

Product Management



Learn more about experiments and “Pretotypes” to achieve problem/solution-fit, product/market-fit and be able to scale while reducing risk and increasing customer value. You will get a toolbox for successful business models.

Product Management - 21st - 22nd January 2021

- Traditional and innovative product management processes
- Lifecycle management process
- Finding and developing new product and service ideas
- Defining customer profile and value proposition
- User-Led-Innovation, integration of user and co-creation
- Iterative process to get a valid concept including prototyping
- Smart-up Lean Canvas

Top speakers

- Prof. Dr. Patrick Link, Lucerne University of Applied Sciences & Arts

What our students said

- A real input for our future business
- Inspiring teachers and experts
- Very interactive course

This course will take place as an online or as a presence course.

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