

Year - 2022-23

Course Content of Advanced Corporate Strategy (Platform - Swayam)



Course layout

Syllabus

Week 1: Corporate Advantage

This module covers corporate advantage, synergies of a multi-business firm, costs of a multi-business firm, managing a portfolio of businesses and role of Corporate Office.

Week 2: Product Diversification

This module covers product diversification, different types of diversification, the varying motives for diversification, the performance effects of diversification and diversification in emerging economies.

Week 3: Vertical Integration

This module covers vertical integration, different types of vertical integration, the underlying motives for vertical integration, the performance effects of vertical integration and vertical integration in emerging economies.

Week 4: Geographic Diversification

This module covers geographic diversification, broad trends in geographic diversification and globalization, the underlying motives for geographic diversification, 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.

Week 5: Modes of Diversification

This module covers various modes of diversification including alliances, joint ventures, outsourcing, M&A/divestitures and internationalization.