

Executive CAS Product Champion



Both project managers, SCRUM POs and product managers today hardly have the possibilities and the know-how to successfully bring projects to the product market fit and subsequently to scaling. Therefore a different and new skill set is necessary. The program was developed by practitioners with many years of experience in international start-ups and large companies. The aim is to apply what you have learned directly and continuously to your own product/project.

The Executive CAS Product Champion

Growth Hacking (1 day)	Business Value Discovery & Delivery (1 day)	Cross functional Playbook (1 day)
Lean Innovation (2 days)	Product Strategy (2 days)	Foundations of Finance*
Service Marketing*	HR Development*	Monte Carlo Simulation*
Strategic Leadership*	Quality & Productivity*	Competition*
AI for Managers*	Managing Technochange*	Business Ethics*

*These modules are elective modules. You are free to select four of these modules in order to complete your Executive CAS programme.

Get your skills for today and tomorrow and meet key players and other professionals in our Executive CAS Product Champion. Should you have any questions, do not hesitate to get in touch with us!

This Executive CAS programme is
conducted in cooperation with

INNOArchitects

Course location: iimt - University of Fribourg
INNOArchitects Bern
Course fee: CHF 11'800.--
Course language: English / German
Registration: www.iimt.ch or iimt@unifr.ch
Flexible starting date

The CAS programme is credited towards an Executive Diploma or EMBA programme