

# The Global Shoemaking Empire: The story of the Bata Company (5 ECTS credits)

## Course outline

- 1. Introduction
- 2. Formation of enterprise and its early years
- 3. Ideals of the founder and formation of the Bata social model
- 4. Expansion of the Company in the Interwar period - a global company
- 5. War and crisis
- 6. The aftermath of the war - Nationalization and reorganization
- 7. The expansion - Largest in the world
- 8. The Global Batamen – Manager elite, Workers, and their families
- 9. End of Communism - Globalization, and crisis
- 10. Course wrap-up

