

## Advanced Corporate Strategy Syllabus

Week/Module	Topics	Release Date
<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>	31 <sup>st</sup> July 2023
<b>Week 1:</b>	<p>Week 1: Corporate Advantage</p> <p>This module covers:</p> <ul style="list-style-type: none"> <li>• 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>	31 <sup>st</sup> July 2023
<b>Week 2:</b>	<p>Week 2: Product Diversification</p> <p>This module covers:</p> <ul style="list-style-type: none"> <li>• 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>	11 <sup>th</sup> August 2023

<p><b>Week 3:</b></p>	<p>Week 3: Vertical Integration</p> <ul style="list-style-type: none"> <li>• This module covers vertical integration,</li> <li>• Different types of vertical integration,</li> <li>• The underlying motives <ul style="list-style-type: none"> <li>○ for vertical integration,</li> </ul> </li> <li>• The performance effects <ul style="list-style-type: none"> <li>○ Of vertical integration</li> <li>○ Vertical integration in emerging economies.</li> </ul> </li> </ul>	<p>18<sup>th</sup> August 2023</p>
<p><b>Week 4:</b></p>	<p>Mid – Term Assessment</p> <p>Week 4: Geographic Diversification This module covers</p> <ul style="list-style-type: none"> <li>• 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. We will conclude with a discussion on the special issues that arise when firms from emerging economies engage in geographic diversification.</li> </ul>	<p>18<sup>th</sup> August 2023 <b>Due Date: 18<sup>th</sup> September 2023</b></p> <p>25<sup>th</sup> August 2023</p>

<b>Week 5:</b>	<b>Week 5: Modes of Diversification</b>  This module covers various modes of diversification including: <ul style="list-style-type: none"> <li>• Alliances,</li> <li>• Joint ventures</li> <li>• Outsourcing</li> <li>• M&amp;A/divestitures and internationalization.</li> </ul>	1 <sup>st</sup> September 2023
	End – Term Assessment	29 <sup>th</sup> September 2023 <b>Due Date: 29<sup>th</sup> October 2023</b>

### 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 centres. The registration URL will be announced when the registration form is 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
<b>Mid-Term &amp; End-Term</b>	25%
<b>Final Exam</b>	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.***