

Blue Ocean Strategy® Practitioner's Course

Date: **28 – 30 MARCH, 2012 (Wednesday - Friday)**

Time: 9am - 5pm (for Wednesday & Thursday), 9am – 2pm (Friday)

Venue: UCSI Blue Ocean Strategy Regional Centre

Address: UCSI University, KL Campus, North Wing, Jalan Choo Lip Kung, Taman Taynton View, Cheras, 56000 Kuala Lumpur Malaysia

Workshop Objectives

- Introduce the concept, principles and tools behind Blue Ocean Strategy/Value Innovation.
- Start to apply the logic of Blue Ocean Strategy using case studies from a wide range of industries.
- Understand how the “four step” strategy formulation process help to maximize opportunities and to reduce risks.
- As a formulation and implementation of Blue Ocean Strategy requires a team effort, the course is designed as an “Action Learning” progress whereby participants learn and practice Blue Ocean Strategy tools, methodologies and frameworks as a team.
- To kick-start the Blue Ocean Strategy certification process.

Who Should Attend?

This course targets

- Candidates who are seeking to be qualified as Blue Ocean Strategy practitioners.
- Senior or middle managers setting up blue ocean initiatives within their own companies.
- Chief Executive Officers, Managing Directors, Directors, Managers, Finance Managers, Human Resources Managers, Information Technology Managers, Entrepreneurs.

Learning Outcomes

- By the end of the workshop, you will have a shared understanding of the challenges and shortcomings of conventional strategy, and a common foundation for addressing them using Blue Ocean Strategy.
- You learn and review the central concepts, tools and frameworks of Blue Ocean Strategy.
- You gain the opportunity to “test drive” BOS concepts and tools and assess how to best apply them.
- You will receive a Blue Ocean Strategy Dictionary with all key terms and tools defined and explained for easy reference.
- You will receive the BOS Starter Kit and sample of consulting proposal.
- You will learn the certification process tips & guidelines as well as be equipped to assist UCSI Blue Ocean Strategy Regional Centre in marketing Blue Ocean Strategy.

Fees

The fee is RM 9,000 per participant inclusive of workshop materials, lunches and tea breaks.

Payment must be made prior to the course and is non-refundable. The UCSI Blue Ocean Strategy Regional Centre must be advised in writing if payment is to be transferred to nominees.

- Early bird registration (**Before February 2012**) will be entitled to 15% discount of the registration fee.
- Registration in groups of 5 will be entitled to **1 free registration** (for the 6th person). Group registration is also eligible for early bird discount if registration is submitted before the deadline on 28th of February, 2012.

Registration & Further Information

Please fill in the Registration Form and submit it by email to

Rachael.wong@ucsiblueoceanstrategy.com or fax to +603-9132.6688. (Attn: Ms Rachael)

About the Facilitators



Peter Tan

Peter Tan is the Senior Vice President of Training and Consulting, and a founding member of the UCSI Blue Ocean Strategy Regional Centre (UCSI BOSRC). He has a wide range of experiences in senior management, entrepreneurship, business start-ups and project management. Peter is a certified Blue Ocean Strategy Practitioner and specializes in providing training and consultancy with the Blue Ocean Strategy methodology.



Raj Kumar

Raj Kumar is currently a Senior Consultant for the UCSI Blue-Ocean Strategy Regional Centre. He is one of the pioneer team members and has been influential in the setting up of the Regional Centre especially in the area of business operations and planning. Raj is an excellent communicator with a gifted mind. He is also a certified trainer and currently specializes in Blue Ocean Strategy. Among the companies he has involved himself in training Blue Ocean Strategy includes Multinationals, Conglomerates and Government linked companies.



Dr. Dominic Lau

Dr. Dominic Lau is a certified Blue Ocean Strategy Practitioner and the Head of Applied Research Centre at UCSI Blue Ocean Strategy. He has a PhD and a Masters Degrees in Engineering Business Management. He is active in research and publication in the areas of strategic management, entrepreneurship, and quality assurance. He has written five books including a book on 15 successful cases of the application of Blue Ocean Strategy in the Malaysian context. He is a sought after speaker and participates actively in various national and international conferences. He is also active in research publications and has written numerous papers in academic journals. Prior to joining UCSI BOSRC, he was the Director of ILDP Program, Business & Advanced Technology Centre (BATC) at UTM.



Yoann Sapanel

Yoann Sapanel joined the business development and consulting Team of PricewaterhouseCoopers (PwC) Luxembourg from 2007 to July 2010 as Senior Consultant and Market Analyst. Prior to joining PwC, Yoann worked as a Business advisor to innovative entrepreneurs in their business start-ups and implementation. In February 2010, Yoann joined UCSI Blue Ocean Strategy Regional Centre as a Senior Consultant. In addition to his knowledge and expertise on Competitive Strategy in existing market place, Yoann is now ready to offer Blue Ocean Strategy in assisting companies to value innovate for quantum leap frog growth in a new market space.

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Registration Form

Participant(s) Details

Name : (Dato/Prof/Dr/Mr/Mdm/Ms)

(1).....

(2).....

(3).....

(4).....

(5).....

(6).....

Company :

Tel :

Fax :

Handphone :

Email :

Cheque No & Bank (If pay by cheque:)

Date :

Signature :

Agent's Name & Company Name (If applicable):

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Mode of Payment

Payment can be done via Credit Cards (Visa or Master only)/ Company Cheque / Bank Transfer

TT to : *UCSI Blue Ocean Strategy Regional Centre
Sdn Bhd (774433-W)*

Bank : *CIMB Bank Bhd, 197 & 199, Jalan Sarjana,
Taman Connaught, Cheras, 56000 Kuala Lumpur.*

Account No : *1458 000 131 5057*

Swift Code : *CIBBMYKL*

SBL Scheme

The workshop fee is partially SBL claimable. However, participants are advised to check out the PSMB HRDF conditions.

Terms & Conditions

Registrations

Full payment is required before workshop begins.

Confirmation of Registration

A receipt will be issued via email upon confirmation of full payment.

For Private Sector

Registered delegates will need to show proof of receipt upon registration on workshop day.

For Government Officials

A Local Order or Letter of Approval to participate must be presented before the workshop.

Substitution / Cancellation

There is no refund for cancellations, however substitution of name(s) is allowed for registered delegates.

Registration Fee

Full Registration RM 9,000 per participant.

- Early bird registration (**Before FEB 28, 2012**) will be entitled to 15% discount of the registration fee.
- Registration in groups of 5 will be entitled to **1 free registration** (for the 6th person). Group registration is also eligible for early bird discount if registration is submitted before the deadline on 28th of FEB, 2012.

Note: Fee is inclusive of course handouts, lunch and tea break

Contact Details

Should you require further information or assistance, please email to: "Rachael Wong"

rachael.wong@ucsibluoceanstrategy.com or

call Rachael Wong at: +603.9101.8880 (ext. 5085)

Website: www.ucsiblueoceanstrategy.com

***LIMITED TO 10 SEATS ONLY!**

Route to UCSI Blue Ocean Strategy Regional Centre

