

# SUMMER SCHOOL 2019

Blue Ocean Strategy in the  
Context of Digital Disruption

July 15 - 19, 2019



UNIVERSITY OF ECONOMICS, PRAGUE  
FACULTY OF BUSINESS ADMINISTRATION



# BLUE OCEAN STRATEGY

## BLUE OCEAN STRATEGY IN THE CONTEXT OF DIGITAL DISRUPTION

### DESCRIPTION

Companies today are rushing headlong to become more digital. Digitization transforms their value propositions and involves every level of the organization. Digital isn't merely an add-on; it's a way to think differently. For some executives, it's about technology. For others, digital is a new way of engaging with customers. And for others still, it represents an entirely new way of doing business. So how can digital capabilities design and deliver the best possible experience across all parts of the business?

Henry Ford was quoted as saying, "If I had asked my customers what they wanted, they would have said a faster horse." Being market-led implies being led by the consumer – and consumers are bad at communicating their unmet needs for innovative products. An innovator should have an understanding of one's customers and their problems via empirical, observational and anecdotal methods or even intuition.

In this course, we go through the art of deeply understanding our customers and suggesting innovation of the business model targeting current and new potential customers using Blue Ocean Strategy methodology and tools in the context of already available or future prospective disruptive technologies.

The Blue Ocean Strategy is a business theory that suggests companies are better off searching for ways to gain "uncontested market space" than competing with similar companies. The term is derived from the book "Blue Ocean Strategy" (Harvard Business Review Press, expanded edition, 2015), by W. Chan Kim and Renee Mauborgne. The strategy represents the simultaneous pursuit of high product differentiation and low cost, thereby making competition irrelevant.



# BY TAKING PART IN THIS COURSE YOU WILL BE ABLE TO

Explain how digitization affects and may affect current business models.

Recognize the importance of innovating the internal mindset of the company.

Understand that the new technologies are not here to enhance our current business models and mindsets, but they are here to help us to reconfigure both of them first; only then can we make the most of the new technology.

Design a new business model and strategy for a specific company.

## LECTURES

## WORKSHOPS

## SIMULATIONS

## UNIQUE TEACHING METHODS

The course is designed as a mixture of lectures, workshops, and simulation. Lectures are designed to introduce general concepts of Blue ocean strategy, Business model canvas framework current megatrends with a deeper focus on technology and innovation. The aim of workshops is to have students' hands-on practical tools used in designing a new strategy and business models within multicultural teams enhanced with an interactive simulation game. Real-world insights will be delivered by business professionals. Students will be working throughout the whole course on a team project focusing on designing a new business model for a real company.

## QUOTE

“Our vision is to facilitate your understanding of the key strategic questions/issues linked with the growth strategies. Participants will develop innovative business models as a part of the learning experience and gain tools that they will use in the rest of their business life irrespective of their career path.”

# PROGRAM DETAILS

Understanding world megatrends and how they could be used in the business  
Growth options in the context of red ocean environment and digital disruption  
Blue Ocean growth options and business model innovation

The educational program is enriched by the eventful social program including business partner excursions, team competitions, and sightseeing.

## ECTS CREDITS

The course is accredited by the university and students will receive 4 ECTS credits and the Certificate of Attendance upon completion of the course.

## TARGET GROUP

The course is designed for approximately 30 Bachelor, Master or Doctoral students across various fields of study.



# LECTURERS



**LADISLAV  
TYLL**

Ladislav is an experienced lecturer, business consultant, and practitioner. He focuses on strategy and strategy related topics. He is also the academic director of university flagship program CEMS – Master in International Management. He is passionate about designing strategies and navigating companies in the wild water of future megatrends and uncertainties.



**KAREL  
PERNICA**

Karel is a strategy teacher and Ph.D. student at the University of Economics, Prague. He prefers to focus on emerging technologies changing the face of the current business world. As a lecturer, he puts a strong emphasis on the power of teamwork.



**MOHIT  
SRIVASTAVA**

Mohit is a lecturer at the Department of Strategy, University of Economics, Prague. He holds a doctoral degree in international business from Friedrich-Alexander University Erlangen-Nürnberg, Germany. He has done his MBA at the Universidad Carlos III de Madrid, Spain. His current research interests include internationalization strategy, internationalization of emerging market firms, business models and supply chain management in emerging markets.



# HOW TO APPLY



**PLEASE, FILL IN  
THIS FORM**

contact: Mrs. Martina Honcova  
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phone: +420 224 098 354

University of Economics, Prague  
Faculty of Business Administration  
W. Churchill sq. 4  
130 67 Prague 3

## TUITION FEE

850 EUR\* / early bird registration 800 EUR  
- tuition fee must be paid by April 30, 2019.

*\* There is an option excluding accommodation for reduced fee.*

Tuition fee includes:

- 5 lecture days and course materials
- accommodation in double rooms in dormitories (optional)
- lunches during lecture days
- social programme

# UNIVERSITY OF ECONOMICS, PRAGUE



The University of Economics, Prague (VŠE) is the leading public university in the field of management and economy in the Czech Republic. The university celebrated its 65th anniversary in 2018.

VŠE has six faculties offering applicants a broad spectrum of study fields and branches in bachelor's, master's and doctoral degree study programs. Five faculties are located in the centre of Prague – the Faculty of Finance and Accounting, the Faculty of International Relations, the Faculty of Business Administration, the Faculty of Informatics and Statistics and the Faculty of Economics. The Faculty of Management is located in the town of Jindřichův Hradec in South Bohemia.

Currently, there are more than 16,000 students at VŠE. The university currently operates with more than 240 partner universities worldwide. There are approximately 700 outgoing students annually and more than 700 incoming foreign students.



## INTERNATIONAL ACCREDITATIONS AND RANKINGS

The university is highly appraised both in the Czech Republic and abroad. The Faculty of Business Administration (home faculty of the offered Summer Schools) is EQUIS accredited, which ranks the faculty among the top 1% of business schools in the world. In 2016, the Initial Accreditation Committee of AACSB (The Association to Advance Collegiate Schools of Business) accepted the Eligibility Application, thus allowing VŠE to enter the five-year business accreditation process.

VŠE is ranked by the Financial Times annually and has already been appraised for several years by the Eduniversal Ranking project as one of the best “business schools” in Central and Eastern Europe. Since 2013 VŠE has also been ranked in QS World University Rankings.

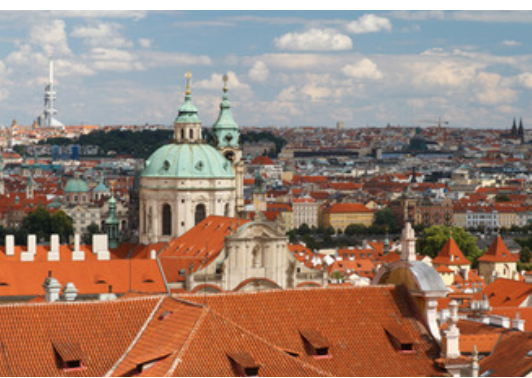






# PRAGUE, MOTHER OF ALL CITIES

Prague is one of the most beautiful cities where you can do anything you can think of! Whether you like architecture, art, education, sport or just enjoy hanging out with friends, this city is both a perfect and safe place for you.



The capital city of the Czech Republic lies in the center of Central Europe. Prague (Praha, Praga, Prag, Praag) is situated on the river Vltava in central Bohemia and has been the political, cultural, and economic center of the Czech state for over 1100 years. The city itself has about 1.3 million inhabitants and is among the most visited cities in Europe.



Prague has a deep historical background. There are a lot of old monuments like Prague Castle, Charles Bridge, the Old Town Square, the Astronomical Clock, the National Theatre, the Municipal House, the Jewish Quarter, Golden Lane, and many others which have mind-blowing architecture you will fall in love with. The historic center of Prague was included in the UNESCO list of World Heritage Sites in 1992. Nicknames for Prague have included "the mother of cities – Praga mater urbium", "city of a hundred spires" and "the golden city".



## CZECH REPUBLIC

- Area: 78 865 square km
- No. of inhabitants: 10,542,080
- Capital city: Prague (Praha)
- State constitution: republic (parliamentary democracy with two chambers of parliament) President: Miloš Zeman
- Language: the official language is Czech
- Currency: 1 Czech crown (CZK); 1 EUR = appx. 25 CZK; 1 USD = appx. 21 CZK
- Time: Central European Time (GMT + 1), summertime = CET + 1 (GMT + 2)
- Climate: average temperature in summer 22.0°C, in winter - 0.9°C
- For more information visit [www.czechtourism.com](http://www.czechtourism.com).

