

## Advanced Corporate Strategy Syllabus

Week/Module	Topics
<b>Week 0</b>	<ul style="list-style-type: none"> <li>• Demo Video</li> <li>• Welcome to the course.</li> <li>• Course Schedule</li> <li>• Grading Policy</li> <li>• Exam Details</li> <li>• FAQ</li> </ul>
<b>Week 1:</b>	<p>Week 1: Corporate Advantage</p> <ul style="list-style-type: none"> <li>• This module covers corporate advantage,</li> <li>• synergies of a multi- business firm,</li> <li>• costs of a multi-business firm,</li> <li>• managing a portfolio of businesses and role of Corporate Office.</li> </ul>
<b>Week 2:</b>	<p>Week 2: Product Diversification T</p> <ul style="list-style-type: none"> <li>• This module covers product diversification,</li> <li>• Different types of diversification, the varying motives for diversification,</li> <li>• The performance effects of diversification</li> <li>• Diversification in emerging economies.</li> </ul>
<b>Week 3:</b>	<ul style="list-style-type: none"> <li>• Week 3: Vertical Integration</li> <li>• This module covers vertical integration,</li> <li>• Different types of vertical integration,</li> <li>• The underlying motives for vertical integration,</li> <li>• The performance effects of vertical integration</li> <li>• Vertical integration in emerging economies.</li> </ul>

	Mid – Term Assessment
<b>Week 4:</b>	<p>Week 4: Geographic Diversification</p> <ul style="list-style-type: none"> <li>• This module covers geographic diversification.</li> <li>• broad trends in geographic diversification and globalization</li> <li>• the underlying motives for geographic diversification</li> <li>• how to manage a globally diversified firm and the performance effects of geographic diversification.</li> <li>• We will conclude with a discussion on the special issues that arise when firms from emerging economies engage in geographic diversification.</li> </ul>
<b>Week 5:</b>	<p>Week 5: Modes of Diversification This module covers various modes of diversification including alliances,</p> <ul style="list-style-type: none"> <li>• Joint ventures</li> <li>• Outsourcing</li> <li>• M&amp;A/divestitures and internationalization.</li> </ul>
<b>Week 6:</b>	
	End – Term Assessment

### Final Exam Details:

If you wish to obtain a certificate, you must register and take the proctored exam in person at one of the designated exam centers. The registration URL will be announced when the registration form open. To obtain the certification, you need to fill out the online registration form and pay the exam fee. More details will be provided when the exam registration form is published, including any potential changes. For further information on the exam locations and the conditions associated with filling out the form, please refer to the form.

### Grading Policy:

Assessment Type	Weightage
Mid-Term & End-Term	25%
Final Exam	75%

### Certificate Eligibility:

- 40% marks and above in Mid Term & End Term
- 40% marks and above in the final proctored exam

**Disclaimer:** In order to be eligible for the certificate, you must register for enrolment and exams using the same email ID. If different email IDs are used, you will not be considered eligible for the certificate.