

SYLLABUS

Module Summary

The module provides an overview of the history, political systems, social structure, and economies of several countries in Eastern Europe.

It encourages participants to view business opportunities within a wider framework of economic institutions and competitiveness, and to incorporate up-to-date country profiles in the creation of an overall strategy.

Course Structure

The course is planned in the following way:



Reading List

Participants should read the following before the lecture:

- Laar, Mart "[The Estonian Economic Miracle](#)" Heritage Foundation, Backgrounder No. 2060, August 7th 2007
- Isern, Joseph and Pung, Caroline "[Driving Radical Change](#)" McKinsey Quarterly 2007, Issue 4, pp.24-35
- Acemoglu, D., 2009 "[Epilogue: Mechanics and Causes of Economic Growth](#)" in 'Introduction to Modern Economic Growth', Princeton University Press
- "[Central, Eastern, and Southeastern Europe: A Broadening Recovery](#)" IMF Regional Economic Issues, May 2017
- Evans, A.J., and Tse, T., 2018 "[A strategic plan for the East Belarus mechanical engineering cluster](#)" *International Journal of Competitiveness*, Vol. 1, No. 3

Group Report

Participants should select one of the countries under study and identify a potentially internationally competitive cluster. Using the format provided in the lecture, and the East Belarus mechanical engineering article as a guide, participants will submit a written report. The report should contain diamond analysis and cluster mapping.

- For more on the diamond model: <https://www.isc.hbs.edu/competitiveness-economic-development/frameworks-and-key-concepts/Pages/the-diamond-model.aspx> and “Porter’s Diamond model” Expert Program Management
- For more on clusters: <https://www.isc.hbs.edu/competitiveness-economic-development/frameworks-and-key-concepts/Pages/clusters.aspx> and Ketels, C., 2017 “Cluster Mapping as a Tool for Development” Harvard Business School

The following clusters are *not* permitted:

- Ship & Boatbuilding in Croatia
- Romania Apparel Cluster

The intended audience of the report is not policy makers, so there is no need to provide policy recommendations. The intended audience is companies looking to do business in those countries. Therefore the recommendations should focus on specific commercial advice.

Professor’s Profile

Anthony J. Evans is professor of economics at ESCP Europe Business School. He has published in a range of academic and trade journals and is the author of *Markets for Managers* (Wiley, 2014). His work has been covered by most broadsheet newspapers, and he has appeared on Newsnight and the BBC World Service. He is a member of the Institute of Economic Affairs’ Shadow Monetary Policy Committee.

He specialises in teaching Managerial Economics at the MBA and Executive MBA level. Using a combination of lectures, case discussion and practical simulations he has introduced over 2,000 current and future managers to the economic way of thinking. He has taught for ESCP Europe, Cotrugli Business School, Danube University, and Helsinki School of Economics, as well as designing and managing custom programmes.

Anthony participated in the Global Colloquium for Participant-Centred Learning at Harvard Business School in 2009 and spent Fall 2011 as a Fulbright Scholar-in-Residence at San Jose State University. He received his MA and PhD in Economics from George Mason University, USA, and a BA (Hons) from the University of Liverpool, UK.

He is a UEFA qualified soccer coach and lives in Hertfordshire with his wife and two children.