



BLUE OCEAN **STRATEGY** SIMULATION

Sample Course Schedules

Theory by

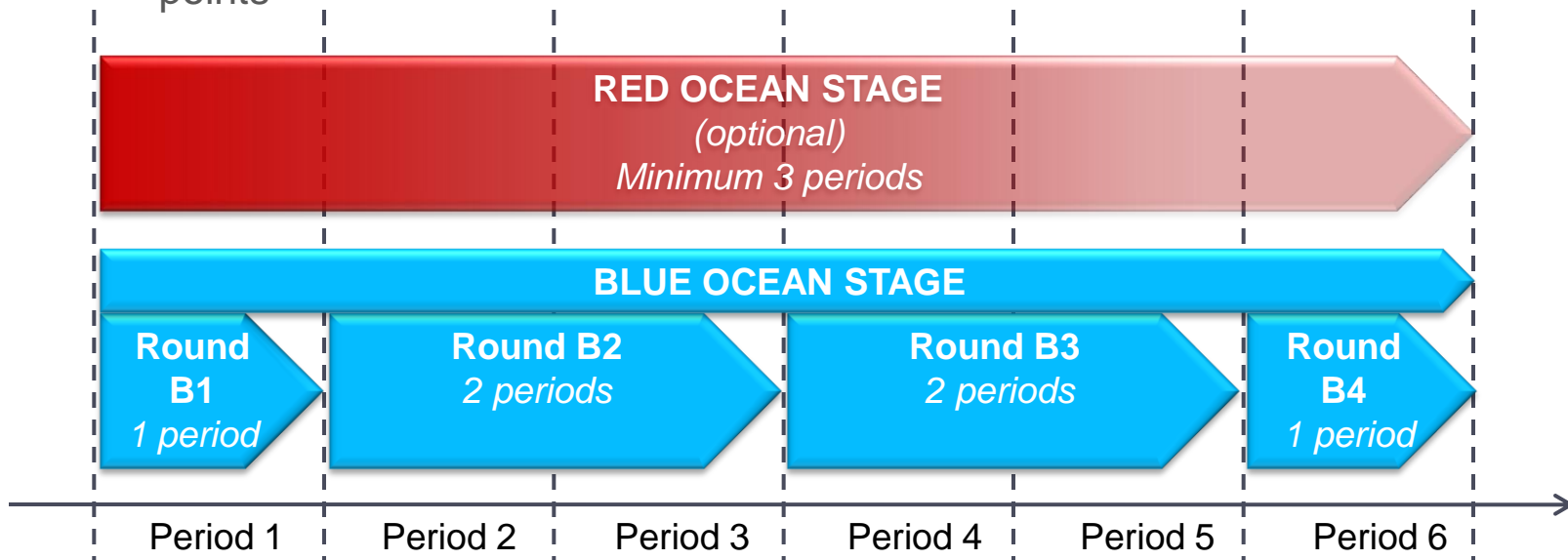
W. Chan Kim & Renée Mauborgne

Simulation Design and Development by

STRATX

The Red and Blue stages constitute two independent exercises

- The Red Ocean Stage is played to familiarize the participants with the simulation environment and to demonstrate that it is difficult for the fictitious company to achieve great results in the red ocean filled with sharks
- The Blue Ocean Stage is played to cover the Blue Ocean Strategy learning. Each of the four rounds has specific pedagogical objectives and key learning points



Each period represents one year of simulated activities.



How to integrate BOSS in an Academic course?

Sample Schedule – Red & Blue stages

Session	Activity	Type	Duration	Material
1	<i>Preliminary Assignment: Read BOSS Handbook</i>	Reading	2h00'	BOSS Handbook
	BOSS Presentation – Red Stage + Organization of teams	Class	1h00'	Introductory slides – BOSS Red Stage
	BOSS Decisions – Red Stage – Instructor available for consultation (1h)	Workgroup	2h00'	BOSS Software
2	<i>Preliminary Assignment: Read BOS Book</i>	Reading	4h00'	BOS Book
	Presentation of Blue Ocean Strategy Concepts	Class	1h30'	BOS Conceptual Session
3	<i>Preliminary Assignment: Read BOSS Case - Part 1 (viewable in software)</i>	Reading	1h00'	BOSS Case – Part 1
	BOSS Debriefing – Red Stage	Class	1h00'	Debriefing slides - BOSS Red Stage
	BOSS Introduction – Blue Stage/Round 1	Class	1h00'	Introductory slides – BOSS Blue Stage/Round 1
4	BOSS Decisions – Blue Stage/Round 1 – Instructor available for consultation (1h)	Workgroup	2h00'	BOSS Software
	<i>Preliminary Assignment: Read BOSS Case - Part 2 (viewable in software)</i>	Reading	1h00'	BOSS Case – Part 2
	BOSS Debriefing – Blue Stage/Round 1	Class	1h00'	Debriefing slides - BOSS Blue Stage/Round 1
5	BOSS Introduction – Blue Stage/Round 2	Class	1h00'	Introductory slides – BOSS Blue Stage/Round 2
	BOSS Decisions – Blue Stage/Round 2 – Instructor available for consultation (1h)	Workgroup	2h00'	BOSS Software
	<i>Preliminary Assignment: Read BOSS Case - Part 3 (viewable in software)</i>	Reading	1h00'	BOSS Case – Part 3
6	BOSS Debriefing – Blue Stage/Round 2	Class	1h00'	Debriefing slides - BOSS Blue Stage/Round 2
	BOSS Introduction – Blue Stage/Round 3	Class	1h00'	Introductory slides – BOSS Blue Stage/Round 3
	BOSS Decisions – Blue Stage/Round 3 – Instructor available for consultation (1h)	Workgroup	2h00'	BOSS Software
7	BOSS Debriefing – Blue Stage/Round 3	Class	1h00'	Debriefing slides - BOSS Blue Stage/Round 3
	BOSS Introduction – Blue Stage/Round 4	Class	1h00'	Introductory slides – BOSS Blue Stage/Round 4
	BOSS Decisions – Blue Stage/Round 4 – Instructor available for consultation (1h)	Workgroup	2h00'	BOSS Software
7	<i>Preliminary Assignment: Prepare a team presentation for final class</i>	Report	2h00'	BOSS Team Presentation Template
	Team presentations	Class	2h00'	Final Debriefing Slides
	BOSS Conclusion and Final Debriefing	Class	2h00'	Final Debriefing Slides



How to integrate BOSS in an Academic course?

Sample Schedule – Blue stage only

Session	Activity	Type	Duration	Material
1	<i>Preliminary Assignment: Read BOS Book</i>	Reading	4h00'	BOS Book
	Presentation of Blue Ocean Strategy Concepts	Class	1h30'	BOS Conceptual Session
2	<i>Preliminary Assignment: Read BOSS Handbook & BOSS Case - Part 1 (viewable in software)</i>	Reading	1h00'	BOSS Handbook & BOSS Case – Part 1
	BOSS Introduction – Blue Stage/Round 1	Class	1h00'	Introductory slides – BOSS Blue Stage/Round 1
	BOSS Decisions – Blue Stage/Round 1 – Instructor available for consultation (1h)	Workgroup	2h00'	BOSS Software
3	<i>Preliminary Assignment: Read BOSS Case - Part 2 (viewable in software)</i>	Reading	1h00'	BOSS Case – Part 2
	BOSS Debriefing – Blue Stage/Round 1	Class	1h00'	Debriefing slides - BOSS Blue Stage/Round 1
	BOSS Introduction – Blue Stage/Round 2			Introductory slides – BOSS Blue Stage/Round 2
	BOSS Decisions – Blue Stage/Round 2 – Instructor available for consultation (1h)	Workgroup	2h00'	BOSS Software
4	<i>Preliminary Assignment: Read BOSS Case - Part 3 (viewable in software)</i>	Reading	1h00'	BOSS Case – Part 3
	BOSS Debriefing – Blue Stage/Round 2	Class	1h00'	Debriefing slides - BOSS Blue Stage/Round 2
	BOSS Introduction – Blue Stage/Round 3			Introductory slides – BOSS Blue Stage/Round 3
	BOSS Decisions – Blue Stage/Round 3 – Instructor available for consultation (1h)	Workgroup	2h00'	BOSS Software
5	BOSS Debriefing – Blue Stage/Round 3	Class	1h00'	Debriefing slides - BOSS Blue Stage/Round 3
	BOSS Introduction – Blue Stage/Round 4	Workgroup	2h00'	Introductory slides – BOSS Blue Stage/Round 4
	BOSS Decisions – Blue Stage/Round 4 – Instructor available for consultation (1h)			BOSS Software
6	<i>Preliminary Assignment: Prepare a team presentation for final class</i>	Report	2h00'	BOSS Team Presentation Template
	Team presentations	Class	2h00'	Final Debriefing Slides
	BOSS Conclusion and Final Debriefing			





How to integrate BOSS in a Corporate course?

Sample Schedule – Blue stage only

Day	Activity	Type	Duration	Material
Pre	Preliminary Assignment: Read BOS Book and BOSS Handbook	Reading	4h00'	BOS Book + BOSS Handbook
D	Program Introduction	Class	1h00'	
A	Presentation of Blue Ocean Strategy Concepts	Class	1h30'	BOS Conceptual Session
Y	BOSS Introduction – Blue Stage/Round 1	Class	1h00'	Introductory slides – BOSS Blue Stage/Round 1
1	BOSS Decisions – Blue Stage/Round 1 (Instructors available for consultation)	Workgroup	3h00'	BOSS Case – Part 1 + BOSS Software
	Lecture/Discussion : subject to be decided	Class	1h00'	
D	BOSS Debriefing – Blue Stage/Round 1	Class	1h00'	Debriefing slides - BOSS Blue Stage/Round 1
A	BOSS Introduction – Blue Stage/Round 2			Introductory slides – BOSS Blue Stage/Round 2
Y	BOSS Decisions – Blue Stage/Round 2 (Instructors available for consultation)	Workgroup	3h00'	BOSS Case – Part 2 + BOSS Software
2	BOSS Debriefing – Blue Stage/Round 2	Class	1h00'	Debriefing slides - BOSS Blue Stage/Round 2
	BOSS Introduction – Blue Stage/Round 3			Introductory slides – BOSS Blue Stage/Round 3
	BOSS Decisions – Blue Stage/Round 3 (Instructors available for consultation)	Workgroup	2h00'	BOSS Case – Part 3 + BOSS Software
	Lecture/Discussion : subject to be decided	Class	1h00'	
D	BOSS Debriefing – Blue Stage/Round 3	Class	1h00'	Debriefing slides - BOSS Blue Stage/Round 3
A	BOSS Introduction – Blue Stage/Round 4			Introductory slides – BOSS Blue Stage/Round 4
Y	BOSS Decisions – Blue Stage/Round 4 (Instructors available for consultation)	Workgroup	2h00'	BOSS Case – Part 3 + BOSS Software
	Lecture/Discussion : subject to be decided	Class	1h00'	
3	Make-It-Happen Exercise	Workgroup	3h00'	
	BOSS Conclusion and Final Debriefing	Class	1h00'	



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