

Training Course Outline on: **Blue Ocean strategy (Module 1)**

Veritas Academy
(A Sister Concern of DATCO Group)

Duration: 2 Days Course (2.5 Hours/Day)

Organized by: DATCO Group

Session Plan

Day-1 (2.5 Hours)

Time	Contents	Methodology	Materials	Exercises 50mnts
1 :00 hours	Session 1: Understand What is a Business Universe, Session 2: Differentiate between Blue Ocean and Red Ocean, Session 3: Learn the Steps to Create a Blue Ocean Strategy,	Handout, PPT, Lecture. Group Discussion, Group Work	Multimedia, White Board, Flip Chart and Marker Pen, Flash Card, Masking Tape, Board Pin	Explore the idea of value drivers
15 munities	Break			
1:00 Hours	Session 4: List the Blue Ocean Strategy Tools,	Handout, PPT, Group Discussion, Group Work	Multimedia, White Board, Flip Chart, Marker Pen, Masking Tape. Flash Card, Board Pin	Identify nature and methods of value innovation
	Session 5: Develop a foundational understanding of the value innovation framework	Handout, PPT, Group Discussion & Group Work	Multimedia, White Board, Flip Chart, Marker Pen, Masking Tape. Poster Papers. Board Pin	
	Recap Session/evaluation	Group	Q & A sheet	
50 mnts	Exercise 50 munities			

Blue Ocean Strategy (Module 2)

(A Sister Concern of DATCO Group) **Duration: 2 Days Course (2.5.5Hours/Day)**

Organized by: DATCO Group

Session Plan

Day-2 (2.5 Hours)

Time	Contents	Methodology	Materials	Exercise 50 munities
1:00 Hour	<p>Session 6: Learn to move from strategy formulation to strategy implementation</p> <p>Session 7: Discover the importance of prioritizing strategic initiatives</p> <p>Session 8: Learn to differentiate initiatives in a way that make them difficult to imitate</p>	Handout, PPT, Group Discussion & Group Work	Multimedia, White Board, Flip Chart and Marker Pen, Flash Card, Masking Tape, Board Pin	<p>Determine the most important value drivers for your customers and employees</p> <p>Create a value map for your company</p>
15 munities	Break			
1:00Hour	<p>Session 9: Learn to identify latent demand</p> <p>Session 10: Learn to identify complements</p>	Handout, PPT, Group Discussion & Group Work	Multimedia, White Board, Flip Chart and. Poster Papers. Marker Pen	Explore ways to prioritize the most important value drivers to grow your business
	<p>Session 11: Understand the difference between a complement and a substitute</p> <p>Session 12: Discover the power of complements as a competitive advantage</p>	Handout, PPT, Group Discussion. Group Work	Multimedia, White Board, Flip Chart, Flash Card and Marker Pen	
	Recap Session/evaluation	Group Discussion	Q & A sheet	
50 mint's	Exercise 50 munities			

N.B. Probable Cause Motivational Activities from Veritas Academy End:

1. Training expectation and Pre & Post evaluation will be carried out.
2. Veritas Academy will be ensured the course certificates
3. Best course performer of the topic wise course participant rewards and full course best performer reward also be considered by the academy.