



INTERNATIONAL CORPORATE STRATEGY

Course	Certified International Corporate Strategy Specialist-CICSS
Instructor	Certified American Academy Instructor
Descriptions	This course deals with understanding the values of managing multiple lines of businesses under the ownership of one corporate umbrella (that is, a diversified firm). The goal is to anticipate the problems in managing a firm's diverse businesses, and in appraising its likely performance in the future. The detection, development, and deployment of resources across diverse businesses play a key role in corporate strategy formulation. Limits to firm growth are recognized, specifying boundary conditions of corporate strategy. Business portfolio techniques are applied as necessary analytical tools to define strategic business units, to determine their corporate development roles, to allocate resources among them, and to influence their development. The importance of business ethics and the role of corporate governance to generate corporate reputation are covered as pressing contemporary issues in corporate strategy. The course covers a general introduction to strategy in order to create a common platform for the discussions pertaining to corporate strategy. The course covers two main themes, namely (a) the organisation of global business and collaboration (e.g., strategic alliances, networks, diversification, global sourcing, and vertical integration), as well as (b) how to create value in a global context (e.g., research and development strategies, value capture, and risk and uncertainty).
AAFM American Academy of Financial Management ® 1670-F East Cheyenne Mtn. Blvd.; Box #293 Colorado Springs CO 80906 - USA 504-495-1748 Fax: 419-828-4923	

	In this course participants will learn how corporations create, capture, and maintain value, going beyond the management of a single line of business. It is thus a complement to (and should typically follow) a course on Business Strategy, which focuses on developing and sustaining competitive advantage for a single business unit. Here, participants will be able to better understand and learn the tools to analyze and manage decisions from a corporate-level perspective, which emphasizes the management of multiple businesses and multiple stakeholders. Examples of such decisions include vertical integration, diversification, mergers and acquisitions, strategic alliances, international expansion, global strategy, corporate governance and corporate social responsibility. The AAFM® certification process, administered by GAFM Board, identifies to the public that those individuals who have been authorized to use the AAFM® certification marks in the globe have met rigorous professional standards and have agreed to adhere to the principles of integrity, objectivity, competence, fairness, confidentiality, professionalism and diligence when dealing with clients. The course is enriched with actual financial planning case studies which are aimed toward the enhancement of participants knowledge and the financial planning insights, and capability to cope with professional certification.
Durations	3 Days
Objectives	The goal of this course is to develop a good understanding of the link between theory and practice with particular focus on corporate strategy. This concerns issues such as the development, management, and deployment of the firm's resource- and capability-base across different businesses and environments. After completing this course the student will:
AAFM American Academy of Financial Management ® 1670-F East Cheyenne Mtn. Blvd.; Box #293 Colorado Springs CO 80906 - USA 504-495-1748 Fax: 419-828-4923	

	• Have knowledge of and understand different corporate strategies • Understand the challenges and opportunities of multinational enterprises in relation to corporate strategy • Understand and be able to apply different analytical techniques in a global context vis-à-vis strategic decisions in corporations • Be able to analyse different industry settings and relate this to corporate level strategic decision-making • Have an ability to develop models for corporate strategies and evaluate the consequences of these models. • To develop candidates ability as an International Corporate Strategy Specialist • Prepared to take the certification and examination from AAFM and GAFM
Target Audience	Professionals who works in practice or business, and are responsible for corporate strategy development. Those who are inclined to be recognized as specialist in the corporate strategy development and execution.
Duration	3 Days

Course Descriptions

Module 1: Corporate Scope

This module focuses on corporate strategy with particular emphasis on the scope of the firm. Both vertical integration (vertical scope) and diversification (horizontal scope) are addressed. The module seeks to explain the relative advantages of (and alternatives to) vertical integration and diversification; and when and how they can be used to create a competitive advantage.

AAFM American Academy of Financial Management ®
1670-F East Cheyenne Mtn. Blvd.; Box #293
Colorado Springs CO 80906 - USA 504-495-1748 Fax: 419-828-4923

Module 2: Corporate Transactions

This module focuses on corporate strategy with particular emphasis on transactions used by companies to change or manage the scope of the firm. Mergers and acquisitions, divestitures, and strategic alliances are the specific transactions focused on. Challenges and best practices with respect to each are discussed.

Module 3: Global Strategy

This module focuses on global strategy and strategies for competing around the world. It explains how companies can expand into other countries using different entry modes, and why multinational enterprises adopt different global strategies.

Module 4: Stakeholders and Governance

This module focuses on the characteristics of public firms, management of different stakeholders, and corporate social responsibility. It also describes various mechanisms of corporate governance used to mitigate agency problems and align managerial action with stakeholder (particularly shareholder) goals.

Case Studies: Case-based discussions will be conducted with topics related to the subjects of training. Exam exercises and questions evaluation.



AAFM American Academy of Financial Management ®
1670-F East Cheyenne Mtn. Blvd.; Box #293
Colorado Springs CO 80906 - USA 504-495-1748 Fax: 419-828-4923