

Course “Public policies towards business”

The volume of the course 3 ECTS 32 academic hours

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The course aims are to provide the students' in-depth understanding of business types, forms, business organization and administration process, macroeconomic factors affecting the business environment, application of public administrative and economic levers in business regulation, state and local business regulation and stimulation policy, economic situations links to business activity. This course provides an economics-focused interdisciplinary content that examines the complex relationship between public policy, governance and business. By the end of the course students will have an practical skills in evaluating the special features and opportunities of business environment in their local territories as well competences of local, regional factor analysis in business development assurance.

COURSE PLAN

1 Topic. **Introduction to Business Economics.**

- Current Issues in Business Economics.
- Business activity in EU.
- Dynamics of business.
- Business link with of economic cyclical development.
- Business environment and risks.
- Doing business, Innovation scoreboard indecies.
- Policy applications.

Type of class: 4 hours lecture
1 hour discussion

2 Topic. **State intervention in the market**

- Competition policy and anti-competitive practice □ Regulation of seriously imperfect competition.
- Price and entry regulation.
- Major areas of private sector regulation.
- Public enterprise and public ownership.
- Macroeconomic policy – jobs.
- Business types and forms regulations. Facilities and special types of business.
- State regulation policy and scheme: financial and administrative levers.
- Government social protection policies. Minimum wage, overtime pay, hours of work, OSHA, pension etc.

Type of class: 4 hours lecture
1 hour practical task

1 hour discussion

3 Topic. **Business Taxation** □ Taxes in production.

- Taxes in consumption.
- Taxes in distribution.
- Labour taxes.
- Taxes in specific industries.
- Shadow economy features in business. Offshore.

Type of class: 2 hours lecture
1 hour practical task

4 Topic. **Business in the Global Political Environment.**

- Politics, Planning and Policy Analysis □ International and crosscultural business □ Sanctions, embargo etc.
- National relations and business
- Quotas and import&export duties
- Issues and policies in Eastern European countries.
- Global Structural Change
- Innovation policy & state support
- Global economic challenges, comprehension in EU:

Type of class: 2 hours lecture
1 hour practical task
2 hours discussion

5 Topic. **Economics of Innovation & Entrepreneurship**

- Technology, Capabilities and Economic Development.
- Sectoral dynamics. KBE business.
- Work-organization, education/training-systems and innovation performance.
- Special economic zones.

Type of class: 2 hours lecture
1 hour practical task
1 hour discussion

6 Topic. **Local and state response to entrepreneurship**

- Overview of Local (municipal level) support for entrepreneurship.
- Overview of State support for entrepreneurship.
- Supporting instruments, devices, patterns in different business development stages.
- Governance.

Type of class: 2 hours lecture

