

Blue Ocean Strategy Elective

INSEAD MBA
Elective



MBA Blue Ocean Strategy Elective

This full elective course provides participants with a comprehensive understanding of the key concepts, frameworks and tools of Blue Ocean Strategy created by Professors W. Chan Kim and Renée Mauborgne and an opportunity to systematically apply the fundamental methodology for creating and capturing blue oceans to simulated business settings.

Benefits

- Explore, study and try the logic and methods that are common to blue ocean strategic moves in real business settings
- Acquire a deeper understanding of Blue Ocean Strategy and sharpen strategic thinking
- Build teamwork and generate enthusiasm by stimulating discussions across teams to develop and extend their blue ocean offerings
- Have fun

Course overview

The course is organized in sixteen carefully constructed sessions that alternate between theory case discussion (to introduce frameworks and tools) and computer simulation (to apply frameworks and tools).

The theory case discussion sessions use high-impact teaching materials such as theory-based videos to introduce and analyze a series of key blue ocean strategic moves. The videos are

designed to capture the dynamics of actual strategic settings, based on first-hand research and face-to-face interviews, promising a rich understanding, deep conceptual learning and an engaging experience in the classroom. Short paper cases are used to complement the full-fledged video cases.



Snapshot of Blue Ocean Strategy Video Case

The simulation sessions provide an innovative, fun and effective way to bridge the gap between theory and practice. Students will have the opportunity to apply BOS concepts, tools and methodology by playing the challenging role of an executive of a fictitious company in the intensely competitive consumer electronics industry. Teams apply Blue Ocean Strategy to reconstruct market boundaries and unlock new demand, and participants receive simulated results in real-time on their strategic choices and system-generated feedback specific to how their performance can be improved.

The fast pace and hands-on experience builds strong teamwork dynamics while sharpening participants' strategic thinking in an exciting and engaging way.



Snapshot of Blue Ocean Strategy Simulation

This blue ocean strategy elective course is excellent for participants pursuing careers in consulting, strategy and business development, and entrepreneurship.

Students say...

For me the BOS and BOSSG electives have been an amazing studying experience. For someone like me who's going to do strategy development in a corporation I find the tools I've learned invaluable in my day to day work.

'14D, Nikola Najdovski



Blue Ocean Certification

Students who successfully fulfil the series of BOS elective courses (i.e., Blue Ocean Strategy (BOS) in P4, and Blue Ocean Strategy Study Group (BOSSG) in P5) will receive a Blue Ocean Strategy Certificate issued by the INSEAD Blue Ocean Strategy Institute.

BLUE OCEAN STRATEGY



Companies have long engaged in head-to-head competition in search of profitable growth. They have fought for competitive advantage, battled over market share, and struggled for differentiation. But today, competing head-on often results in nothing but a bloody 'red ocean' of rivals fighting over a shrinking profit pool. Then, what is the strategy likely to create profitable growth in the future?

Based on a decade-long study of 150 strategic moves spanning more than 100 years across 30 industries, Professors Kim and Mauborgne argue that lasting success comes not from battling competitors but from creating "blue oceans"—untapped new market spaces ripe for growth. Such strategic moves --termed 'value innovation' – create leaps in value both for the firm and for buyers, creating all new profitable demand. Blue Ocean Strategy provides a groundbreaking theory as well as actionable methodologies to make competition irrelevant by creating uncontested market space.

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