

Strategic Management 1&2



This course highlights the importance of corporate strategies and provides you with a toolbox for a successful and sustainable strategy implementation in a competitive environment.

Strategic Management 1 - 11th - 12th January 2022

- Introduction to the concept of strategy
- The tools of strategic analysis, market based and resource based
- The nature and sources of competitive advantages
- Performance indicators
- Resource and capability analysis, simulation, game theory

Top speakers

- Prof. Dr. Peter McNamara, Business School, National University of Ireland Maynooth
- Mrs. Helia Burgunder, Vorwerk

Strategic Management 2 - 13th - 14th January 2022

- Achieving a competitive advantage in different industry contexts
- Competitive advantages in a moving environment
- Corporate strategy aspects and designing strategy
- Core capabilities and sustainability (in technology based industries)
- Commercializing innovation

Top speakers

- Prof. Dr. Peter McNamara, Business School, National University of Ireland Maynooth
- Mr. Gilles Tacchini, Groupe E

What our students said

- I enjoyed the course very much
- A very dynamic and interactive course
- The teaching skills are very high

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