



Institute of
Business Administration
Karachi

Leadership and Ideas for Tomorrow



Center for Executive Education
Institute of Business Administration

Workshop on Blue Ocean Strategy for Entrepreneurs & Family Businesses

In joint collaboration with Madinah Institute for Leadership and Entrepreneurship (MILE)

Lahore: August 7 & 8, 2015

Karachi: August 21 & 22, 2015

Timing: 9:00 am - 5:00 pm

This course will deliver strategic concepts and practical tools that will help participants understand their competition better and analyze their position in the industry. It will help participants design strategies to break their competition and to innovate in their market space. They will develop skills that will facilitate their out of box thinking and will enable them to transform their business model. The course will help them understand their customer better and to create new demand under constrained resources. Finally, participants will be trained to become a change catalyst in their organizational setting to lead innovative change.

Learning Outcomes

By attending this program, the participants will be able to:

- Understand the differences between contested and uncontested markets and how to create an uncontested market space
- Learn the origins of Blue Ocean Strategy and its power dynamics
- Develop the ability to thrive in uncertain times through value innovation
- Learn how to systematically reconstruct market boundaries
- The role of leadership and strategic change management
- Ability to plan a blue ocean strategy i.e. where and when to apply it, the development process and the resources required
- Develop an understanding of the attributes of a good strategy and Blue Ocean index
- Managing the execution and translating strategy into action

FEES:
Rs. 30,000/-
per participant

Faculty:

Mr. Imran Zawwar & Mr. Ali Jafri from Madinah Institute for Leadership and Entrepreneurship (MILE)



For Registration:

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