This course highlights the importance of corporate strategies and provides you with a toolbox for a successful and sustainable strategy implementation in a competitive environment.

**Strategic Management 1 - 21st - 22nd April 2020**
- Introduction to the concept of strategy
- The tools of strategic analysis, market based and resource based
- The nature and sources of competitive advantages
- Performance indicators
- Resource and capability analysis, simulation, game theory

**Strategic Management 2 - 23rd - 24th April 2020**
- Achieving a competitive advantage in different industry contexts
- Competitive advanves in a moving environment
- Corporate strategy aspects and designing strategy
- Core capabilities and sustainability (in technology based industries)
- Commercializing innovation

**Top speakers**
- Stefano Camuso, T-Systems Schweiz AG
- Prof. Dr. Peter McNamara, Business School, National University of Ireland Maynooth
- Gilles Tacchini, Groupe E SA
- Prof. Dr. Stephanie Teufel, iimt, University of Fribourg

**What our students said**
- I enjoyed the course very much
- A very dynamic and interactive course
- The teaching skills are very high

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