



UNIVERSITY

**DEPARTMENT
OF
MANAGEMENT**

SHORT TERM

COURSE

**CERTIFICATION COURSE IN
BLUE OCEAN STRATEGY**

**DURATION
2 WEEKS**

**BATCH START DATE
25TH OCTOBER 2019**

**COORDINATOR
MS. AMANDEEP KAUR**

A handwritten signature in black ink, appearing to be 'Amandeep Kaur'.

Sant Baba Bhag Singh University
University Institute of commerce and management
Department of Management

Certification course in Blue Ocean strategy

Blue ocean exists when there is potential for higher profits, as there is no competition or irrelevant competition

Course Name	Course Code	Duration	Batch Timings	Tentative Batch Start Date	Course Coordinator
Certification course in Blue Ocean strategy	MGT113	2 Weeks	Weekdays batch timing: 01:00PM – 02:00PM, 03:30PM- 04:30PM and 04:30PM – 05:30PM (Monday-Friday)	25 th October 2019	Ms. Anandeep Kaur Mobile: 7710424398 E-Mail anand2791@gmail.com

Eligibility:

10+2 passed

Prerequisites:

Students are required to have some basic knowledge of Management

Course Fee:

Not Applicable

Course Duration Information:

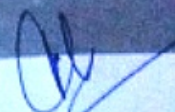
2 Weeks (3 Hours per day for each Certification course)

Course Syllabus:

Week 1: meaning of strategy, types of strategies, formulation of strategies and implementation of strategies.

Week 2: Concept of blue ocean marketing, objectives, importance, advantages and challenges of blue ocean marketing and case studies.

Course Outcome: The students will be able to know expanding the business in irrelevant competition.



SANT BABA BHAG SINGH

UNIVERSITY

Name of the Institute: Vicinity
Aditya Dham
Sector 22, Gurgaon
 Contact Code: 9167112

ATTENDANCE

Sl. No.	Name of the Student	Date																															
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
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Signature of Faculty: [Signature]

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SANT BABA BHAG SINGH UNIVERSITY			
UICM			
DEPARTMENT OF MANAGEMENT			
SUBJECT: BLUE OCEAN STRATEGY			
SUBJECT CODE: MGT113			
Sr. No.	Registration No	Name of Student	Grade
1	19026014	Anitika	A+
2	19026015	Sushma Devi	A+
3	19026037	Navneet Kaur	A+
4	19026009	Simran	A
5	19026019	Jasmeen	A+
6	19026021	Manjit Singh	A
7	19026018	Gurpreet Kaur	A+
8	19026044	Harpreet Kaur	A+
9	19026026	Taranjit Kaur	A+
10	19026043	Kulwinder	A
11	19026003	Jinder Kaur	A
12	18260052	Damandeep Kaur	A+
13	18260010	Harjit Kaur	A+
14	18260045	Sonia Devi	A+
15	18260041	Shivani Sharma	A+
16	18260037	Saniya Malik	A+
17	18260036	Rekha Devi	A
18	18260024	Marisha	A+
19	19026013	Jaspreet Kaur	A+
20	18260044	Soni Katoch	A+