

# Manchester Global MBA Open Lecture: The Make or Buy Dilemma. An application of Transaction Cost Economics

*11 January, Friday evening*

## Synopsis:

*Why does Apple outsource its manufacturing operations?*

*Why are so many manufacturing subcontractors based out of China?*

*Why did so many companies outsource their customer service to Indian subcontractors in the 1990s only to reinternalise them back in the 'noughties'?*

This sample class will provide you with a flavour of the type of highly applied insights that Economics can offer to describe the real business world. Since the 1990s, an obsession for outsourcing seems to have dominated business practice in many industries. This has too frequently translated into the believe that 'If in doubt, contract out!'. We question this motto through the discussion of Transaction Cost Economics which, beyond offering a theory about why firms exist, provides us with a very useful framework with which to evaluate when to produce in-house or when to outsource. The class is designed to make you think about what really drives outsourcing decisions and what makes outsourcing go wrong. The sample class will be based on one of the very popular topics in the Managerial Economics course in our Global MBA.

## About the Speaker

### Xavier Duran Martinez

Associate MBA Director, Manchester Business School

Xavier provides leadership and management support on academic, programme delivery and program design issues. He also advises on and manages projects that contribute to improving the student experience. Xavier is also a member of the Managerial Economics teaching team.



## Who should attend

- Bachelor **OR** Master degrees holders (*but Non-MBA holders*) **and**
- at least 4 years managerial experience

Date & Time:	11 January, Friday 7:00pm – 8:30pm
Venue:	6/F, Wilson House, 19-27 Wyndham Street, Central, Hong Kong
Registration:	Seats are limited on first-come, first-served basis.
Enquiries:	Email: <a href="mailto:MBA@mbs.edu.hk">MBA@mbs.edu.hk</a> Tel: 2588 5013

[Register here >>>](#)

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