

# Strategic Management 1&2



## Strategic Management 1 - 9<sup>th</sup> - 10<sup>th</sup> January 2018

- Introduction to the concept of strategy
- The tools of strategic analysis, market based and resource based
- The nature and sources of competitive advantages
- Real-life cases, practical approaches, group works and lively discussion

## Strategic Management 2 - 11<sup>th</sup> - 12<sup>th</sup> January 2018

- Achieving a competitive advantage in different industry contexts
- Core capabilities and sustainability (in technology based industries)
- Corporate strategy aspects
- Real-life cases, practical approaches, group works and lively discussion

## Top speakers

- Jacques Mauron, Groupe E SA
- Dr. Markus Messerer, Swisscom Schweiz AG
- Prof. Dr. Simon Peck, Case Western Reserve University
- Prof. Dr. Stephanie Teufel, iimt, University of Fribourg

## 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:	CHF 1'400.-- / per module
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>