

Corporate Strategy vs Business Strategy (vsdiff.com)

Feature	Corporate Strategy	Business Strategy
Focus	Overall direction of the entire corporation	Tactical plans for specific business units
Level	Top-level management	Middle to operational management
Time Horizon	Long-term (3-5 years)	Short to Medium-term (1-2 years)
Goals	Resource allocation across the corporation	Competitive advantage within specific markets
Decision-Making	Broad scope impacting all business areas	Focused on particular sector challenges

Source: <https://vsdiff.com/corporate-strategy-vs-business-strategy/>