

Managing yourself & others	Managing Human Capital	Strategic Leadership
Artificial Intelligence for Managers	IT-enabled BM Innovation	Managing Technochange
Corporate Communication*	Business Ethics*	

* Corporate Communication and Business Ethics are elective modules. Participants are free to choose which module they wish to attend.

Executive CAS Project Excellence - in a competitive environment

Project Management 1	Project Management 2	
Quality & Productivity	Competition	Operational Excellence
Big Data & Interactive Systems*	Selected Legal Issues*	Competitiveness

* Big Data Analysis and Selected Legal Issues are elective modules. Participants are free to choose which module they wish to attend.

Executive CAS Digital Excellence - in a digital environment

Digital (R)evolution	Cyber Security	Big Data & Interactive Systems
IT-enabled BM Innovation	Project Management 1	Project Management 2
Managing Technochange		

Executive CAS Innovation Management & Intrapreneurship

Managing Innovation	Design Thinking°	Lean StartUp°
Customer Insights°	Rapid Market Experimentation°	Facilitation°
Strategic Management 1*	Product Management*	Service Marketing*
Digital (R)evolution*	Monte Carlo Simulation*	Managing yourself & others*
Strategic Leadership*	Project Management 1+2 (4 days)*	

* These modules are elective modules. Participants are free to select three of these modules to complete the CAS programme.

° These modules are offered in German in cooperation with INNOArchitects.



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 for 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

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

<p>Digital (R)evolution</p> <ul style="list-style-type: none"> • 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. 	<p>Cyber Security</p> <p>Information security governance</p> <ul style="list-style-type: none"> • Policies, standards and best practice • Risk analysis and management • Information security culture • Economics of information security • Privacy
<p>IT-enabled Business Model Innovation</p> <ul style="list-style-type: none"> • The role of IT: its importance for corporate strategy • Fundamentals of information management • IT-governance, IS-controlling and risk management 	<p>Managing Technochange</p> <ul style="list-style-type: none"> • Implementing information system in organisations • Effecting organisational change • International IT implementation • IT-service management
<p>Big Data & Interactive Systems</p> <ul style="list-style-type: none"> • Data warehouse architecture • Customer data warehouse • Knowledge discovery process • Data mining techniques 	<p>Modules in cooperation with INNOArchitects</p> <ul style="list-style-type: none"> • Design thinking • Lean startUp • Customer insights • Facilitator • Rapid market experimentation
<p>Foundations of Finance</p> <ul style="list-style-type: none"> • Financial markets and digitalization • Valuation of stocks and bonds • Asset management and robo advising • Cost of capital • Capital budgeting 	<p>Current Topics in Finance</p> <ul style="list-style-type: none"> • Financial planning • Issuing debt and equity • Corporate valuation (including valuation of tech companies) • Capital structure • Multinational financial management
<p>Basics of Accounting</p> <ul style="list-style-type: none"> • Introduction to management accounting and CVP-analysis • Measuring relevant costs & revenues for decision making/ pricing decisions • Cost assignment and ABC 	<p>Management Control Systems</p> <ul style="list-style-type: none"> • Divisional financial performance measures • Budgeting and management control centres • Standard costing and variance analysis
<p>Monte Carlo Simulation</p> <ul style="list-style-type: none"> • Cost-based decision-making • Cost control • Capital budgeting decision-making 	<p>Fin Tech & Risk Management</p> <ul style="list-style-type: none"> • Fintech Overview • Crowdfunding and Crowdlending • Payment Systems • Cryptocurrencies and Blockchain • Risk Management
<p>Managing yourself and others</p> <ul style="list-style-type: none"> • Assessing ones personality • Motivating employees • Managing teams effectively • Culture and diversity 	<p>Managing Human Capital</p> <ul style="list-style-type: none"> • Attracting employees • Selecting employees • Developing employees • Performance managing employees • Rewarding employees
<p>Corporate Communication</p> <ul style="list-style-type: none"> • Reputation management • Crisis management: role play with media interaction • Corporate identity, image and reputational management • Creating and managing the reputational platform 	<p>Business Ethics</p> <ul style="list-style-type: none"> • The role of business in society • Ethical and unethical decision making • Managing organisational integrity • Managing organisational ethics
<p>Strategic Leadership</p> <ul style="list-style-type: none"> • Leading strategically • Personal leadership styles • Strategy stories and goal setting • 360° feedback • Negotiating successfully 	

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

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's 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





Practical Information

Examinations & Final Project

Each completed module is followed by a written or an oral examination. Executive CAS 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 (except for the indicated modules). The final project may be written in English, French, Italian, or German.

Course Location

All courses are given at the iimt in Fribourg, except for the modules in cooperation with INNOArchitects.

Admission & Application Requirements

Candidates require a degree from a University or University of Applied Sciences, at least 2 years of professional experience and a management position (or may be admitted "sur dossier").

Course Fees

Executive CAS Strategies & Innovations	CHF 9,800	7 modules
Executive CAS Financial Decision Making	CHF 9,800	7 modules
Executive CAS Leadership & HR Management	CHF 9,800	7 modules
Executive CAS Project Excellence	CHF 9,800	7 modules
Executive CAS Digital Excellence	CHF 9,800	7 modules
Executive CAS Innovation Management & Intrapreneurship	CHF 11,800	9 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