

Corporate Strategic Management

Lecturer: Ing. Lubomír Lízal, PhD., CERGE-EI, Charles University Prague, Czech Republic
Prof. Dr. Henry Loehr, Pfeiffer University, Charlotte, N.C./USA
Prof. Dr. Barnett Parker, PhD., Pfeiffer University, Charlotte, N.C./USA

Course Objectives

The region has witnessed profound economic and political changes on a dramatic scale - the like of which has never been seen in history - the rapid changes from centrally planned economies (CPE) to market economies throughout what used to be known as the "Soviet Bloc". This course is focused on theories and policies of economic transition in Central and Eastern Europe. It will include both a historical and contemporary perspective covering recent developments in economic performance, policy reactions, and long-term developmental planning.

The course objective is to provide relevant information on the economic development of so-called transition economies, about the transition process itself and how the transition affected and can affect corporate sector in these countries in the future. The course should provide information on all important issues of economic transition and its implications for near future and resulting connections in the global economic systems. Important aspect is how policymaking can affect firms decision or strategies.

Knowledge and skills after completing the course

The participants will be able to understand how different economic system evolved and how the economic transformation can affect strategic long- and short-term decision making.

Course format and teaching methods

Lectures covering the basic analytical framework of a course in Transition Economics and Comparative Economic Systems. Oral and graphical presentations to understand the results and implications of economic theories, following discussions about the different economic issues.

Integration of Theory with Practice; Relationship with other Courses

The course is related to courses in micro- and macroeconomics and managerial economics. Should allow the participants to extend their skill in these areas with specific knowledge on the history and current situation of transition countries.

Course content

Doing Business, Startups
Bankruptcies
Types of different models of firms, corporate governance and economic systems
Foreign Direct Investment
Collapse of soviet-block international trade and markets
Privatization and corporate governance
Fiscal policies
Economic convergence and European Integration

Exam

Regularly written exam. In addition written homework and presentation.

Reading list

European Bank for Reconstruction and Development Transition Report 1999: Ten Years of Transition (London: EBRD).
Marie Lavigne: The Economics of Transition, 2nd Edition (New York: St Martin's Press, 1999).
Paul R. Gregory and Robert C. Stuart: Comparative Economic Systems, Boston (MA), 1992.
Daniel Gros and Alfred Steinherr: Winds of Change, NY, London, 1995.
Czech Republic 2003/2004: Entering the EU, CERGE/EI, available at <http://www.cerge-ei.cz/publications/books>.