HOLY CROSS OF DAVAO COLLEGE  
Sta. Ana Avenue, Davao City

*Bachelor of Science in Business Administration (BSBA)*  
*Major: Business Economics*

**COURSE OUTLINE**  
Strategic Corporate Development

I. Course Number: BE 8  
   Credit: 3 units

II. Course Title: Strategic Corporate Development  
   Pre-Requisite: BE4; BE5 & Bus1

III. Course Description:  
The course covers multiple formulation & execution of the company’s corporate strategy. It also includes the analysis of the company’s external environment as well as the analysis of its resources and competitive position. It also focuses on strategic development and management.

IV. Course Objectives:  
At the end of the course, the student should be able to:

1. Gain knowledge, insights and analytical skills related to how a firm’s goes about designing, implementing and carrying plan to implement its corporate strategies.
2. Appreciate the importance of economic contribution of strategic corporate development.
3. Develop appropriate values.
4. Apply learning about strategic development in any productive activities.

V. Course Outline  

<table>
<thead>
<tr>
<th>No. of Hours</th>
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<tr>
<td>13.5 hours</td>
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A. Strategic Management

1. Strategic Management Process  
   a. Strategy Analysis  
   b. Introduction to VMGO  
   c. Internal Analysis  
      c.1. Value Chain Analysis  
      C.2. Resource Based  
   d. External Analysis  
      D.1. SWOT Analysis  
      D.2. Competitive Environment

B. Strategy Formulation  
13.5 hours

1. Business Strategy  
   a. Types of Competitive Advantages  
   b. A: Cost Leadership Differentiation & Focus
2. Corporate Strategy  
   a. Diversification Strategy
b. Acquisition Strategy

3. International Strategy
   a. Entry Makes of International Expansion

4. Strategy Implementation
   a. Strategic Control

C. 13.5 hours

1. Strategy Implementation
2. The Role of Corporate Governance
3. Governance Mechanism
4. Ethics and Strategy

D. Merger, Acquisition & Corporate Control
1. Overview of Corporate Control Activities
2. Mergers and Business Concentrations
3. Merger & Acquisitions & Transactions characteristics
4. Rationale and motives for Merger and Acquisitions
5. History and regulations of Mergers and Acquisitions

A. Bibliography

BOOKS:


d. **Course Requirements**

- A. Quizzes
- B. Periodical Examinations
- C. Graded Class Participation
- D. Written Analysis of a Case
- E. Assignments and Projects

e. **Grading System**

<table>
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<tr>
<th>Grade Type</th>
<th>Percentage</th>
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<tr>
<td>Prelim Examination</td>
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<tr>
<td>Midterm Examination</td>
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<tr>
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<td>Total</td>
<td>100%</td>
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<tr>
<td>Midterm Grade</td>
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<tr>
<td>Final Grade</td>
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<tr>
<td>Midterm Grade + Final Grade</td>
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Final Grade calculation: Midterm Grade + Final Grade = 2.0