

University of International Business and Economics International Summer School

MGT 204 International Business Strategy

Instructor: Professor Sara Lisa McGaughey

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Credit: 2 units

Teaching Language

This course is taught in English.

Prerequisites

Business, Management or Commerce students

Methods of Instruction

Lectures, discussion on topics and cases between groups of students

Evaluation

Presence and participation	30%
Open Book Final Examination	70%

About the Instructor

Sara McGaughey is a Professor of International Business at Griffith University, Australia. She completed her PhD at the University of Queensland, Australia, and has held academic positions at leading universities throughout Europe and Australia. Sara's expertise is at the intersection of international business strategy and entrepreneurship, and she has published in a range of management and international business journals. Her work has been published in journals such as Academy of Management Review, Management Studies, Journal of World Business, Management International Review. She is an editor of Prometheus: Critical Studies in Innovation and on the editorial board of Journal of World Business and Management International Review.

Course Description

"International Business Strategy" is a course that helps students to develop a broad-based analytical approach to the strategic choices faced by managers of multinational enterprises. A central theme in this course is that most complex issues in international business strategy revolve around just seven concepts. These concepts describe the distinct resource and competence base available to the firm, the importance of country differences, and the behavioural challenges of bounded rationality and bounded reliability in international business. Together, the seven concepts form a unifying framework that constitutes the essence of international business strategy. We systematically explore these concepts in the context of key readings from practitioner-oriented journals (e.g. Harvard Business Review) and the strategies pursued by MNEs headquartered in a variety of countries – including China, France, Japan and the United States.

“International Business Strategy” combines lectures that cover key concepts and readings with the analysis of case studies of MNE strategy, using group work and class discussions. The main focus is on critical analysis and the application of the core ideas introduced in the course to real-world situations faced by firms operating across borders.

Content Outline

1. Conceptual foundations of International Business Strategy – a unifying framework
2. The critical role of firm-specific advantages and recombination capabilities
3. The nature of home country location advantages
4. Country differences and the problem with host country location advantages
5. Combining firm-specific advantages and location advantages in a multinational network – the nature and role of subsidiaries
6. Managing international joint ventures and strategic alliances
7. Future directions and reflections

Syllabus

Verbeke, A. (2013) International Business Strategy, 2nd edition, Cambridge University Press. Chapters 1-5, and 12. Each chapter also discusses 2-3 selected readings from scholarly practitioner journals (e.g. Harvard Business Review, Sloane Management Review or California Management Review) to which students can refer.

Required Text

Verbeke, A. (2013) International Business Strategy, 2nd edition, Cambridge University Press.