

Managing Innovation



This course provides you with all necessary tools for managing technological innovations and creating new business models. You will set-up your innovation language and learn to apply idea generation and idea choosing methods for strategic decisions.

Managing Innovation - 26th - 27th February 2019

- Major methods and principles of innovation management
- Innovation strategy
- Formulating and implementing a technological innovation
- Implementing business model innovation strategy
- Implementing change

Top speakers

- Yves Hertig, iimt, University of Fribourg
- Prof. Dr. Stephanie Teufel, iimt, University of Fribourg
- Lorenz Wyss, Swiss Post

What our students said

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

Course location: iimt - University of Fribourg
Course fee/ module: CHF 1'400.--
Course language: English
Registration: www.iimt.ch or iimt@unifr.ch