

Strategic Management 1



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 - 10th - 11th January 2023

- 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
- Strategic resources and capabilities

Top speakers

- Prof. Dr. Stephan Nüesch
- Mrs. Helia Burgunder, Vorwerk

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