

# Strategic Management 2



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 2 - 12<sup>th</sup> - 13<sup>th</sup> January 2022

- Achieving a competitive advantage in different industry contexts
- Blue-ocean strategy
- Knowledge creation and knowledge management
- Management in a VUCA-world and dynamic capabilities

## Top speakers

- Prof. Dr. Stephan Nüesch
- 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

Course location:	iimt - University of Fribourg
Course fee/ module:	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>