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