

Service Management



This course highlights the transformation in today's companies towards smart services. Its aim is to provide you with tools, strategies and business models for a transformation to service-orientation.

Service Management - 28th - 29th January 2021

- Service dominant logic of marketing and service design
- Service blueprint and service ecosystems
- Service processes and service operations management
- Rapid prototyping of digital services
- Product-service transformation in industry
- Smart services and service business models in Industry 4.0

Top speakers

- Dr. Jürg Meierhofer, Zurich University of Applied Sciences and Swiss Alliance for Data-Intensive Services

What our students said

- Very inspiring
- Insights into daily challenges
- I had the chance to get new tools

This course is conducted as an online course!

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