

Strategy Canvas Development for MBA Program Management and Quality

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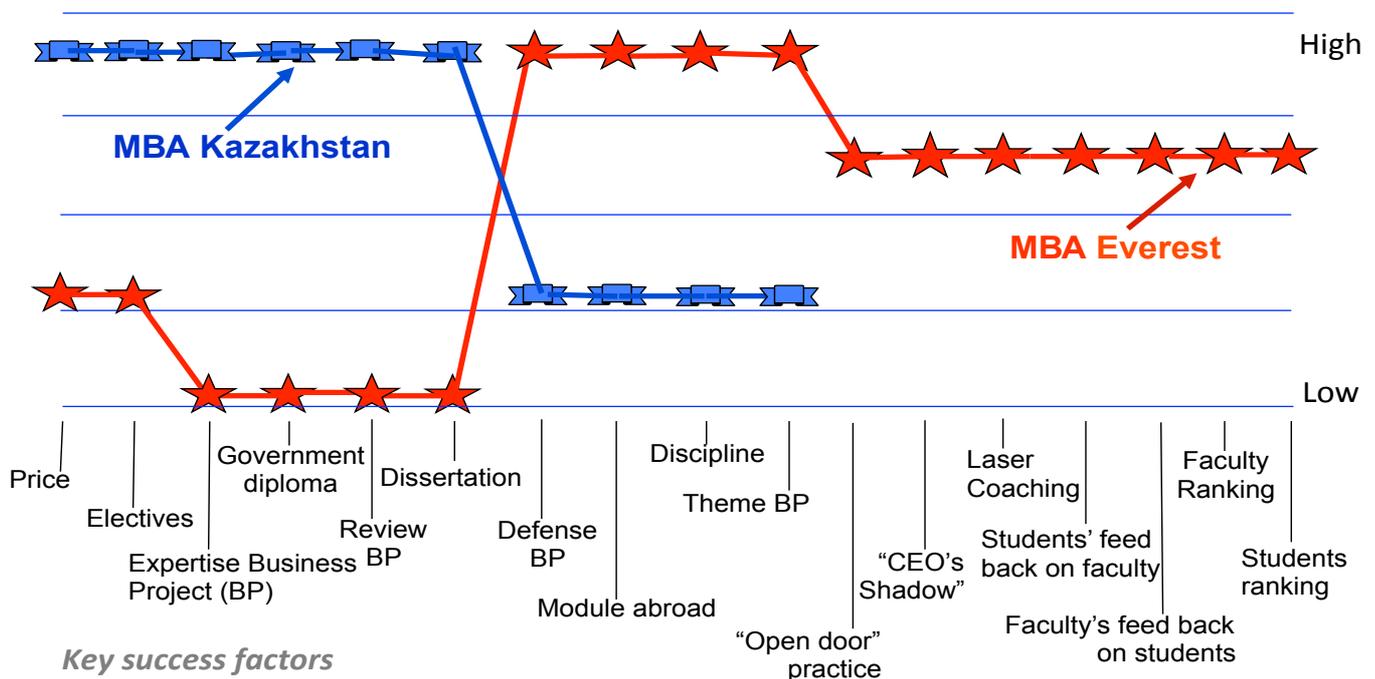
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Aspects:

Based on Four Action Framework (one of Blue Ocean Strategy tools), Strategy Canvas for MBA program is a set of key success factors a business school is competing on with other schools. It is a very effective way/platform/instrument for:

- Program design innovation;
- Visualization, which helps better understand content and logic of the program;
- Easy program management;
- Continuous program quality improvement;
- Getting more students on the program due to value innovation.

MBA Strategy Canvas



Four Action Framework

<p>Eliminated</p> <ul style="list-style-type: none"> ■ Expertise dissertation ■ Review Business Project (BP) ■ Government diploma ■ Dissertation 	<p>Reduced</p> <ul style="list-style-type: none"> ■ Price ■ Electives
<p>Raised</p> <ul style="list-style-type: none"> ■ Discipline ■ Theme BP ■ Module abroad ■ Defense BP 	<p>Created</p> <ul style="list-style-type: none"> ■ «Open door» ■ «CEO's shadow» ■ Laser Coaching ■ Faculty's feed back on students ■ Students' feed back on faculty ■ Faculty ranking ■ Students ranking ■ ...