

SUBJECT:

**Doing Business in the Baltic Sea Region**

HOURS: 30h

ECTS:

4

SEMESTER: Summer

ACADEMIC YEAR:

Name/title of the author:	
Course Description:	<p>This specialised course is a combination of theory, practical case solving, discussions related to the selected issues of running business in the Baltic Sea Region. Every theoretical aspect of entrepreneurship and business management discussed during the lectures will be followed by practical exercises. The Baltic Sea Region is made up of Denmark, Estonia, Finland, Germany, Iceland, Latvia, Lithuania, Norway, Poland, NW Russia, and Sweden.</p>
Learning Outcomes (Goals and Objectives of the course):	<p>The main goal is to expand students' knowledge on importance of economic integration process, characteristics of the markets and specifics of doing business in the selected region. After this course the students are expected to become familiar with the peculiarities of entrepreneurship in the countries of the Baltic Sea Region, as well as supposed to acquire knowledge in various fields that would increase their competitiveness on the labour market.</p>
Entrance qualifications:	<p>Basic knowledge in management and organization, basics of economics</p> <ol style="list-style-type: none"><li>1. Defining entrepreneurship and the Baltic Sea Region (BSR)</li><li>2. Economic development of the BSR</li><li>3. Factors influencing doing business in the BSR</li><li>4. Research methods for doing business in the BSR</li><li>5. Service management and small and medium sized enterprises</li><li>6. Creating competitive advantage via strategic entrepreneurship</li><li>7. Decision process in SMEs</li><li>8. Innovation and entrepreneurship in the BSR</li><li>9. Marketing and branding in the BSR</li></ol>
Course Content:	<p>Additionally, a country-specific information and analysis related to entrepreneurship and doing business in the BSR will be discussed.</p>
Assessment policy (examination):	<p>Team-project with presentation, in-class activity</p>
Course materials/bibliography:	<ol style="list-style-type: none"><li>1. Deakins D. &amp; Freel, M. <i>Entrepreneurship and small firms</i>, 4<sup>th</sup> edition, McGraw-Hill, Berkshire 2006,</li><li>2. J.F. Hair, A.H. Money, P. Samouel, M. Page, <i>Research methods for business</i>, John Wiley &amp; Sons, West Sussex 2007</li><li>3. T.L. Wheelen, J.D. Hunger, <i>Strategic management and business policy. Concepts and cases</i>, 10<sup>th</sup> edition, Pearson Prentice Hall, Upper Saddle River 2006</li></ol> <p>Other selected papers will be available on the Moodle Platform</p>
Methods of Instruction:	<p>Lectures and case studies related to the specific topics</p>
Notes / suggestions:	