

SUMMER SCHOOLS 2018

Intake 1:

Blue Ocean Strategy in the
Context of Digital Disruption
July 1 - 13, 2018

Intake 2:

Design for the Business of Change:
Blurring Boundaries Between
Nonprofits, Governments,
Corporations and Business
July 1 - 13, 2018



UNIVERSITY OF ECONOMICS, PRAGUE
FACULTY OF BUSINESS ADMINISTRATION



BLUE OCEAN STRATEGY

JULY 1 - 13, 2018

INTAKE 1 - BLUE OCEAN STRATEGY

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 the 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

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 the 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 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."

WORKSHOPS

SIMULATIONS

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 a Certificate of Attendance upon completion of the course.

(1 ECTS credit = 26 hours of workload)

TARGET GROUP

The course is designed for maximum 25 Master or Bachelor 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.



DESIGN FOR THE BUSINESS OF CHANGE

JULY 1 - 13, 2018

INTAKE 2 - DESIGN FOR THE BUSINESS OF CHANGE

DESCRIPTION

Social entrepreneurship is a rapidly developing approach blurring boundaries between non-profits, governments, corporations, and business. It is the entrepreneurs using business methods to help solve social and environmental challenges that make social enterprise distinct from other forms of business. Such a strategy allows problems otherwise ignored or missed by commerce and addressed predominately with often unsustainable donor-driven models by the nonprofit sector to become an object of assistance as well as of profit. This course will provide an overview of social entrepreneurship by looking into societal problems they address and innovative business models to tackle them. Students will also be introduced the key methodological and epistemic instruments of design and ethnography in order to conduct ethnographic fieldwork and design new strategies.

This course is divided into two intertwined parts. The first part of the course covers various facets of the contemporary global society and its various histories to grasp a better understanding of social change mechanisms and their dynamics. In order to gain a deeper expertise, it is also necessary to scrutinize the ways humanitarian discourse governs our society as well as the practices, ideas, and desires of individuals. Such an understanding allows us to move from old and often inefficient ways towards more effective strategies of a social change in which the environmental and humanitarian aims meet business practices. During the course, we will discuss various ways in which the market and the non-profit industry merge. We will also scrutinize the ways success and innovation are being created to understand what a “successful project” really means and what are the technologies for its production within the field of humanitarianism.

While the first part of the course covers some of the theoretical concepts related to social change, the second layer is a practical one. During the two-week period, students will be introduced to the fundamental principles of design and ethnography with a special focus on the intensive ethnographic method of participant observation fieldwork. We will be practicing what we learn through hands-on exercises designed to build familiarity with concepts and develop new skills.

BY TAKING PART IN THIS COURSE YOU WILL BE ABLE TO

Conduct intensive fieldwork with an eye towards designing social interventions.

Interrogate important debates on contemporary social and environmental issues through design thinking that will enhance your knowledge of social entrepreneurship.

Understand the boundaries that both limit and promote opportunities for creating innovative, design-forward interventions.

Combine your ethnographic, fieldwork data with your knowledge of contemporary theoretical debates in order to create new models of entrepreneurship with humanitarian goals.

**UNDER-
STANDING
CUSTOMER'S
NEEDS**

UNIQUE TEACHING METHODS

Ethnographic field research focuses on finding meaning in everyday experience. The aim of this class is to teach students first-hand what it means to conduct in-depth fieldwork and to theoretically contextualize that experience. Lectures and group exercises will encompass readings on innovative entrepreneurship, global, social problems and on conducting “participant-observation” fieldwork. Students will be taught the technologies for the various ways of recording data and how to mine that data for analysis. Finally, with hands-on mentorship by the professors and workshops designed for peer-to-peer feedback, students will realize their classroom experience through their own fieldwork projects and witness directly “theory at work”, creatively developing their own innovative designs that critically engage novel interventions.

**OWN
FIELDWORK
PROJECT**

QUOTE

As the famous French designer, Philippe Starck, notes, “You never create a good design if you only think about design; but only when you take life, sex, body, and sweat into the account.” The intensive ethnographic method of participant observation fieldwork fueled by anthropological conceptualization offers an excellent opportunity for learning, cognition and empathy. While ethnography is an indispensable tool for thinking about meaningful and responsible design, the design provides a technology for future change. During our course, students will learn to utilize the gift of ethnography in order to make the world a better place.

**HANDS-ON
MENTOR-
SHIP**

PROGRAM DETAILS

The course has two main objectives: (1) Training in intensive ethnographic methods including interviews and participant observation fieldwork; and (2) Exposure to important debates surrounding the contemporary social and environmental issues together with design thinking, ethnography and the art of participant observation fieldwork. We will spend some time discussing research design and data analysis, but these topics will appear only as they intersect with our primary objectives.

Students in this course will appreciate that a “design” results in social action or interventions that are not limited to new products and new services but include new experiences and new narratives. Students will learn to be critical of design’s role in shaping and transforming social structures that both empower and endanger users. By critiquing their own designs, and those of the latest social intervention start-ups, students will interrogate how power and social justice issues are constituted in design processes, institutions, and claims of expertise.

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

ECTS CREDITS

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(1 ECTS credit = 26 hours of workload)

TARGET GROUP

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LECTURERS



**JEFFREY
SCHONBERG**

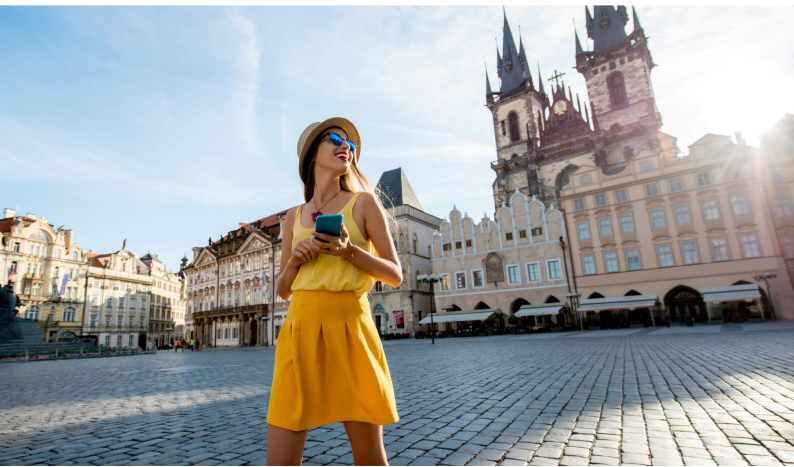
Jeff is an award-winning medical and visual anthropologist. A recipient of the Paul Farmer Global Citizenship Award from the Society for Public Anthropology, and a Committee on Teaching Excellence Award at University of California, Berkeley, he is currently a lecturer in the Department of Anthropology at San Francisco State University and a research fellow at the Institute for the Study of Social Issues at the University of California, Berkeley. Dr. Schonberg is the co-author, (with Philippe Bourgois), of the best-selling, Leeds award-winning photoethnography, *Righteous Dopefiend*, which is currently in its twelfth edition. A travelling exhibition entitled *Righteous Dopefiend: Homelessness, Addiction, and Poverty in Urban America* accompany the book. His latest research is on homicide and gentrification in Oakland, California.



**TOMAS
RYSKA**

Tomas is a social anthropologist, economist and documentary filmmaker. He has received a number of international awards, such as the Grand Prix at the Russian Anthropological Film Festival from the Russian Academy of Sciences or the Grand Prix at the Ekofilm International Film Festival from the Czech Ministry of Environment. His films have been included in the 'special selection' of the European Association of Social Anthropologists (EASA) or the ASTRA Visual International Anthropology Film Festival. Between 2005 and 2012, he was a director of the international non-governmental organization United World of Indigenous Peoples (UWIP). He is an assistant professor at the Department of Strategy, University of Economics, Prague where he specializes in the complex interrelations between design, ethnography, and strategy. His research focuses on humanitarianism and international development. He has written a doctoral thesis *Enterprising Faith: Ethnography of Faith-Based Development in Contemporary Thailand* at the University of California - Berkeley. He firmly believes in the tradition of ethnographic research.

HOW TO APPLY



**PLEASE, FILL IN
THIS FORM**

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phone: +420 224 098 825

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

TUITION FEE

1,650 EUR

Early bird registration 1,550 EUR – tuition fee must be paid by April 15, 2018.

12 lecture days
and course
materials

accommodation
for 12 days in
double rooms
in dormitories

social
program incl.
excursions
and
sightseeing

coffee breaks
and lunches
during lecture
days

farewell
party

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 60th anniversary in 2013.

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.

