

Annual Report 2011





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Editorial

Ladies and Gentlemen, Dear members of the iimt world,

The year 2011 was remarkably influenced by the OAQ & SUC accreditation of the iimt and its Executive Programmes. After seven years, the existing accreditation seal had to be renewed and the iimt had to go through the whole process again. The iimt used the phase of the self-evaluation for an intensive and complete check-up of all internal processes, the existing study programmes, research areas and as corner stone for future iimt activities.

The accreditation has shown that the iimt Executive Programmes have continuously been developed in the last years and that teaching at the iimt is offered on the highest level. Each year, new topics are integrated in the course contents and top lecturers from the academic and business world are acting in iimt class rooms. In 2011 80 lecturers shared their know-how with the students. This exchange of know-how and experience was, and will be invaluable for the institute itself and all students. Furthermore, students appreciated and profited from the flexibility of the given courses and had for this reason the chance to combine all uprising professional and private activities. All these elements are certainly main success factors of the iimt.

All study programmes, as the Executive MBA, Executive Diploma, Specialised Courses and Power Packs including all examinations run smoothly and the participants were highly satisfied. In 2011 the new Certificate of Advanced Studies (CAS) in ICT and Utility Management, which comprises of ten different modules, was launched successfully and the first students started their educational programme.

The iimt is well known and established as an educational and research partner in the ICT and Utility sector. Employees as well as Human Resource Directors in ICT companies are well aware of the need of further education in order to prepare themselves for all daily challenges. Inversely, Utility companies are currently facing a number of challenges at the same time as the liberalisation of the market is in full swing. Personnel development and education seems to be important but not less important are key findings about the existing market.

Here the iimt builds the bridge and has the perfect combination of education and research.

The Chair of Management in ICT participated in 2011 actively in different projects with industry partners. The project BizGrid came to a successful end, and the new ePark project was started. The SWING project reached the second of all three levels and will be continued in 2012 with IBM Switzerland. Besides all projects, the University lecture "Strategic Project Management" was carried out and several bachelor and Master Theses were accompanied. More details about all current projects its publications and Chair activities can be found in this report.

The iimt accreditation brought some important findings to daylight. These findings will certainly be implemented within the year 2012 in order to strengthen the iimt's leading position. But besides the accreditation, the elapsed year brought also numerous challenges and new activities forth. Some impressions and more detailed information can be found in the present report.

All these challenges have been realised due to the powerful and valuable cooperation with our members and partners of the iimt world. We would also like to emphasise that the staff of the iimt contributed greatly to our success once more in 2011 and would like to thank all staff members for their invaluable support. And finally, we would like to thank our participants, lecturers and partners for the confidence they have placed in us.

We look forward to another year of challenges and new activities with all members of the iimt world.

Many thanks to everyone.

Walter Steinlin
President of the iimt

Prof. Dr. Stephanie Teufel
Director of the iimt

Who we are

international institute of management in technology

The iimt is a leading competence centre for Information and Communication Technology (ICT) and Utility (electricity, gas and water) Management, offering executive training programmes and research. Through its highly developed international network of partners, from both industry and the academic world, the iimt constantly improves its competences and takes an excellent and competitive position in the national and global market.

The iimt combines the most recent theoretical management concepts with practical understanding of the international ICT and utility sectors, giving insights into widely different cultures and approaches, and enabling accurate evaluation of conditions in other markets.

Objectives and Commitment

The iimt's commitment is to prepare participants for high-level management careers in an increasingly global ICT and utility environment. The iimt Executive Programmes blend the experience and expertise of an innovative teaching team in developing participants' leadership qualities in both domestic and international business.

Executive Programmes

The iimt offers unique and specialised Executive Programmes in ICT or Utility Management as the Executive MBA, Executive Diploma (DAS), Executive Certificate (CAS), Specialised Courses, Power Packages and Customised Company Courses.

Chair of Management in ICT

The Chair of Management in Information & Communication Technology (ICT) is part of the Faculty of Economics and Social Sciences at the University of Fribourg. The chair offers university lectures, supports bachelor, master and doctoral theses and conducts research.

Research Fields

The chairs' research team works together with industry partners, so its research is not confined to the classical "ivory tower". Based on the Fribourg ICT-Management framework the research team aims to answer challenging questions in the academic research fields:

- Energy System Management
- Innovation and Technology Management
- Information Security Management
- Project Management

Research Projects & Partners

The chair holds active roles in several national and international organisations. The research conducted by the chair is mainly driven by industrial projects. Hence the chair enjoys invaluable support from several membership organisations, as well as strong co-operations with different Universities in Switzerland and abroad. Within the last years, the chair has accomplished research projects and published its results in international journals and conferences.



iimt Activities - Executive Programmes

News from the Executive Programmes

Chinese Delegation

East China University of Science and Technology

On 5th of October 2011, the iimt had the honour to welcome a delegation of 12 Chinese executive students from ECUST, East China University of Science and Technology, Shanghai.

Prof. Dr. Stephanie Teufel and the iimt staff welcomed the delegation and presented the iimt, its Executive Programmes and research activities. Amongst us, it was a pleasure to welcome Mr. Joël Savary, Director Asia-Pacific Markets from the Development Agency FDA / Ministry of Economic Affairs MEA, State of Fribourg, who shared his impressions about the cooperation between Switzerland and China. After the opening, the Chinese delegation got a guided tour through the University of Fribourg before the official course lecture began. Mrs Yanyan Chang, former lecturer at the iimt held a course about Human Resources and the differences between the Chinese and the Swiss culture and business relations. After a common lunch, the Chinese delegation had time to visit the chocolate factory Villars SA before they left Fribourg. It was a pleasure to welcome the Chinese Delegation and to take a further step for an excellent cooperation between the iimt and ECUST.



From Stud.ip to moodle

End of October 2011 the student's portal Stud.IP was replaced by Moodle. Moodle is, as well as Stud.IP, a platform for students to get all course documents in electronic format and get important study documents electronically. To coordinate this change the iimt provided all students with a guideline. Moodle is a service offered from the University of Fribourg which offers our new access to the iimt executive course documents. This change was needed in order to guarantee the well-functioning of the study portal and a closer cooperation with the University of Fribourg.

Cooperation with PMI

In 2011 the iimt cooperated again with PMI Switzerland. iimt inscribed all students who took part of the course Project Management as PMI members. With the one year membership (paid by iimt) iimt students have the following advantages:

- Computer based testing of CAPM (at the Member rate, currently \$225)
- The 1st year of Student Membership of PMI, including the Switzerland Chapter (currently \$50 to join and \$40 to renew - without the student membership the exam is more expensive) which includes:
 - Electronic copies of the PMBOK® Guide in German, French, Italian and English.
 - Access to the eReads, reference to the online PM library and Knowledge Shelf.
 - Access to PMI's PathPro®, which features a career framework, to assess your skills and prepare to move ahead.
 - Knowledge sharing and networking opportunities through the PMI Switzerland chapter and the online access to PMI's 36 Communities of Practice.
 - PM Network® a popular monthly publication that covers the project management profession, thought leaders, news and trends.
 - PMI Today®, a monthly newsletter focused on Institute news, events, community activities and a column from the PMI Board of Directors.
- There is a 23 contact hour pre-requisite for the CAPM exam and this could be met by the existing modules.

iimt Activities - Executive Programmes

Executive MBA, Executive Diploma & Executive CAS in ICT and Utility Management

CAS in ICT and Utility Management

In the beginning of 2011 the iimt added the new study programme "Certificate of Advanced Studies" (CAS). The first students registered for the CAS course and started their study programme. This programme contains ten modules and is the first step of an Executive MBA.

Executive Courses

In 2011 all modules, except Utility Technology, were realised (see timetable 2011). Unfortunately the iimt had to cancel all three modules of the course Utility Technology because of a lack of participants.

For three modules of the Executive Programmes, the students were temporarily separated in order to get a specific focus on ICT or Utility content. For both modules in "Law in Utility Management", respectively "Law in ICT Management", and for the 2nd module in "Marketing Management" the classes took place in different rooms with different lecturers.

In order to guarantee excellent course modules, each course, each lecturer and each examination have been evaluated. The evaluations help the Subject Area Coordinators, lecturers and the iimt itself to constantly improve the organisation, structure and content of the Executive Programmes. Because of the detailed feedback of the students, the iimt can react accordingly and be target-oriented.

Participants and Lecturers

In 2011, 13 new students were enrolled for an Executive CAS, Executive Diploma or Executive MBA at the iimt. 8 students started in ICT Management and 5 students in Utility Management. Furthermore, 21 students participated in Specialised Courses and Power Packages.

Among these students, one of them decided to start a full-time Executive MBA. That means he will do the entire programme within one year. Still, the majority of the participants are doing part-time studies (five course weeks a year during three years). But more and more students benefit from the flexibility of the iimt studies and integrate their programme into daily work. In times they are less busy in their company they can absorb more courses at the iimt, in times they have lots of things to do for their company, they can drop iimt courses and benefit from the suppleness. In the year 2011, 74 lecturers from different countries actively took part in iimt Executive Programmes. They carried out teaching and activities (examinations, supervision of executive projects) to support the iimt's Executive Programmes. The good mix of theory and practice is taken as granted through the participation of scientific lecturers (40% of all lecturers are from Swiss and international universities) and experts from the industry (60% of all lecturers work in national or international companies and organisations). Due to the location of the iimt premises and the course rooms in the same building, the organisation of the course weeks and all the events during the academic year (welcome coffee, social event, award ceremony – leaders lunch, year-end aperitif), facilitated a team spirit and networking amongst participants, iimt staff, lecturers, and members of the iimt Alumni Network.

Award of the EMBA and Executive Diploma degrees

On 1st of December 2011, the iimt awarded ten Executive MBA and Diploma degrees. In accordance with the study regulations, the candidates have successfully completed their studies and submitted a final project that was approved by their project supervisors. The iimt Award Ceremony was combined with the iimt Leaders Lunch. More details about this event can be found in the Marketing section of this report.



iimt Activities - Executive Programmes

Best Papers, Executive MBA & Executive Diploma Projects

Best Paper

In 2011 six Executive MBA Projects were nominated for the Best Paper Award 2010. All projects were evaluated by a committee, which is composed by representatives from the industry and the academic world. The committee consists namely of:

Prof. Dr. Reiner Wolff (President)
Mr. Daniel Huber
Dr. Bernhard Kessler
Mr. Roger Notter
Prof. Dr. Stephanie Teufel

The evaluation criteria involve topicality, the academic aspect, the overall impression, and the connection to the domain of ICT or Utility, the interest of the target audience and the global interest of the publication. The winner of the Best Paper Award 2010 was:

Mauron Jacques (2010):

Approvisionnement électrique de la Suisse 2030 – 2050: Investir aujourd'hui dans la technologie la plus rentable demain.

List of all Executive MBA Projects in 2011

Guisolan, Raphaël (2011):

Plan d'affaire du Net Observatory SA

Hohenauer, Jan (2011):

Consumerization und ihr Einfluss auf die Informationssicherheit

Huguenot, Bertrand (2011):

Modèle d'organisation des entreprises de service public dans un environnement régulé

Massi, Nico (2011):

Funktionsorientiertes Produktionsframework - Ein Modell zur Standardisierung der Produktion von ICT-Services für den KMU-Markt Schweiz

Ortega, Alejandro (2011):

Gesellschaftliche Verantwortung von Internet-Unternehmen

Schäke, Chris (2011):

Connecting the Unconnected - An innovative business model for sustainable communications in rural areas of developing nations

Seydoux, Malik (2011):

Non-foil solution for aseptic packaging

Trinkler, Reto (2011):

Positionierung einer disruptiven Produktinnovation im Markt für Decision Support Systeme

Vonlanthen, Blaise (2011):

ICT Risks and the Swiss Financial Industry Regulation

Wittwer, Elias (2011):

Net Delusion - wird die Macht des Internet überschätzt?



iimt Activities - Executive Programmes

Executive Programmes 2011 - Statistics

Participants in the Executive Programmes

A total of 50 participants attended the EMBA and Executive Diploma classes level 1 to 3 in 2011. Furthermore, 21 persons participated in Executive Specialised Modules or Specialised Courses.

Entry survey 2011

As with every intake, an entry survey amongst Executive MBA, Executive Diploma and Executive CAS was done in 2011. This entry survey gives information about personal and professional data of the new intake. The statistic below shows the choice of the iimt programmes in 2011.

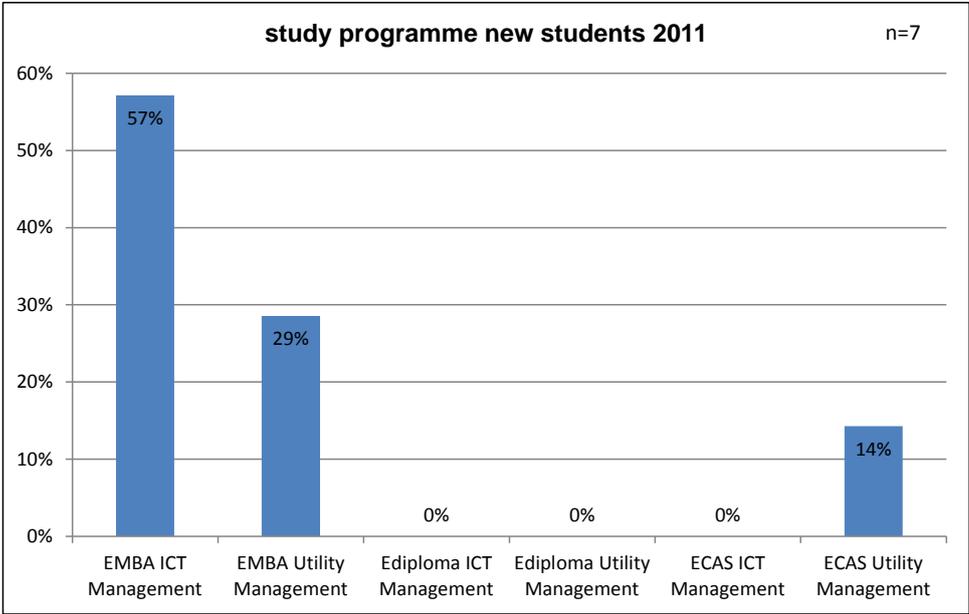


Fig. 1: Study programme new students 2011

More men than women took part in iimt courses. In 2011 86% of the new students were male and 14% female. The average age of the new students in 2011 is 37 years.

The average work experience was 10 years. 60% had a higher education in engineering, 20% in law and 20% named a higher education in other sectors.

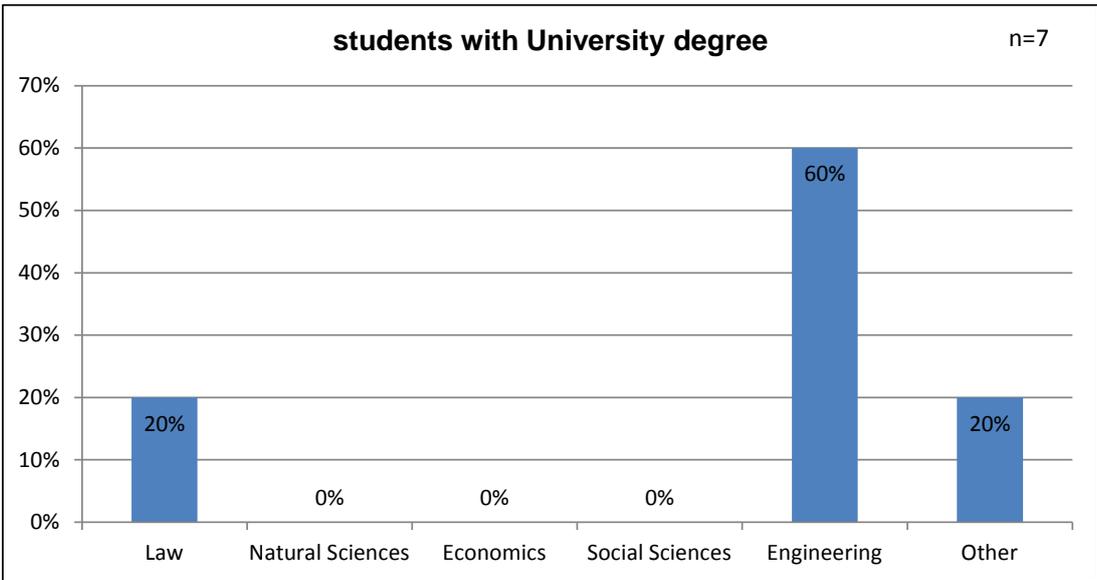


Fig 2: Students with a university degree

iimt Activities - Executive Programmes

Executive Programmes 2011 - Statistics

At the beginning of their studies, 16% of the participants occupied a position in the top management, 67% in the middle management and 17% in the lower management.

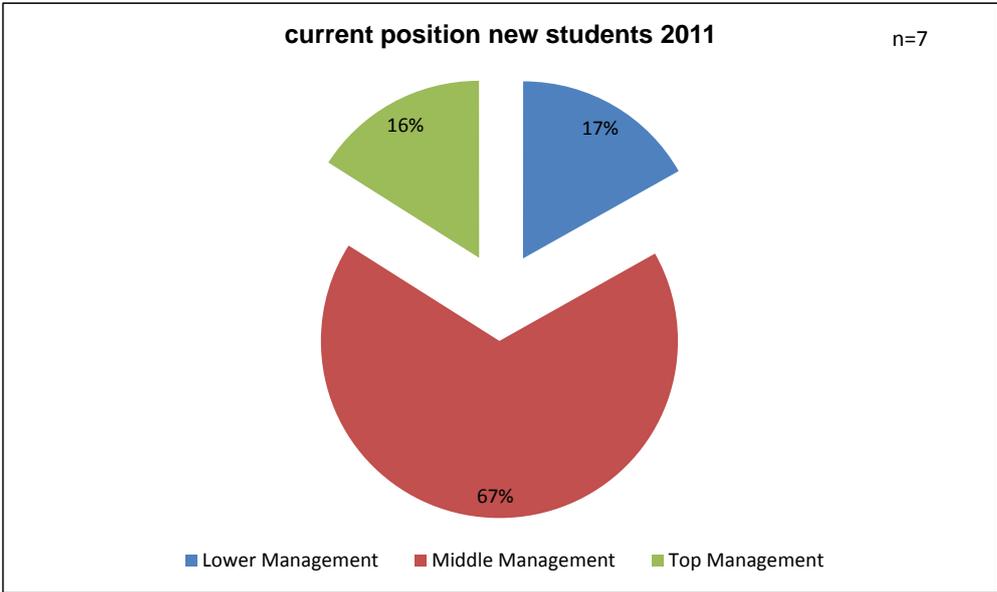


Fig. 3: Current position in management

22% were working in the field of "Network Management and Support" as well as in the field "Research & Development". 11% were working in the field "Information Management and Software Applications" as well as in the fields "Quality Management" and "Regulatory Affairs". 56% were working in other sectors.

To the question why they began further studies in ICT or Utility Management, 42% answered that they wanted to stay up-to-date and retain their market value, 25% answered that they wanted to enhance their career opportunities, 25% mentioned a personal need of further education, another 8% named other study reasons. The most frequent indicated reasons for their choice of the iimt were the modular course structure, the flexibility of the course programme, the strong focus on ICT or Utility Management and the content of the study courses.

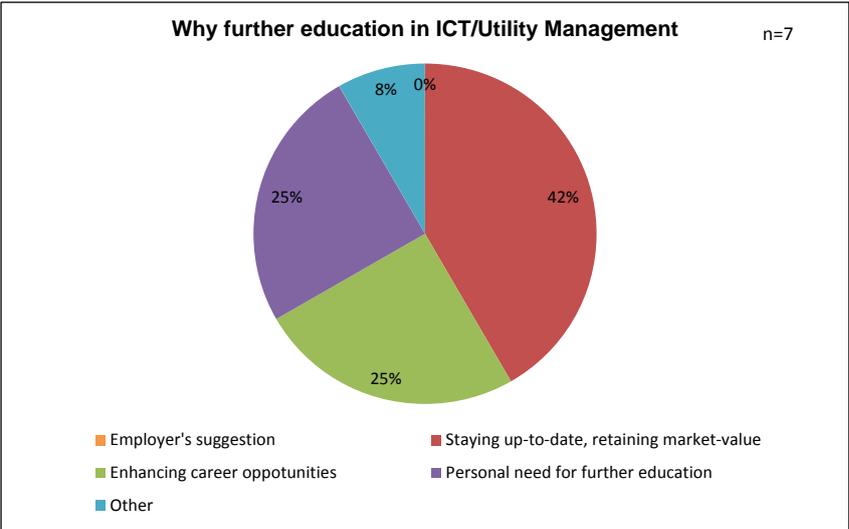


Fig. 4: Why further education in ICT/Utility Management

iimt Activities - Executive Programmes

Executive Programmes 2011 - Statistics

Final survey 2011

A final survey conducted after the graduation of the students was done in November 2011. The final survey provides information about changes in the personal and professional environments of the new iimt graduates.

Since the beginning of their studies at the iimt, 63% of the graduates changed their professional position.

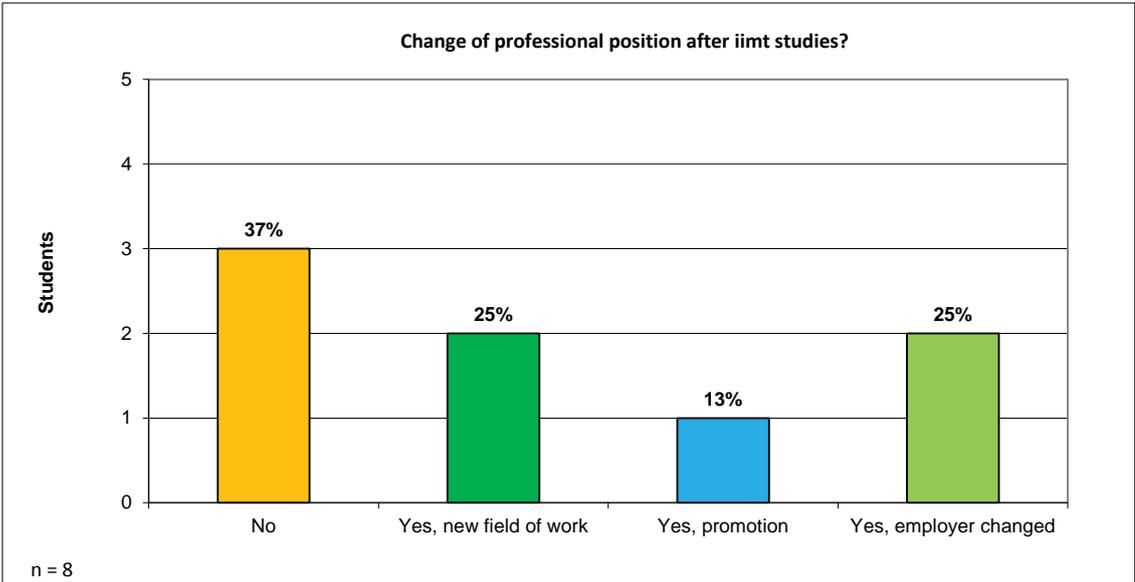


Fig. 5: Change of professional position since the beginning of the studies

Out of this subset, 13% got a promotion, 25% changed employer, 25% have a job in a new field of work, and 80% answered that the iimt Executive Programmes contributed to this change.

The importance of the teaching methods shows that the lecturers are very important for the students.

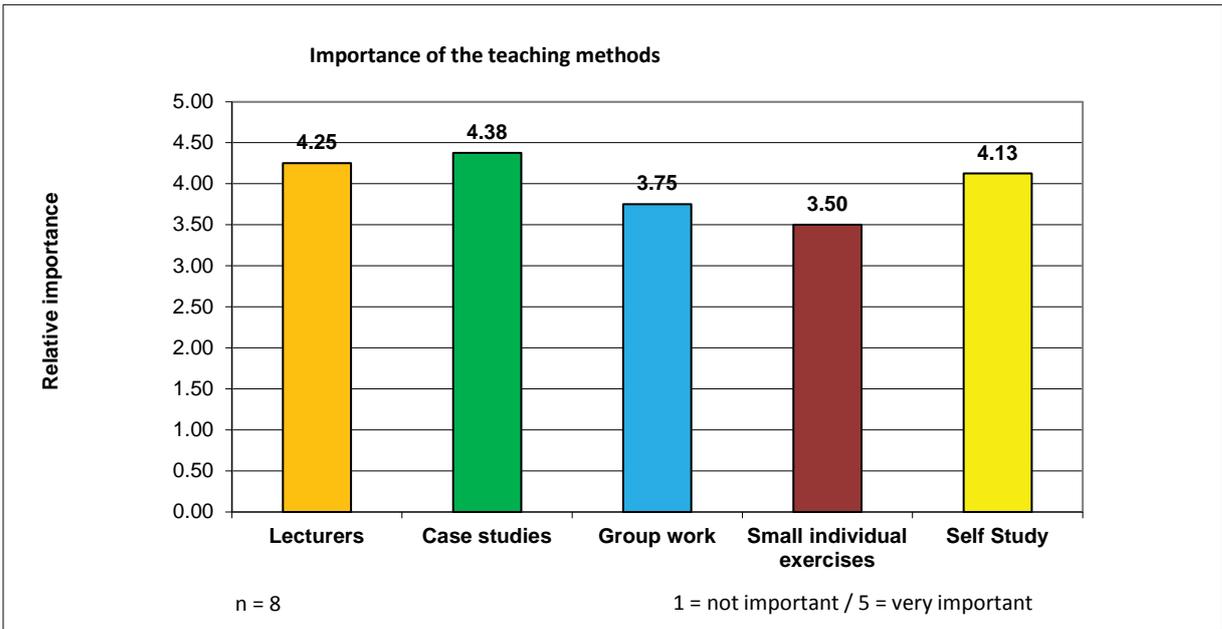


Fig. 6: Importance of the teaching methods

iimt Activities - Executive Programmes

Executive Programmes 2011 - Statistics

Final survey 2011

The majority of the students were satisfied with their choice of the iimt Executive Programmes. The expectations were fulfilled and they would recommend the iimt.

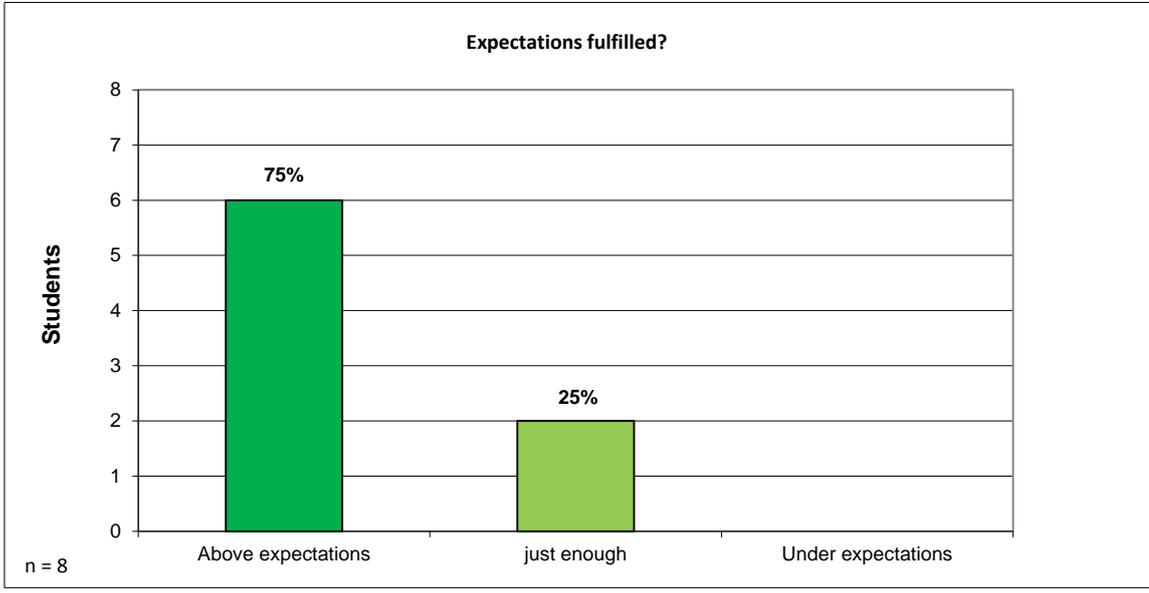


Fig. 7: Expectations concerning studies

Recommendation of the iimt

A majority of 62% recommend the iimt absolutely, without any doubt. 38% recommend the iimt as well, but with the reservation, that it should be considered, that the iimt is specialised in ICT or Utility Management.

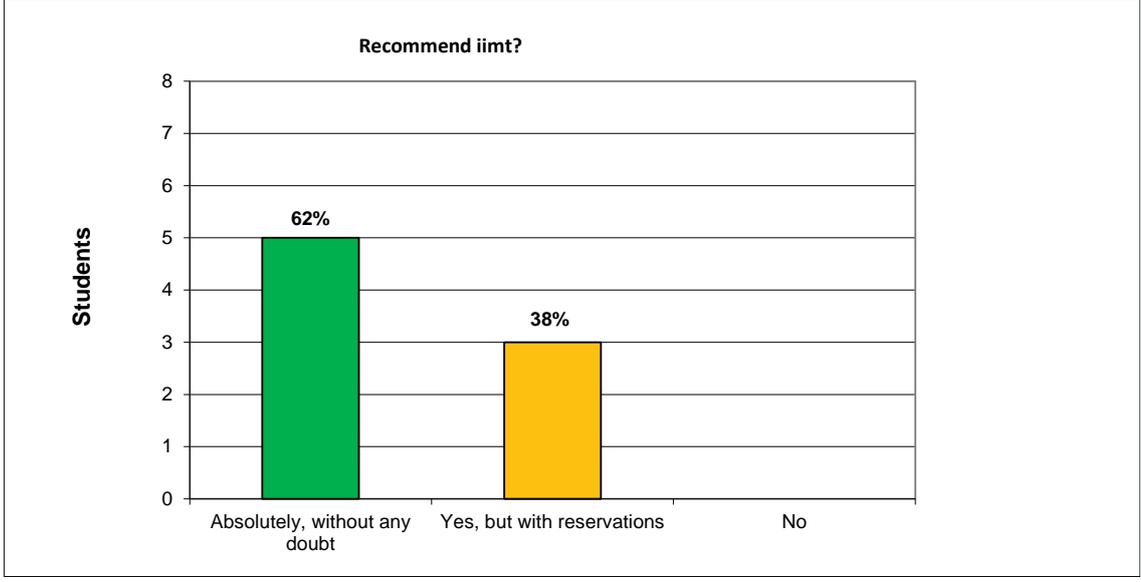


Fig. 8: Recommendation of the iimt

iimt Activities - Marketing & Communication Activities

Marketing & PR

Marketing & PR are two important elements for the further development of the iimt. The acquisition of new students and partners is thereby in the foreground. The personal support of actual students as well as the accompaniment on their decision making process to begin a study programme have been an essential component.

In order to achieve the iimt goals, it is indispensable to enlarge the existing network and to keep in touch with people.

Through the participation at external events, personal meetings as well as the organisation of several iimt events, the iimt had the possibility to enlarge its network of partners, to create new contacts and to foster relationships.

Besides the external communication measures, the internal communication as well as the cooperation and assistance in projects with industry partners are alike important for the smooth functioning and further development for the institute.

Partners & Associations

At the end of 2010 the iimt partnering concept has been updated and made more flexible for industry partners. Potential partners have the possibility to customise their partnership with the iimt and to find cooperation synergies fully tailored to their needs. This may be in the field of executive education, research or projects.

Platinum Partners

Also in the year 2011, the iimt could count on the valuable support of its Platinum Partners Groupe E and Swisscom. Both companies are investing in tomorrow's leaders and are making use of the iimt Executive Programmes for their own collaborators. Furthermore the iimt is actively collaborating with both partners in the field of research, lectures and events.



Gold Partners

The project SWING (SWiss INnovation potential @ e-Government) is still running. This three-year project is conducted in cooperation with IBM Switzerland. In 2011 the first results and publications have been presented.

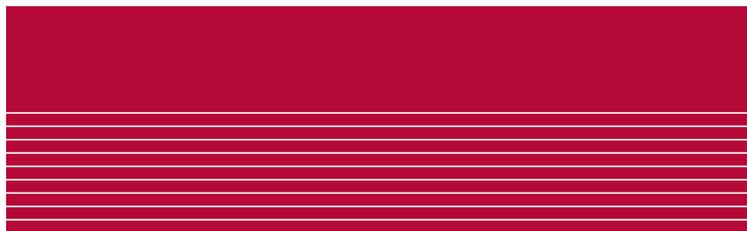


Silver Partners

The iimt could further count on last year's partner revendex. Brandnew, which designed the new iimt Corporate Design, joined the network of Silver Partners in 2011.

New Corporate Design

The iimt Corporate Design was refreshed and completely updated. New brochures, documents and the external appearance as well as the new layout of the website were launched on 1st of January 2011. Most important elements of the new Corporate Design are the pictures and its picture language. The main goal was to present the iimt as innovative and qualified educational institution with a strong network in a convivial atmosphere. The iimt had the unique opportunity to gain its Executive students who acted as models. With these pictures, the iimt can authentically present itself and the new design has been achieved extraordinary.



Bronze Partners

The iimt is very happy to be able to count on three new Bronze Partners.

- BOC
- Campana & Schott
- Hostpoint

All three companies are closely cooperating with the iimt in the field of research, education and IT infrastructure.

Further Bronze Partners are:

- asut
- Axpo
- efmd
- eif – Ecole d'ingénieurs et d'architectes de Fribourg
- Electrosuisse
- GITI - Groupement des Ingénieurs en TIC
- ITU – International Telecommunication Unit
- IT-Valley Fribourg
- Münchner Kreis
- PMI Project Management Institute Switzerland Chapter

Media Partners

The iimt could further count on last year's partners ICT in Finance and ICT Kommunikation. ICT in Finance belongs to the Zurich publishing house Profile Publishing GmbH and is published four times yearly. ICT Kommunikation is published ten times a year and belongs to the publisher Kapi-Media.

Donors

In 2011 the following Donors joined our network:

- Dr. Martin Schmatz
- Marcus Madelung
- James Greene

iimt Activities - Marketing & Communication Activities

Events

In 2011, the iimt organised and participated at several events to increase its reputation, its level of popularity and to acquire potential students, lecturers and partners. The main goal of these events was the positioning of the iimt as a competence centre in ICT & Utility Management as well as to strengthen and enlarge its network.

Swiss Electricity Congress – 10th & 11th January 2011

The iimt participated in the 4th Swiss Electricity Congress in Bern. Approximately 350 participants joined the conference. The main topic of the first day of the congress was the position of Switzerland in a European environment. During the second day, the complete liberalisation of the energy market was discussed in detail. The Swiss Electricity Congress is an important platform to meet decision makers, energy providers, distributors and other key-players of the utility sector.

ICT Networking Party - 19th January 2011

Once again, 1200 participants found their way to the traditional ICT-Networking Party, which was held in the Berner Kursaal. Due to the crowd of people lined up at the entrance, a short walk of a few meters transformed into a 20-minutes march. Also this year, the Arena was completely sold out. Once again the "who is who" of the ICT sector, government representatives and ICT experts met for an unstrained tryst themed "Fiesta Mexicana". After a short introduction by Fritz Sutter, who was sporting a sombrero, Ruedi Noser - president of ICT Switzerland - took the floor, followed later on by Stephan Klapproth and Howard Griffiths (Member of the British Empire). The iimt was again host of a table, and invited people from BOC Information Technologies Consulting GmbH, Comfone AG, GlauX Soft AG, Linguistic Search Solutions AG, Microsoft Switzerland, Nektoon AG, Netcetera and Swisscom. Andreas Thiel - artist and satirist - gave the participants a short overview of the Swiss political landscape as well as its bilateral relations just before the end of the official part of the evening. The official part of the ICT-Networking Party ended with a dessert buffet, the traditional "Biergarten" followed by a series of discussions and networking activities.

iimt & Cambridge Masterclass

With our cooperation partner, the Cambridge Judge Business School, the iimt organised the 27th January the first Masterclass with the topic "Riding the waves of Service Innovation with Mobile Business Models". The key speaker was Prof. Dr. Michael Barrett from the Cambridge Judge Business School. The topic and the presentation generated a great interest and 55 persons followed the invitation to join the speech.

The second iimt Masterclass took place on 10th November 2011. Also for this Masterclass, an up-to-date topic was chosen: "Brands & Emotions". Guest speaker of this event was Olivier Quillet, Head Strategic Marketing at Swisscom. He shared his experiences and observations of building brands in industries ranging from consumer goods to luxury and services.



asut Seminar - 9th June 2011

"Sunny over the cloud" - The Swiss Telecommunication Summit, well known as the asut Seminar took place the 9th of June in Berne. Once again, specialists from the ICT industry met for a day full of inputs, lectures, exchange of know-how and networking.

This year's theme of the day was "Sunny over the cloud". ICT-experts, managers, politicians and many more enjoyed the programme with top speakers and specialists.

After the opening speech by Fulvio Caccia, asut president, our Federal Council Doris Leuthard held an interesting speech about the chances of cloud computing on a federal level. Experts from McKinsey, IBM and Swisscom followed. The participants had the chance to see the opportunities in the cloud, learn from experiences with the cloud and of course gained insights in the security aspects of the cloud. During the breaks the participants had the possibility to argue about the lectures and to pass time in several lounges and expositions.

Bertrand Piccard, the man who first flew around the world in a hot air balloon held a touching closing speech about completely different aspects of a cloud. Mr Stephan Klapproth guided us with his light-weighted and refreshing style, hosting the audience through this seven hours of interesting lectures.



iimt Activities - Marketing & Communication Activities

Social Event - 18th June 2011

Like every summer, the iimt brings students, lecturers, members of the iimt alumni network, subject area coordinators, council members, partners and iimt-staff as well as their families together at the yearly Social Event.

This year, the iimt Social Event took place in Neuchâtel, due to the 1000th anniversary of the city. 53 members of the iimt world participated in the excursion.

After a short walk, the cultural part, the visit of the castle, started. In different groups, the participants had the chance to explore the well-known castle of Neuchâtel. Subsequent to the cultural part, the social part took place. Everyone boarded the panoramic cruise boat for a trip on the lake of Neuchâtel and enjoyed coffee and cakes. Although it was cloudy and windy, the participants enjoyed the region and the cheerful unconstrained atmosphere.



iimt Leaders Lunch - 1st December 2011

The highlight of the iimt calendar year is without doubt, the iimt Leaders Lunch where all diplomas and special prizes are handed over to iimt students. The topic of the this year's Leaders Lunch "Talk & Dine" was "Going green - trend or fact?".

Right at the beginning of the event, students changed their life into graduates and were awarded with the «Executive MBA in ICT or Utility Management». Afterwards the «Best Management Summary» and «Best Paper Award» were handed over. After a short refreshment at the advent-bar, the panel discussion started right away.

The high class panel discussion about «Going green - trend or fact?» brought experts on stage. The speakers were: Rémy Chrétien (SBB), Fabian Etter (Swisscom), Franz Grüter (green.ch), Jacques Mauron (groupe e) and Prof. Dr. Teufel, who led through the discussion.



From left to right: N. Massi, E. Wittwer, M. Seydoux, R. Trinkler, A. Ortega, J. Hohenauer, P. Heumesser, R. Guisolan, B. Huguenot, B. Vonlanthen, S. Teufel



Top picture from left to right: R. Chrétien, F. Etter
Lower picture from left to right: S. Teufel, F. Grüter, J. Mauron

iimt Activities - Marketing & Communication Activities

External Events

In the year 2011, the iimt further participated at the following external events:

- Swiss Electricity Congress, 10. + 11.01.2011, Berne
- ICT-Networking-Party, 19.01.2011, Berne
- Swiss ICT Award Kick-off event, 04.02.2011, Zurich
- ePark Workshop, 07.03.2011, Fribourg
- Energie Network-Lunch, 18.03.2011, Zurich
- Smart Grid congres, 22.03.2011, Zurich
- Experts workshop Bakom, 05.04.2011, Biel
- Carriers Lunch, 08.04.2011, Zurich
- Electrosuisse General Assembly, 05.05.2011, Dietikon
- VSE General Assembly, 05.05.2011, Dietikon
- asut Seminar, 09.06.2011, Bern
- Workshop Smart Grids, 14.06.2011, Basel
- TU Kolloquium, 21.06.2011, Berlin
- Cloud Computing Workshop, 30.06.2011, Hamburg
- Kick-off Meeting ePark, 11.07.2011, Fribourg
- ETG Congress, 20.09.2011, Geneva
- Open Days EIF, 23.09.2011, Fribourg
- Swiss ICT Forum, 18.10.2011, Lucerne
- Swissnex Networking Event, 18.11.2011, Fribourg

Information Sessions

To acquire students for the iimt Executive Programmes, and to get in contact with potential partners, the iimt organised several Information Sessions in Switzerland. The Information Sessions took place in the capital cities in Switzerland namely Berne, Zurich, Lausanne and Fribourg.

During the Information Session the iimt, its activities and the variety of educational programmes were presented. Furthermore, interested people had the opportunity to ask all their questions regarding a study programme at the iimt.

iimt Activities - Marketing & Communication Activities

Media Presence

In 2011 our Media Presence included Press Releases, Portraits and Editorial Articles, Advertisements, iimt Newsletter and the Website. Following, each category is presented:

Press Releases

The iimt normally send press releases to the Swiss press on the occasion of new partnerships or special events.

In 2011 three press releases in German and French with the following topics have been published in Swiss media:

- Campana & Schott, new cooperation partner
- ECUST at the iimt
- "Talk & Dine" Leaders Lunch

iimt Newsletter: eSignal

With a new layout the iimt Newsletter "eSignal" has been sent four times to students, lecturers, partners and others. Each edition contains the rubrics: Courses, News, Staff, Events, Partner, Chair, Executive Programmes and Shortcuts.

Advertisements

Throughout the year the iimt placed advertisements to reach new students. The Advertisement regarding the iimt, iimt Executive Programmes and Information Sessions were placed in magazines and newspapers. Following some examples of publication resources:

- asut
- Electrosuisse / VSE Bulletin
- Energie Revue
- GITI
- Handelszeitung
- ICT in Finance
- ICT Kommunikation
- Swiss Engineering

Every three month the actual iimt course dates, information about lecturers and content were published in the newsletter of the iimt partners: asut and GITI (Groupement des Ingénieurs en Technologies de l'Information).

Furthermore the iimt placed the Executive Programmes on several online portals.

Portraits and Editorial Articles

The iimt also took the possibility to present the institute in several publications. Next to the institute the ICT and Utility domain were presented throughout the year. The publications appeared in the French and German speaking part of Switzerland. In the following newspaper, magazines and on online portals the portraits, interviews and articles were published:

- Electrosuisse / VSE Bulletin
- Energie Revue
- European Parliamentary Yearbook
- Green Business
- ICT in Finance
- ICT Kommunikation
- Karrierejahrbuch
- University annual report

Website: www.iimt.ch

The new website concept, launched end of 2010, has been well received. The website is an important communication and marketing tool and for this reason the "news-page" has a special attention. Regular updates have been done and the eSignal and the press releases have been placed online.





Chair of Management in ICT

Teaching Activities

Strategic Project Management

Master of Arts in Management & Information Management, Spring Semester 2011.

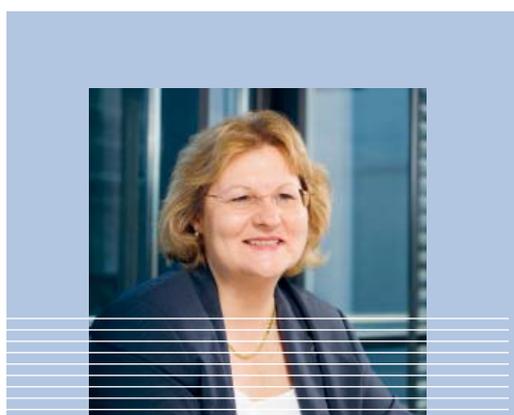
“Strategic Project Management” is a Master course based on the methods of PMI. The course aims at providing the students with all the necessary theoretical and practical aspects needed to handle any project’s unique combination of people, processes and communication. It is taught in German but with a written documentation that is entirely in English.

Following the PMBOK Guide, the nine knowledge areas which encompass integration management, scope management, time, cost and quality management as well as human resource and communication management and finally risk and procurement management were covered.

Since the course tried to avoid the “ivory tower” by integrating industry in the course as well, several project managers from a wide range of firms animated the lectures with their presentations. Sean Reid, an iimt alumni, and Roland Uhlmann from Ericsson, Bernard Roduit from PMI Chapter Switzerland, Dr. Wolfgang Straub from Deutsch Wyss & Partner, Adrian Adam from Campana & Schott as well as James Greene from Arcondis lectured.

Another highlight of the course was the one-day presentation of Christoph Dahlem and Dr. Bernhard Kessler from Revendex. They showed to the students what project management really means and how it is applied to practical projects (www.revendex.com).

The overall feedback of the course was thoroughly positive. This can not only be seen by looking at the high number of participants (32).



Bachelor & Master & Executive MBA Theses

In 2011, the following Seminar, Bachelor, and Master theses were supervised by the Chair of ICT-Management:

Master Theses

Rentsch, S. (2011): Swisscom Infinity – Kundenanalyse

Moravik, T. (2011): Web Conferencing - Evaluierung des Implementierungsstandes und der Benutzerbedürfnisse

Neff, F. (2011): Der Einfluss von Projektmanagement-Standards auf den Projekterfolg

Seminar Theses

Hache, M.C. (2011): Kostenloses IPTV - Derzeitige Applikationen und zukünftige Trends

Executive MBA Theses

Guisolan, R. (2011): Plan d’affaires du Net Observatory SA

Hohenauer, J. (2011): Consumerization und ihr Einfluss auf die Informationssicherheit

Massi, N. (2011): Funktionsorientiertes Produktionsframework - Ein Modell zur Standardisierung der Produktion von ICT-Services für den KMU-Markt Schweiz

Ortega, A. (2011): Gesellschaftliche Verantwortung von Internet-Unternehmen

Seydoux, M. (2011): Non-foil solution for aseptic packaging

Wittwer, E. (2011): Net Delusion – wird die Macht des Internet überschätzt?

Seminars for Graduates and Ph.D. Students

Parallel to the lectures at the University, a series of in-house seminars for Ph.D. students were organised in regular intervals by Prof. Dr. Teufel in the year 2011. Participants were recruited from the internal and external assistants as well as from connected institutions and organisations to present their research activities.

Chair of Management in ICT

Research Activities

The research team aims to answer academically challenging questions in its fields of research. At the same time, it focuses on bridging the gap between theory and practice.

The Chair's researchers cover the following areas:

- Innovation and Technology Management
- Energy Systems Management
- Project Management
- Management of Information Security

The specific research projects are carried out by all the research assistants and external doctorates under the direction of Prof. Dr. Stephanie Teufel. The projects can be described as follows.

BizGrid

The BizGrid Project is focused on a closer interaction between supplier and consumer of energy in the frame of a Smart Grid considering the aspect of business models.

While technological inventions with a high operating efficiency – like smart grids – already have an advanced state of development, their cost-effectiveness and profitability need to be improved considerably in the new regulatory framework. In cooperation with the Western Swiss Universities of Applied Science and partners from industry the successful commercial implementation of such innovative technologies is aimed for. BizGrid is conducted with the following partners EKZ, Fachhochschule Westschweiz (HES-SO), iimt – University of Fribourg, Romande Energie.

Swing

The SWING (SWiss INnovation potential @ e-Government) Project in cooperation with IBM Switzerland researches the development and availability of eServices in the Swiss government.

A central aspect of SWING is to enhance the communication between businesses, governments and communities on the basis of eCollaboration and eParticipation. The partners have set a goal to develop a new concept of how information technology can be used for a better cooperation and communication between authorities and their customers (citizens and businesses).

ePark

The ePark Project researches in the field of electro mobility. Electric vehicles are now available on the market and are more and more considered as the main alternative for a sustainable individual mobility. To take full advantage of electric vehicles, the end-users will need enabling technologies to facilitate the accessibility to charging stations at a national level and to ease the planning of their trips. ePark will offer interoperable services for the different charging systems available in Switzerland including unified identification of users, billing, trip planning, location of charging stations, etc. A low cost station will also be developed, targeting the market of collective parkings. ePark is conducted with the following partners: Groupe E SA, iimt – University of Freiburg, Innovationsförderung des Kantons Freiburg, Kantonalbank Freiburg, Softcom Technologies AG, Swisscom SA, Touring Club Schweiz, Fachhochschule Westschweiz, HES-SO.

Smart Consumption of Electricity

The Project Smart Consumption of Electricity in cooperation with Axpo demonstrates that an Intelligent Energy Management System (IEM) including three pillars Smart Forecast, Demand Side Management and, Smart Home will entail a significant improvement for the energy consumption forecast. This work is based on the Fribourg Energy Management Framework.

Information Security

A project in the field of Information Security uses business processes in order to analyse and optimise information flows within and between companies and development of an Information Process Flow Engine (IPFE). The IPFE enables a company to monitor information flows, ensures data leakage prevention and helps to change business processes for information security needs. The whole system is based on source processes being modelled in BPMN 2, the successor of the current de facto standard BPMN 1. Currently, there have been developed four Proof-of-Concepts to find out the right technology to use. The IPFE uses platform protection provided by Trusted Platform Modules (TPM) and cryptographic protocols to ensure data protection within and distributed cross-company IPFE network.

Chair of Management in ICT

Publications

Annually, the research team publishes its research results in international journals and conferences, whereby the scientific papers are subject to double-blind peer-review processes.

Merten, P. S., Teufel, S., Steinert, M.:
Mobile Business in Air Travel: Results from an explorative Workshop. Journal of Information Technology & Tourism, 12 (1), 2011

Research & Project Reports

Feichtner, D., Friedl, T., Teufel, S.:
Abschlussbericht Phase I - Projekt SWING,
iimt, Universität Fribourg

Feichtner, D., Friedl, T., Teufel, S.:
Situationsbericht Phase II - Projekt SWING,
iimt, Universität Fribourg

A list of publications can be found on www.iimt.ch.
Furthermore, dissertations as well as results from scientific surveys and other research projects are regularly published in the iimt University Press.

Presentations & Articles

Teufel S., Teufel, B.:
Interaktives Banking – Vom Banking-To-You zum Banking-With-You,
ICT in Finance, No. 1

Teufel S., Teufel, B.:
Die Energiebranche sucht Wege in die Social-Media-Realität,
ICT kommunikation, No. 11-12

Teufel, S.:
Digitale soziale Medien – Nutzen für die öffentliche Verwaltung. Jahrestagung Schweizerische Informatikkonferenz, Luzern

Teufel, S.:
Chancen nutzen, Risiken kennen. Revolutionieren «Social Media» die Kommunikationsarbeit der öffentlichen Hand?
SSV-Tagung, Luzern

Teufel, S.:
Digitale Soziale Medien - ihre grosse Bedeutung für den Bankensektor.
IBM Tagung, Rüslikon

Chair of Management in ICT

Membership of Organisations

In 2011 Prof. Dr. Stephanie Teufel was active in the below-mentioned organisations:

- asut Fachkommission Ausbildung
President of the Committee
- Excelsis Business Technology AG
Member of the Administrative Council
- Golden Headset Awards – CallNet.ch
Patron
- ICT Switzerland
Member of the Commission “Education”
- ISSS: Information Security Society Switzerland
Member
- IT-Valley Fribourg
Founder Member
- KPMG
Member of the Steering Committee for the certification SCESm071
- SARIT
Member
- Schmalenbachgesellschaft für Betriebswirtschaftslehre,
Member
- SCNG
Special Interest Group of PMI Chapter Switzerland
Member
- Security Finder Schweiz
Member of the Advisory Board
- SI-Fachgruppe: Security
Member
- Münchner Kreis
Member
- VHB
Member

Programme Committee for Conferences & Academic Review

And active in different national and international academic conferences and as academic reviewer.

IFIP SEC – 26st International Information Security Conference (SEC 2011). Luzern, Switzerland, 2011. Reviewer and member of the program committee.

TrustBus’11 – 8th International Conference on Trust, Privacy and Security in Digital Business. Toulouse, France, 2011. Reviewer and member of the program committee.

DEXA 2011 – 22nd International Conference on Database and Expert Systems Applications. Toulouse, France, 2011. Reviewer and member of the program committee.

BPSC 2011, 4th International Conference on Business Process and Services Computing, Poznan, Poland, 2011. Reviewer and member of the program committee.

10th ISSA Conference. Sandton, South Africa, 2011. Reviewer and member of the program committee.

ENASE 2011 – 6th International Working Conference on Evaluation of Novel Approaches to Software Engineering. Beijing, China, 2011. Reviewer and member of the program committee.

DACH Security 2011. Oldenburg, Germany, 2011. Reviewer and member of the program committee.

ICSNC 2011 – 6th International Conference on Systems and Networks Communications. Barcelona, Spain, 2011. Reviewer and member of the program committee.

UBICOMM 2011 – 5th International Conference on Mobile Ubiquitous Computing, Systems, Services and Technologies. Lisbon, Portugal, 2011. Reviewer and member of the program committee.

FedCSIS 2011 – Federated Conference on Computer Science and Information Systems. Szczecin, Poland, 2011. Reviewer and member of the program committee.

IDEAS’11 – 15th International Database Engineering & Applications Symposium, Lisbon, Portugal, 2011. Reviewer and member of the program committee.

WI’11 – 10. Internationale Tagung Wirtschaftsinformatik, Zürich, Schweiz, 2011. Reviewer and member of the program committee.

Chair of Management in ICT

iimt University Press

In 2011 the following nine Executive MBA and Executive Diploma Papers were published:

Executive MBA Papers

Balsiger, Jürg; Marty, Daniel (2011):

Global Data Center Strategie – Entscheidungshilfe zur Datenhaltung im Ausland und zur Wahl des Standortes.
ISBN 978-3-905814-18-7

Egy, Daniel Georg (2011):

Power Plant Projects in Russia – Assessment of Russian Market Specifics and Discussion of Suitable Business Models for a Successful Execution.
ISBN 978-3-905814-19-4

Lengacher, Stefan; Renfer, Stefan (2011):

Roaming 2.0 – Business Opportunities in the Clash of Telcos and Webcos.
ISBN 978-3-905814-20-0

Leproux, Grégory (2011):

mHealth remote monitoring services – strategic options for mobile operators.
ISBN 978-3-905814-21-7

Mauron, Frédéric (2011):

Compensation du CO2 de la production d'électricité en Suisse.
ISBN 978-3-905814-22-4

Mauron, Jacques (2011):

Approvisionnement électrique de la Suisse 2030 – 2050: Investir aujourd'hui dans la technologie la plus rentable demain. (Best Paper Award 2010)
ISBN 978-3-905814-23-1

Odermatt, Markus (2011):

Erfolgreiche M&A-Transaktion in KMU.
ISBN 978-3-905814-24-8

Solomita, Bernhard (2011):

Wirkungszusammenhänge zwischen staatlichen Rahmenbedingungen und Wettbewerb im Schweizer Mobilfunkmarkt.
ISBN 978-3-905814-26-2

Executive Diploma Paper

Ortega, Alejandro (2011):

The Long Tail.
ISBN 978-3-905814-25-5



Organisation - iimt Advisory Board

iimt Advisory Board

The iimt Advisory Board is a non-statutory consultative organ of the iimt created in 2006 by the Institute Council. Its main goal is to build up a strong network of partners, professors, lecturers and ICT and Utility experts.

Objectives

The iimt Advisory Board will:

- provide support in the development of the institute,
- promote the institute's activities and image,
- facilitate the internationalisation of the iimt's activities,
- strengthen and expand the existing iimt network,
- provide an exchange of know-how,
- help to strengthen the iimt position as a competence centre for ICT and Utility Management.

Mission

The members of the iimt Advisory Board act to promote the interest of the iimt in accordance with the objectives and mission set out and carry out these responsibilities personally. They will direct contributions to the iimt activities, will represent the iimt as delegates and promote the iimt activities.

Demissions

Mrs Isabelle Chassot

Privy Council Canton of Fribourg

Member 2006 - June 2011

Members of the iimt Advisory Board

Mr. Walter Steinlin, President

Swisscom (Schweiz) AG, Institutional Relations
KTI, President

Member since November 2009

Dr. Fulvio Caccia

Fulvio Caccia Consulenze, Chief Executive Officer
asut, President

Member since 2006

Mr. Walter Frei

Beratung in Personalfragen, Chief Executive Officer

Member since 2006

Mr. Peter Grüşchow

Swissgrid, Member of the Executive Board

Member since 2006

Mr. Clemens G. Jargon

Solyndra International GmbH, Managing Director

Member since 2006

Dr. Paul Kleiner

Haslerstiftung, Chief Executive Officer

Member since 2009

Dr. Günter Pfeiffer

Former Swisscom, Chief Personnel Officer

Member since 2006

Dr. h.c. Felix Rosenberg

Swisscom (Schweiz) AG, Executive Board

Member since 2006

Mr. Peter Schöpfer

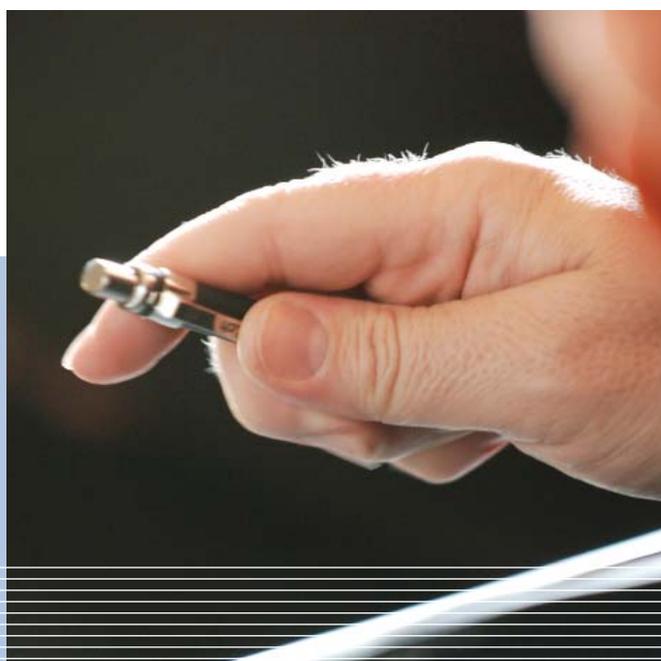
Avaloq, Head Global Account Sales

Member since 2006

Mr. Michael Wider

Alpiq, Deputy CEO & Head of Energy Switzerland

Member since 2011



Organisation - iimt Institute Council

Members of the iimt Institute Council

Mr. Walter Steinlin, President

Swisscom (Schweiz) AG, Institutional Relations
KTI, President

Prof. Dr. Hans Wolfgang Brachinger (t)

University of Fribourg
Professor
Department of Quantitative Economics

Prof. Dr. Philippe Gugler

University of Fribourg
Professor
Department of Political Economics

Mr. Jacques Mauron

Groupe E SA
Responsible Energy Management & Trading

Roger Notter

Swisscom (Schweiz) AG
Head of Consulting

Dr. Hans Rudolf Sprenger

IBM Schweiz AG
Leader Public Affairs

Mr. Claude-Alain Vannay

Swiss Olympic
Department Head IT Services

Prof. Dr. Reiner Wolff

University of Fribourg
Professor
Department of Quantitative Economics

iimt Institute Council

The iimt Institute Council is responsible for the strategic orientation of the institute. They approve the annual programme of the direction.

Objectives

The iimt Institute Council:

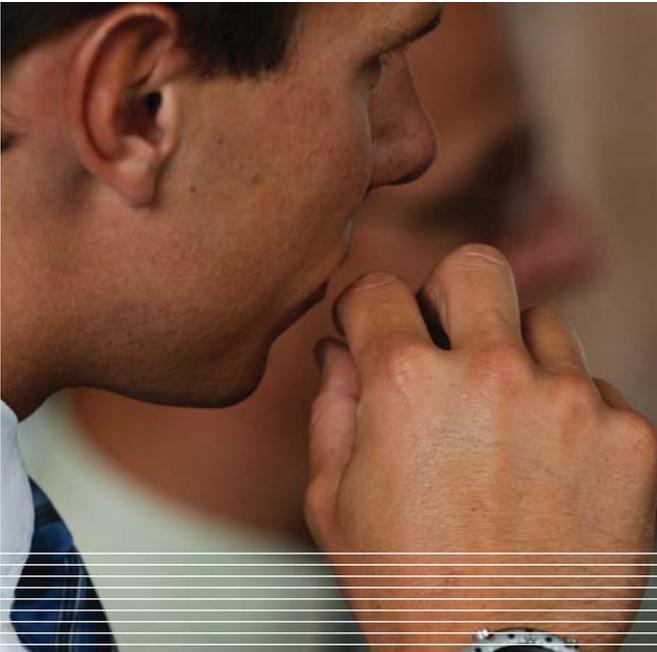
- approves the annual activities,
- approves the annual accounts,
- concludes partnership agreement with industry partners or partner Universities,
- elects subject areas coordinators and other members of iimt commissions.

Mission

The members of the iimt Institute Council have the aim to lead the Institute strategically to success. They will direct contributions to the iimt direction and have, at the same time, the function of the controlling body.

Demission

Our member of the Institute Council and good friend Prof. Dr. Hans Wolfgang Brachinger passed away after his long illness in the end of October 2011. He will be forever in our thoughts.



Organisation - iimt Scientific Council

iimt Scientific Council

The iimt Scientific Council consists of the professors responsible for the subject areas. Together they are responsible for the content of the course offer of the institute.

Objectives

The iimt Scientific Council:

- encourages research in the domain of management in technology and utility,
- makes proposals on the programme structure,
- comments on the strategic concept of the programme.

iimt Subject Areas in 2011

Strategy & Innovation Management
Marketing Management
Organisational Behaviour & HR Management
Process & Excellence Management
Business Ethics
Managerial Finance
Management Accounting & Control
Information & Communication Technology
Utility Technology
Information Management & Decision Support
Law in ICT
Law in Utility
National & International Economics
Project Management

Members of the iimt Scientific Council

Prof. Dr. Stephanie Teufel

Director iimt & Professor University of Fribourg
President of the iimt Scientific Council
Strategy & Innovation Management
Information Management & Decision Support
Project Management

Dr. Kerstin Alfes

Professor Kingston University
Organisational Behaviour & HR Management

Prof. Dr. Marc Amstutz

Professor University of Fribourg
Law in ICT Management

Prof. Dr. Göran Andersson

Professor ETH Zurich
Utility Technology

Prof. Antoine Delley

Professor College of Engineering & Architecture Fribourg
Information & Communication Technology

Prof. Dr. Thomas Friedli

Professor University of St. Gallen
Process & Excellence Management

Prof. Dr. Sascha Götte

Professor Lucerne University of Applied Sciences
Marketing Management

Prof. Dr. Philippe Gugler

Professor University of Fribourg
National & International Economics

Prof. Dr. Christoph Kaserer

Professor Technical University Munich
Managerial Finance

Prof. Dr. Helmut Krcmar

Professor Technical University Munich
Information Management & Decision Support

Prof. Dr. Alfred Mettler

Professor Georgia State University
Managerial Finance

Prof. Dr. Guido Palazzo

Professor University of Lausanne
Business Ethics

Prof. Dr. Pascal Pichonnaz

Professor University of Fribourg
Law in ICT Management

Prof. Dr. Thomas Rautenstrauch

Professor University of Applied Sciences in
Business Administration Zurich
Management Accounting & Control

Prof. Hubert Sauvain

Professor College of Engineering & Architecture
Utility Technology



Organisation - iimt Staff

iimt Staff

The iimt staff members are the iimt's human capital. Their commitment is to continuously act as a liaison between all iimt stakeholders such as students, lecturers, partner, alumni, council members and members of the iimt network.

They provide support to all Executive Programme students and lecturers and help in many ways that make the details of this extraordinarily challenging programme. They pull together the needed course packs, books, and other course material.

Furthermore the aim of all staff members is to make your stay at the iimt as comfortable and unforgettable as possible. The administrative staff welcomes feedback from current students and alumni in order to make sure the programme runs as efficiently as possible and they are always present to assist the lecturers, to give a hand when needed and to answer all questions.

The scientific team conducts research and teaching and is active in the iimt fields of research and the environment of the University. Bachelor- and Master students of the University of Fribourg are more than welcome for any questions regarding their study programme.

The iimt staff is looking forward to stay in touch with you and to assist you in any issue.

Members of the iimt staff

Management

Prof. Dr. Stephanie Teufel
Director

Petra Heumesser
Head of Executive Programmes

Kirstin Stadelmann
Head of Marketing & PR

Administration

Alain Boschung (since November)
Accountant

Jeannine Boschung (since September)
Course Coordinator & Marketing

Manuela Buchs
Course Coordinator

Thomas Dubler
Course Coordinator

Aleksandar Drobnjak
One-year IT-Traineeship

Martina Neuhaus-Achermann (until November)
Accountant

Marketing

Tanja Herrmann (February - September)
Marketing Assistant

Jeannine Maget
Marketing & PR Assistant

Research

Dominic Feichtner
Junior Research Assistant

Tobias Friedl
Junior Reserach Assistant

Mario Gstrein
Reserach Assistant (since October)

Jan Schlüter (until June)
Research Assistant

Yufeng Shen (January - March)
Research Assistant

Organisation - iimt Commissions

Admission Commission

Prof. Dr. Stephanie Teufel

Director iimt, University of Fribourg

Petra Heumesser

Head of Executive Programmes iimt

Prof. Dr. Philippe Gugler

University of Fribourg

Jacques Mauron

Groupe E SA

Roger Notter

Swisscom (Schweiz) AG

Best Paper Award Commission

Daniel Huber

Industry Representative

Dr. Bernhard Kessler

Industry Representative

Roger Notter

Industry Representative

Prof. Dr. Stephanie Teufel

University Representative

Prof. Dr. Reiner Wolff

University Representative

President of the commission

Financial Commission

Prof. Dr. Hans Wolfgang Brachinger (t)

University of Fribourg

Walter Steinlin

Swisscom (Schweiz) AG & KTI

Prof. Dr. Stephanie Teufel

iimt University of Fribourg

Students Representative

Mr. Claude-Alain Vannay

Swiss Olympic

Department Head IT Services

Class Representatives

Claude-Alain Vannay (Intake 2011)

Swiss Olympic

Anburajan Nainar (Intake 2010)

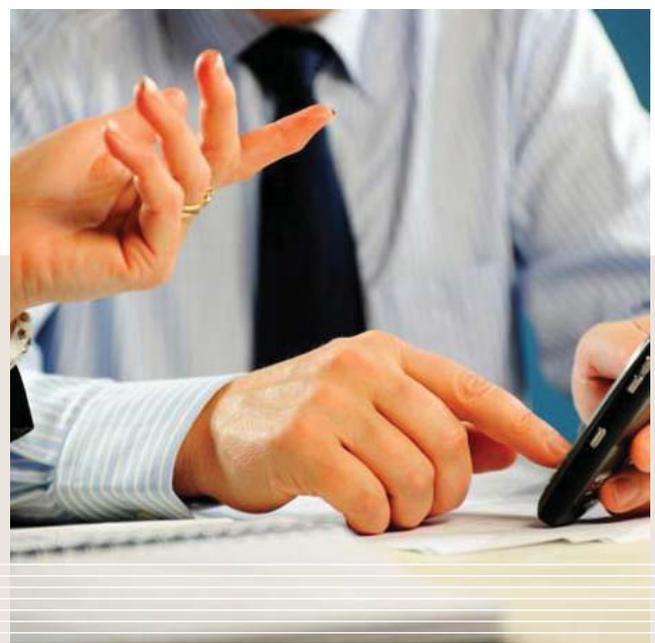
Alstom Switzerland Ltd

Marcus Madelung (Intake 2009)

Sprint

Reto Trinkler (Intake 2008)

basis06 AG





Contact

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