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## MODULE CONTENT / EXAM FORMAT

### Corporate & Business Strategy (CBS)

#### Exam Format

- Project report (20%)
- 3-hour open-book written examination (80%)

#### Module Content

Topic 1	Introduction to Strategic Management
Topic 2	Mission & Vision
Topic 3	The Internal Environment
Topic 4	The External Environment
Topic 5	Developing Competitive (Business) Strategies
Topic 6	Developing Corporate Strategy
Topic 7	Venturing Abroad
Topic 8	Alliances, Merger and Acquisition Strategies
Topic 9	Implementation Levers
Topic 10	New Ventures and Corporate Renewal
Topic 11	Corporate Governance and Ethics