Business Diversification is an interactive technical note that provides students with the tools to be able to decide whether a company has to diversify or not. It has many schemes that help in the understanding of concepts and guide students to the correct decisions.

Through this interactive technical note the student will study:

- Motives for growth
- Related and unrelated diversification
- How to start a new business
There are many interactive exercises throughout this multimedia tool. In these, students can practice and apply the concepts learned relating to growth decisions and business diversification.