

# Managing Innovation



In this course you will explore concepts, strategies and tools for the management of innovation and innovative processes and the creation of new business models. Utilising this toolkit, you will be able to set up your innovation language and shape an innovation strategy through applying idea generation and selection methods.

## Managing Innovation - 27<sup>th</sup> - 28<sup>th</sup> January 2022

- Main principles and methods of innovation management
- Innovation culture and mindsets in business environments
- Macro-level innovations and system transformations
- Managing and developing technological innovations
- Implementing an innovation strategy in your business model

## Top speakers

- Dr. Anton Sentic, School of Engineering, ZHAW Zurich University of Applied Sciences
- Prof. Dr. Stephanie Teufel, iimt, University of Fribourg
- Mr. Silvan Forster (Migros Aare)
- Mr. Christian Martin (Google Switzerland)

## What our students said

- Excellent theoretical foundation with practical mindset
- Interesting and interactive
- Very in depth with innovation

Course location:	iimt - University of Fribourg
Course fee:	CHF 1'400.--
Course language:	English
Registration:	<a href="http://www.iimt.ch">www.iimt.ch</a> or <a href="mailto:iimt@unifr.ch">iimt@unifr.ch</a>