

KAMARUDDIN Mohd Nor, a seasoned businessman, is no stranger to the cut-throat competition in the logistics industry. However, the notion of doing away with competition by creating a new uncontested marketplace blew his mind away – that was his first brush with Blue Ocean Strategy (BOS).

Enthralled by the business concept, he decided to master its principles, which led him to enrol in the only programme in this region that offered him that opportunity – UCSI University's premier Master of Business Administration (MBA) (Blue Ocean Strategy).

According to Kamaruddin who received his MBA in 2014, the programme did not disappoint.

"We are encouraged to not only think outside the box but that there's, in fact, no box. The impossible can be restructured to create new possibilities – I found ways to add value to my service and keep my costs low," he says.

Introduced in 2005, BOS heralded a new way of doing business – not by competing in existing markets for a diminishing profit pool but by differentiating into new products/services and keeping costs low, effectively creating a new marketplace.

## Redefining the market



UCSI's transformational MBA (Blue Ocean Strategy) programme helps learners acquire razor-sharp business acumen and a trailblazing mindset.

Prominent management thinkers, W. Chan Kim and Renée Mauborgne, studied more than 150 strategic moves spanning more than 30 industries over 100 years before pioneering this concept.

BOS practitioners use a comprehensive set of analytical

tools and frameworks to systematically create and capture "blue oceans" – the analogy for an uncontested marketplace – through opportunity-maximising and cost-cutting ways.

BOS also assists in aligning value, profit and people propositions to

ensure an organisation benefits buyers, the company, employees and stakeholders.

More than 10 years later, BOS is even more imperative in today's competitive business climate due to rapid technological advances, disappearing boundaries, at-your-fingertips information and an increasingly "flatter" world.

Recognising the immense potential of BOS, UCSI embarked on making this vital business idea available to seasoned professionals who want to go further.

Adapted to incorporate BOS with the help of UCSI Blue Ocean Strategy Consulting (one of the few Blue Ocean Strategy hubs in the world that consults Asia's leading corporations), UCSI's MBA (Blue Ocean Strategy) programme was rolled out in 2012.

The programme incorporates BOS frameworks in its curriculum and pedagogy. It challenges learners' business perspectives and helps them rethink business strategies and approaches.

In addition to the MBA degree, graduates can become part of the global Blue Ocean Strategy

Community of Practice after fulfilling the requirements.

The programme also presents rare networking opportunities and an overall enriching experience for learners whose peers include high-ranking civil servants and experienced corporate leaders.

The Malaysian Government's adoption of BOS under the National Blue Ocean Strategy as the basis for its development plans demonstrates the trust that is placed on this leading business idea in driving the nation forward.

The quintessence of BOS lies in its simplified approach to assist anyone to acquire the mindset of thinking outside the box, seeing beyond status quo and challenging boundaries – the essential ingredients for profitable growth and advancement.

UCSI's Kuala Lumpur campus is open daily for extended counselling sessions, inclusive of weekends and public holidays.

■ For more information, call 03-9101 8882 or e-mail [www.ucsiuniversity.edu.my/onlineenquiry](mailto:www.ucsiuniversity.edu.my/onlineenquiry).