



The “Learn Russian in the European Union” project  
 Daugavpils University  
 Academic Course “Russian as a Foreign Language”

<b>Course title</b>	<b><i>Eastern European business environment [Eastern Europe]</i></b>
<b>Course code</b>	Ekon5015
<b>Branch of science</b>	Economics
<b>Credits</b>	2
<b>ECTS</b>	3
<b>The total audience hours</b>	<b>32</b>
<b>Number of lectures</b>	16
<b>Seminars and practical work hours</b>	16
<b>Course developer (s)</b>	
Dr. sociology, prof. Vladimir Menshikov Dr.oec., leading researcher Olga Lavrinenko	
<b>Course summary</b>	
Course aim – the basis of nowadays business organization and law mastering of Eastern European countries. Course key challenges: the knowledge system of the business environment in Eastern European countries.	
<b>Results</b>	
Students - are able to classify business risks and competition in the countries of Eastern Europe; - correctly assess the business main types and forms of Eastern Europe, and make a comparative analysis; - are able to write the paper for nowadays business conditions and trends in Eastern European states; - identify the characteristics of state regulation of business in different countries of Eastern Europe.	
<b>Course plan</b>	
Lectures - 32 hours. 1. Enterprise environment’s role and place in contemporary society. (2 h.) 2. Internal and external business environment and the specific characteristics of Eastern European countries. (2 h). 3. Environmental factors and their main characteristics. (4 h). 4. Latvian, Lithuanian, Polish, Russian and Belarusian investment climate and its impact on business. (4 h). 5. Internal main environmental factors and their characteristics. (4 h).	

6. The organization's internal and external environment analysis of the main methods (SWOD, PEST, SNW etc.) (4 hrs.)
7. State support and EU funding programs and types of support for small and medium sized enterprises Latvian, Lithuania, Poland, Russia and Belarus: financial (credit relief, subsidies, projects), property (business incubators, Tehnopark), advisory, education, etc. (4 h).
8. Trade regulations as States in Eastern European countries. (4 h).
9. Enterprise environment's peculiarities of present conditions and trends in the Eastern European countries. (4 h).

### ***Requirements for credits***

Participation in seminars, discussions, independent work execution, report preparation and presentation of one of the Eastern European business environment issues (50%).  
Differential test (50%).

### ***Basic Training***

1. Anderson C. H. Strategic marketing management / Carol H. Anderson, Julian W. Vincze. - Boston, New York : Houghton Mifflin Company, 2004
2. Avotiņš V. Mazā un vidējā biznesa attīstība Latvijā : Pētījums par to, kā izmaiņas likumdošanā ietekmē uzņēmējdarbības attīstību / Valdis Avotiņš, Jānis Birzulis, Edvards Kušners. - Rīga, 2000.
3. [David Besanko](#), [David Dranove](#), [Mark Shanley](#), [Scott Schaefer](#). Economics of Strategy, 6th Edition International Student Version. ISBN: 978-1-118-31918-5, 560 pages, 2013
4. Oļevskis Grigorijs. Uzņēmējdarbība un valsts (attīstīta tirgus valstu pieredze: lekcijas konspekts) . Rīga : Latvijas Universitāte, 1997.
7. [Robert M. Grant](#), [Judith J. Jordan](#). Foundations of Strategy, 2nd Edition, 2015
8. Государственная поддержка малого предпринимательства в странах Центральной и Восточной Европы. Москва: Наука, 2006.

### ***Further reading***

1. Centrālās un Austrumeiropas ekonomiskā attīstība Eiropas integrācijas kontekstā. Rakstu krājums. Daugavpils Universitāte. Daugavpils : DU izdevniecība "Saule", 2007.
2. Ghauri P. International marketing / Pervez Ghauri, Philip Cateora. - 2nd ed. – London...[etc.] : McGraw-Hill, 2006.
3. Keegan W. J. Global marketing management : a European perspective / Warren J. Keegan, Bodo B. Schlegelmilch. - Harlow...[etc.] : Prentice Hall : Financial Times, 2001.
4. Kotler Philip. Marketing Management / Philip Kotler, Kelvin Lane Keller. - 13th ed. - Upper Saddle River : Prentice Hall, 2009.
6. Lavrinenko O.. Living standard of Central and Eastern Europe. GlobeEdit, Germany, 2015. 146 p. ISBN 978-3-639-74780-5. .
7. Лавриненко О. Центральноевропейской и Юго-восточноевропейской интеграции жизненные условия в регионах. Латвийский культурный центр издательство, Рēzekne, 2010, 228 lpp. ISBN 978-9984-29-189-5
8. Pickton David. Integrated Marketing Communications : relationships, systems and communications / David Pickton, Amanda Broderick. - 2nd ed. - Harlow...[etc.] : Financial Times : Prentice Hall, 2005
9. Березин И.С. Маркетинговый анализ. Принципы и практика. Российский

опыт. Москва: Изд-во ЭКСМО, 2002

10. Воронов В., Гришин А., Петрова И. Региональная экономика в условиях глобализации: проблемы, решения, перспективы. Даугавпилс: Ин-т транспорта и связи, 2006.

11. Воронов В.В. Территориальное развитие новых стран Евросоюза: детерминанты региональной экономики Латвии./Всероссийская научно-практическая конференция «Динамика социально –территориальной структуры современного российского общества», 28-29 апреля 2008 г. Материалы./ отв.ред. А.А. Огарков и др. Волгоград: Изд-во ФГОУ ВАГС, 2008.

12. „Pogranicze w trakcie przemian” pod redakcja Wojciecha Kosiedowskiego. Wyniki badan w regionach lotewskich. Torun, 2009. ISBN 978-83-231-2341-5.

### ***Periodicals and other sources of information***

1. EBSCO, search.epnet.com
2. Science Direct. <http://www.sciencedirect.com>
3. ProQuest. <http://proquest.umi.com/login>
4. NOZARE.LV <http://www.nozare.lv>
5. Strategic Management Journal  
[http://onlinelibrary.wiley.com/journal/10.1002/\(ISSN\)1097-0266](http://onlinelibrary.wiley.com/journal/10.1002/(ISSN)1097-0266)
6. Журнал «Региональная экономика»
7. Журнал «Маркетинг»
8. Статистическое исследование внешней торговли стран Европейского Союза.
9. <http://www.nauka-shop.com/mod/shop/productID/40386/>
10. Цели предпринимательства в Восточной Европе.  
<http://www.portalus.ru/modules/economics>

### ***Remarks***

No

### ***Course content***

Business role and place in modern society, internal and external business environment and the specific characteristics of Eastern European countries. Environmental factors and their main characteristics. Latvian, Lithuanian, Polish, Russian and Belarusian investment climate and its impact on business. Internal main environmental factors and their characteristics. Organization of internal and external environment analysis of the main methods (SWOD, PEST, SNW etc.). State support and EU funding programs and types of support for small and medium sized enterprises in Latvia, Lithuania, Poland, Russia and Belarus: financial (credit relief, subsidies, projects), property (business incubators, Tehnopark), advisory, education, etc. Business in Eastern European countries as States regulation. Peculiarities of business in modern conditions and trends in the Eastern European countries.