

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 - 25th - 26th January 2022

- Service-oriented value creation in business
- Design of data-based services and service ecosystems
- Rapid service prototyping and testing
- Service processes and service blueprints
- Business models and value capture with smart services
- Product-service transformation in industrial environments (Industry 4.0)

Top speaker

- Dr. Jürg Meierhofer, Zurich University of Applied Sciences and data innovation alliance

What our students said

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

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