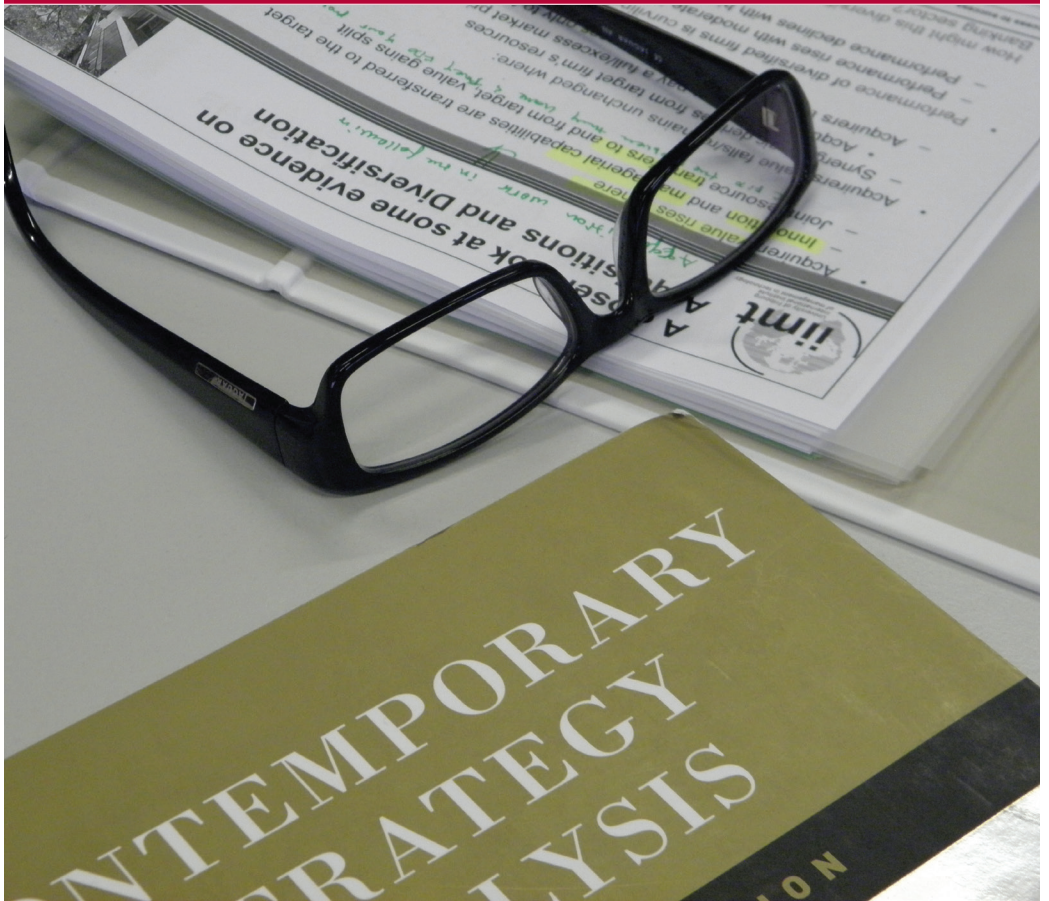


# *Innovation Strategies that lead to success*





## Practical information

Course location:	iimt - University of Fribourg
Course fee:	CHF 4'200.-- (3 modules)
Course language:	English

## Your benefits

Increase your knowledge and foster your personal development  
Invest in yourself and stay up to date  
Meet outstanding national & international speakers

## What our students said

- I enjoyed the course very much
- A very dynamic and interactive course
- The teaching skills are very high

# Specialised Course Strategy & Innovation Management

The focus is on how new and established firms generate and sustain performance differentials over their competitors.

## Course details

**1** Module  
10<sup>th</sup> – 11<sup>th</sup>  
January

Introduction to the concept of strategy  
The tool of strategic analysis, market and resource based  
The nature and sources of competitive advantages

**2** Module  
12<sup>th</sup> – 13<sup>th</sup>  
January

Achieving a competitive advantage  
Core capabilities and sustainability  
Corporate strategy aspects

**3** Module  
17<sup>th</sup> – 18<sup>th</sup>  
January

Industry dynamics of technological innovations  
Formulating a technological innovation strategy  
Implementing business model innovation strategy

## Top speakers



Dr. Marcus Disselkamp  
disselkamp.com



Yves Hertig  
iimt, University of Fribourg



Jacques Mauron  
Groupe e SA



Markus Messerer  
Swisscom (Schweiz) AG



Prof. Dr. Simon Peck  
Case Western Reserve University



Prof. Dr. Stephanie Teufel  
iimt, University of Fribourg  
Subject Area Coordinator

## Contact

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## How to register

Should you wish to participate in this Specialised Course, please register online on [www.iimt.ch](http://www.iimt.ch) or send us an e-mail. It would be a great pleasure to welcome you in this course.

## Did you know?

With the successful completion of a course, it is possible to credit the modules towards a future Executive MBA, Executive Diploma or Executive CAS in ICT or Utility Management.

