

# IT-enabled Business Model Innovation



This course introduces the foundations, potentials and challenges of Digital Transformation. It equips the participants with the required knowledge on Information Management and IT Strategy to plan, evaluate and implement IT-enabled Business Model Innovations at incumbent organizations.

## IT-enabled Business Model Innovation

**8<sup>th</sup> - 9<sup>th</sup> September 2020**

- Foundations of Information Management
- IT Strategy and value of IT
- Foundations of Digital Transformation
- IT-enabled Business Model Innovation
- Skills for Digital Transformation

## Top speaker

- Dr. Markus Böhm, TU München

## What our students said

- I have learned a lot and it was practical
- Interesting and interactive
- Very skilled and pleasant presentations

Course fee/ module: CHF 1'400.--  
Course language: English  
Registration: [www.iimt.ch](http://www.iimt.ch) or [iimt@unifr.ch](mailto:iimt@unifr.ch)

**This course will take place:**  
As an online or as a presence course, depending on the current COVID-19 situation in September.