

FACULTY OF SOCIAL SCIENCES, CHARLES UNIVERSITY
INSTITUTE OF INTERNATIONAL STUDIES
COURSE: DOING BUSINESS IN CENTRAL EUROPE (JTM316/JMMZ252)

Instructor: Martin Kolmhofer, Ph.D.

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Wednesday, 18:30 – 19:50, Room P113 (24)

Recommended Reading:

- *Strategic Market Management*
David A. Aaker, Damien McLoughlin; John Wiley & Sons, 2021
- *Marketing Management*
Philip Kotler, Prentice Hall International, 2021
- *The New Rules of Marketing and PR*
David Meerman Scott; John Wiley & Sons, 2021
- [The 1-Page Marketing Plan](#)
Allan Dib, Successwise 2021

COURSE PREREQUISITES:

None

COURSE OBJECTIVES:

The course offers an understanding how business, in its many forms, shapes society in Central Europe. Students will learn about the business networks operating in this fast developing environment and about investment opportunities, the legal and economic environment in the region. The course will cover multiple business sectors (Banking/Capital Markets, Retail, Utilities, Real Estate...) and will also feature guest speakers (practitioners) from different business areas.

COURSE COMPETENCIES:

Upon completion of this course, the student will:

- Improve critical thinking by seeing business issues through different eyes (western versus local CEE perspective; academic versus managerial perspective)
- Analyze the opportunities and factors critical to success in CEE
- Gain a better understanding of business and politics of transition states in the post-communist world.
- Understand basic marketing concepts and structure ideas to develop a business strategy

COURSE REQUIREMENTS:

- Mid-term exam (40 %):
The mid-term exam will focus on subjects covered so far on the course. The exam will be completed individually and will be invigilated in strict accordance with university guidelines.
- Project (20%)
- Final exam (40 %):
The final exam will cover all subjects discussed after the mid-term exam. The final exam will be completed individually and will be invigilated in strict accordance with university guidelines.

Schedule

1. The CEE Region in Historical Context
2. Banking and Capital Markets in CEE
3. The CEE Retail Market
4. Utilities and Energy Markets
5. Marketing in CEE
- 6. Mid Term Exam**
7. The CEE Real Estate Market
8. Transportation and Infrastructure in CEE
9. Public Relations and the Media Landscape in CEE
10. Human Resources Management in CEE
11. Travel and Tourism in CEE
12. Presentations
- 13. Final Exam**

Project:

Students have to prepare a short country profile of **one country** of the region as a presentation. The presentation should include basic country statistics (total area, population, GDP/head etc.) and then have a focus on the **economy**: economic development, major industries, major foreign trade partners, foreign direct investment. The format of the presentation is up to the group, but should be guided by the idea of an “investment story”: **Why should a firm do business in this country?** Devote sufficient time to the design of the presentation - it is a communicative challenge to tell an **interesting story** about the country in a short time. The objective of this exercise is to give a compact and meaningful description of the country: What is important to know about this country? What would you tell a potential **exporter or foreign investor** about this economy? Presentation should not be longer than **20 min per country**. The presentations will be evaluated by their overall quality (content, format of presentation).

Grading Scale

91-100	A (Excellent)
81-90	B (Very Good)
71-80	C (Good)
61-70	D (Satisfactory)
51-60	E (Sufficient)
0-50	F (Fail)