



# BALKAN EXPRESS SUMMER SCHOOL 2015

Janez Prašnikar, PhD



### Programme for the Balkan Express Summer School 2015

<b>28 June</b>	Arrival of participating students at the Faculty of Economics, University of Ljubljana ("the FELU"), followed by an introductory lecture in International Business by Maja Makovec Brenčič, PhD, current Minister for Education, Science and Sport of the Republic of Slovenia. After the lecture, there will be the official opening of the Balkan Express Summer School at the FELU. Maja Makovec Brenčič, PhD, the current Slovenian Minister for Education, Science and Sport, Metka Tekavčič, PhD, Dean of the Faculty of Economics, University of Ljubljana, and Janez Prašnikar, PhD, Programme Director will address the students.
<b>29 June – 3 July</b>	Intensive lectures in Economics of Transition and International Business courses will be held at the FELU. On Tuesday, a visit to Steklarna Hrastnik, a successful Slovenian company producing high quality glass products, will be organised.
<b>4 July</b>	Mid-term exams for both courses will be taken in the morning and the rest of the day will be free for sightseeing around Ljubljana.
<b>5 July</b>	Morning departure from Ljubljana and a day spent in Zagreb. It is expected to arrive in Banja Luka in the evening where a dinner will be hosted by the Faculty of Economics, University of Banja Luka.
<b>6 July</b>	Morning lectures will be held at the Faculty of Economics, University of Banja Luka, where among others Novak Kondić, PhD, Dean of the Faculty, Stanko Stanić, PhD, Rector of the University, and Mladen Ivanić, PhD, Chairman of the Presidency of Bosnia and Herzegovina, will address the students. Later that day, a visit to the Lignite Mine and Stanari Thermal Power Plant will be organised, followed by a lunch hosted by the Faculty of Economics, Banja Luka. The departure from Banja Luka is planned in the afternoon and the arrival in Sarajevo in the evening.
<b>7 – 8 July</b>	The lectures for both courses will continue at the Faculty of Economics, University of Sarajevo, where one of the main speakers will be Hasan Muratović, PhD, former Prime Minister of Bosnia and Herzegovina.
<b>9 July</b>	Morning departure from Sarajevo to Mostar. The first lecture at the Faculty of Economics, "Džemal Bijedić" University of Mostar, will be held in the evening by Sanela Demirević from the Secretariat of the Mayor.
<b>10 July</b>	Continuation of lectures at the Faculty of Economics, "Džemal Bijedić" University of Mostar in the morning and a visit to the Violeta company in the afternoon.
<b>11 July</b>	Morning departure from Mostar to Budva in Montenegro.
<b>12 July</b>	A day off for all students.
<b>13 – 14 July</b>	Lectures for both courses in Budva. This time one of the main speakers will be Radoje Žugić, PhD, the current Montenegrin Minister of Finance.
<b>15 July</b>	Final exam for the International Business course.
<b>16 July</b>	Final exam for the Economics of Transition course, and a closing ceremony in the evening at which students will receive certificates after having successfully completed the courses.
<b>17 July</b>	Departure from Budva in the morning and making a stop for a day trip in Dubrovnik. At the end of the day we will return to Ljubljana.

## INTERNATIONAL BUSINESS

### Main information:

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Bachelor Course      Master Course

ECTS: 6

### Lecturers by partner institution:

- Faculty of Economics, University of Ljubljana (Maja Makovec-Brenčič, PhD, current Slovenian Minister for Education, Science and Sport, Gregor Pfajfar, PhD, Matevž Raškovič, PhD, and Janez Prašnikar, PhD)
- University of Banja Luka (Mladen Ivanić, PhD, current Chairman of the Presidency of Bosnia and Herzegovina, Zdravko Todorović, PhD)
- University of Sarajevo (Hasan Muratović, PhD, professor emeritus, School of Economics and Business Maja Arslanagić-Kalajdžić, PhD)
- “Džemal Bijedić” University of Mostar (Sanela Demirović, M.A. City of Mostar, Secretariat of the Mayor, Aziz Šunje, PhD, Aida Brkan-Vejzović, PhD, Veldin Ovčina, PhD)
- University of Montenegro (Ljubica Knežević Cvelbar, PhD; Miloš Bigović, PhD)

### Aims of the course

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The purpose of the International Business course is for international students to become familiar with the key characteristics and issues of doing business in the Western Balkans. Upon completion of the course, students will be able to:

- understand the main characteristics of specific countries and the Western Balkans as a region for doing business;
- understand the key elements of the business environment(s) in the Western Balkans (i.e. economic characteristics, starting a business, access to finance, legal frameworks, taxation, international trade, FDI etc.);
- recognise the competitive forces in specific markets, industry structure and trends, and key barriers to doing business;
- understand the main elements of national cultures and their impact on conducting business;
- understand business etiquette and how to successfully communicate and negotiate in specific countries of the Western Balkans;
- understand the managerial and leadership styles in specific countries of the Western Balkans;
- understand the key marketing trends and consumer characteristics in specific countries of the Western Balkans;
- become familiar with the most important companies and specific company case studies; and

- be able to identify and analyse market and business risks, as well as opportunities for doing business in the Western Balkans.

## Syllabus\*

Lecture title	Date and time	Lecturer	Basic literature
Location: Faculty of Economics, University of Ljubljana, Slovenia			
Opening lecture	28.6.2015	Maja Makovec Brenčič	
Country profiles, competitiveness & business environments in the Western Balkans,  Internationalisation motives and barriers	29.6.2015	Gregor Pfajfar	Udovič, B. (2011). Slovene commercial diplomacy in the Western Balkan countries. <i>Communist and Post-communist Studies</i> , 44, 357-368.
How to choose international markets and entry modes	30.6.2015	Gregor Pfajfar	Canaal, A. & White, G.O. (2008). Entry mode research – past and future. <i>International Business Review</i> , 17, 267-284.

Visit to the Steklarna Hrastnik company	30.6.2015		
Marketing in the Western Balkans: consumers, companies, brands & trends	1.7.2015	Gregor Pfajfar	Kolar, T., & Žabkar, V. (2014). The effect of general consumer attitudes and personality traits on attitudes towards domestic and multinational products in the Balkan region. <i>Journal for East European Management Studies</i> , 19 (1): 58-80.
Understanding cultures in the Western Balkans: impact on doing business	2.7.2015	Matevž Raškovič	McSweeney, B. (2002). Hofstede's model of national cultural differences and their consequences: A triumph of faith – a failure of analysis. <i>Human Relations</i> 55 (1): 89-118.
Management & leadership issues in the Western Balkans	3.7.2015	Matevž Raškovič	Zupan, N. et al. (2015, forthcoming). Getting ready for the young generation joining the workforce: A comparative analysis of work values of Chinese and Slovenian business students. <i>Journal of East European Management Studies</i> , 20 (2). Lang, R. et al. (2013). Beyond participation? – Leadership ideals of future managers from Central and Eastern European Countries. <i>Journal of East European Management Studies</i> , 18 (4): 482-511.
<b>Mid-term exam</b>	<b>4.7.2015</b>	<b>Gregor Pfajfar</b>	

Transfer to Banja Luka			
Welcome speech	6.7.2015	Novak Kondić Stanko Stanić	
Country analysis: BIH	6.7.2015	Mladen Ivanić	BIH: History, institutions and democracy
Business barriers in BIH	6.7.2015	Zdravko Todorović	BIH: Business culture, culture and ethics
Visit to the Lignite Mine and the Stanari Thermal Power Plant	6.7.2015		
Transfer to Sarajevo			
Doing Business in BIH	7.7.2015	Maja Arslanagić-Kalajdžić	Kadić-Maglajlić S., Arslanagić-Kalajdžić M., Čičić M. (2014) Do national identity and religiosity antecede customer based brand equity in a developing multinational country? <i>Journal of Euromarketing</i> , 23 (1-2), pp. 111-123. ISSN print: 1049-6483, ISSN online: 1528-6967.

Country analysis: BIH	8.7.2015	Janez Prašnikar	<p>Prašnikar, J., Mikerević, D., and Voje, D. (2014). Blockholding and organisational diversity: the case of a transition economy. <i>Journal for East European Management Studies</i>, 19(3): 277-304.</p> <p>Prašnikar, J., Memaj, F., Redek, T., Voje, D. (2013). The role of corporations in economic development: Albania on its way to internationalisation. <i>Post-communist economies</i>, 25(3): 392-406.</p>
Transfer to Mostar			
Country analysis: BIH	9.7.2015	Sanela Demirović	<p>The local economy: characteristics and development – MICRO MOSTAR</p> <p>Short history of Mostar, the economy of Mostar before and after the war, the economy today, prospects, projection of a short touristic film about Mostar (internationally awarded) made as part of a tourism project by the City of Mostar.</p>
The Case of “Violeta”	10.7.2015	Aziz Šunje, Aida Brkan- Vežović, Veldin Ovčina	
Visit to the Violeta company	10.7.2015		



Transfer to Budva			
Doing business in Montenegro	13.7.2015	Ljubica Knežević Cvelbar	Doing Business 2015 – going beyond efficiency. Economy profile 2015 Montenegro. The International Bank for Reconstruction and Development, Washington, DC.
Business culture and values in Montenegro – Seasonality	14.7.2015	Miloš Bigović	Bigović, M. (2012). The Strength and Dynamics of the Seasonal Concentration in Montenegrin Tourism, <i>Turizam</i> 16(3): 102-112.
<b>Exam</b>	<b>16.7.2015</b>		