

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. The knowledge gathered in this course will enable you to develop and shape an innovation strategy, leveraging your company's strengths in order to enhance innovativeness.

Managing Innovation - 26th - 27th January 2023

- Main principles and methods of innovation management
- Innovation culture and its relationship to innovation strategy
- Role of the broader innovation landscape and macro-level transition factors
- Implementing an innovation strategy in your business model

Top speakers

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

What our students said

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

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