MONARCH MANAGEMENT INSTITUTE

Open Course Network · Micro-Course 04

COURSE PROSPECTUS

Creating a Market Without Rivals

A two-week, hands-on micro-course in Blue Ocean Strategy: use value innovation and the strategy canvas to find and formulate an uncontested market opportunity — and make the competition irrelevant.

2 weeks	**~14 hrs**	**12**	**70%**
Duration	Directed study	Sections	To pass

At a glance

Course	Micro Course 04 — Creating a Market Without Rivals (CMWR)
Underpinning	Blue Ocean Strategy (Kim & Mauborgne)
Duration	2 weeks — two weekly modules of six sections each, self-paced
Study time	Approximately 14 directed hours
Level	Introductory–intermediate; no prior strategy study required
Assessment	Two scenario summatives, one per module; 70% to pass, unlimited attempts, untimed
Certificate	Monarch-endorsed Certificate of Knowledge
Format	Fully online

What you will gain

By the end of this course you will be able to apply value innovation and the strategy canvas to formulate and test a value-innovation move that creates uncontested market space.

And what it counts toward

You earn the Monarch-endorsed Certificate of Knowledge and 2 MMI-Credits. MMI-Credits carry toward MMI program progression (PD-001).

About this course

Most strategy training teaches managers to win the market they are already in: benchmark the rivals, match their features, and fight for a bigger slice of known demand. In crowded industries that is a losing game — offerings converge, price becomes the only lever, and margins bleed. Creating a Market Without Rivals teaches the alternative set out by W. Chan Kim and Renée Mauborgne: reconstruct an industry's boundaries to create new, uncontested market space — a blue ocean — where the competition is made irrelevant. Over two weeks you work a single decision end to end through the full method, and finish with a defended blue-ocean move you can use.

The problem the course addresses

Blue Ocean Strategy is among the most admired ideas in management and among the most weakly applied. In practice it becomes a retelling of a famous case rather than a method a manager can run on their own industry: a canvas that lifts every factor and diverges from no one, a bold new feature with no buyer evidence, a story of someone else's success with no move of one's own. This course closes that gap by making you produce the artifact — a to-be strategy canvas, an evidence trail behind every new factor, and a move tested for buyer utility, price, cost and adoption.

Who this course is for

Managers, strategists, founders and senior professionals who set or shape direction and want a repeatable method for growth that does not depend on out-competing rivals in a crowded space. No prior strategy coursework is assumed; every tool is taught step by step and applied to an industry you choose.

What you will accomplish

By the end of the course you will be able to take a defined organization and its industry and:

- Draw an industry's as-is strategy canvas and read the convergence that marks a red ocean.
- Apply value innovation and the Four Actions (ERRC) grid to break the value–cost trade-off.
- Reconstruct market boundaries with the six paths, and unlock new demand with the buyer utility map and the three tiers of noncustomers.
- Compose and test a value-innovation move — a to-be strategy canvas sequenced through utility, price, cost and adoption — and turn it into a recommendation a board would recognize.

Course structure

Module 1 — Seeing the Red Ocean & Reconceiving Value (Week 1). Cognitive focus: Understand → Apply.

Section	Focus
L1	Red oceans and blue oceans — the framing distinction
L2	Value innovation — breaking the value–cost trade-off
L3	The strategy canvas — drawing the state of play

Section	Focus
L4	The Four Actions framework and the ERRC grid
L5	Reading a value curve — focus, divergence, tagline
L6	Synthesis — the one-page as-is diagnosis

Module 2 — Reconstructing Boundaries & Formulating the Move (Week 2). Cognitive focus: Analyze → Create.

Section	Focus
L7	The six paths framework
L8	The buyer utility map
L9	The three tiers of noncustomers
L10	Drawing the to-be canvas
L11	Testing the idea — the strategic sequence
L12	The value-innovation decision — the terminal deliverable

How you will learn & be assessed

Every section follows the same rhythm — Explain the idea, Show it worked through on a real case, Do it on an industry of your own, and a short Feedback checkpoint. A single running case, the fictional Corva Mobility, is carried through all twelve sections; the canonical Blue Ocean cases (Cirque du Soleil, [yellow tail], Southwest, NetJets, Curves) appear as sourced illustrations. Each module ends with an auto-graded, scenario-based summative at a 70% pass threshold, with unlimited attempts, untimed. On successful completion you earn the Monarch-endorsed Certificate of Knowledge.

> Name the industry you will carry through the course.