This course highlights the importance of corporate strategies and provides you with a tool-box for a successful and sustainable strategy implementation in a competitive environment.

**Strategic Management 2 - 12th - 13th 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

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