This course highlights the importance of corporate strategies and provides you with a tool-box 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

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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