

# Managing Innovation

online  
course



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 shape an innovation strategy through applying idea generation and selection methods.

## Managing Innovation - 26<sup>th</sup> - 27<sup>th</sup> January 2021

- Main principles and methods of innovation management
- Innovation culture and mindsets in business environments
- Macro-level innovations and system transformations
- Managing and developing technological innovations
- Implementing an innovation strategy in your business model
- Implementing change

## Top speakers

- Dr. Anton Sentic, iimt, University of Fribourg
- Prof. Dr. Stephanie Teufel, iimt, University of Fribourg
- Mr. Silvan Forster (Migros Aare)
- Mr. Christian Martin (Google Switzerland)

## What our students said

- Very good and innovative inputs
- Interesting and interactive
- Very skilled and pleasant presentations

This course is conducted as an online course!

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