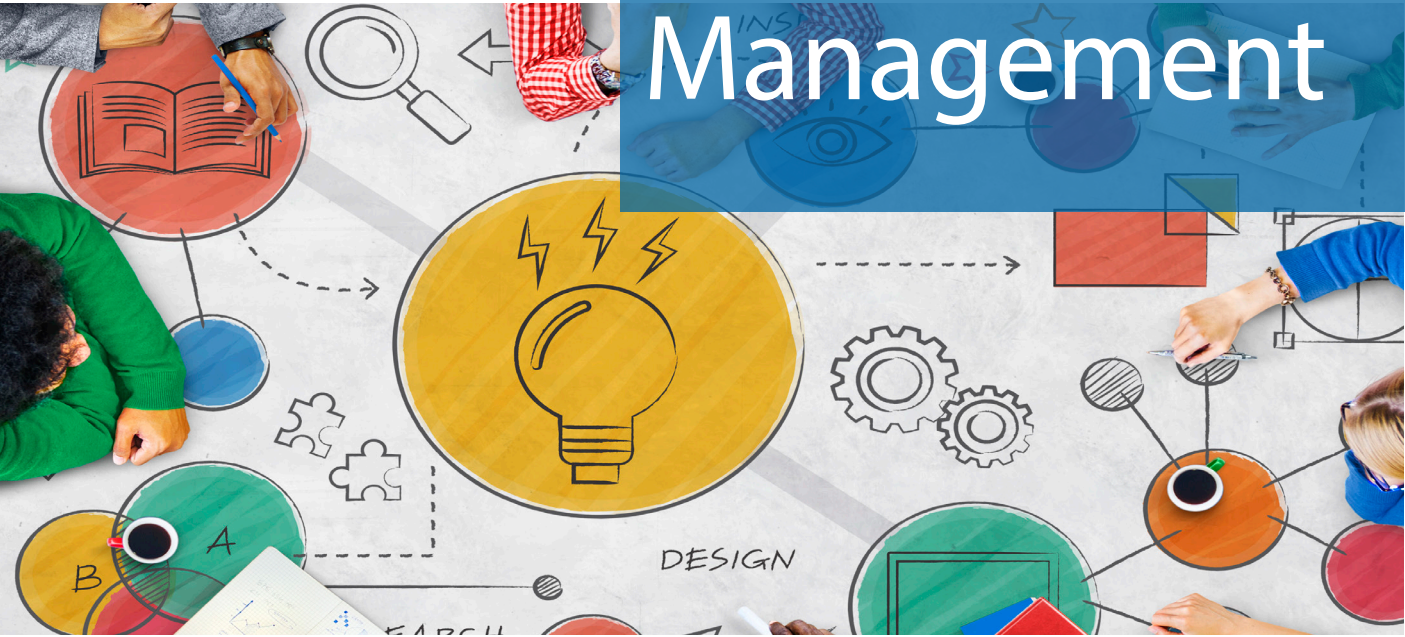


Service Management



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 - 24th - 25th January 2023

- Service-oriented value creation for 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 speakers

- 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

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