



FACULTY OF
BUSINESS MANAGEMENT



VILNIAUS | UNIVERSITY OF
KOLEGIJA | APPLIED SCIENCES

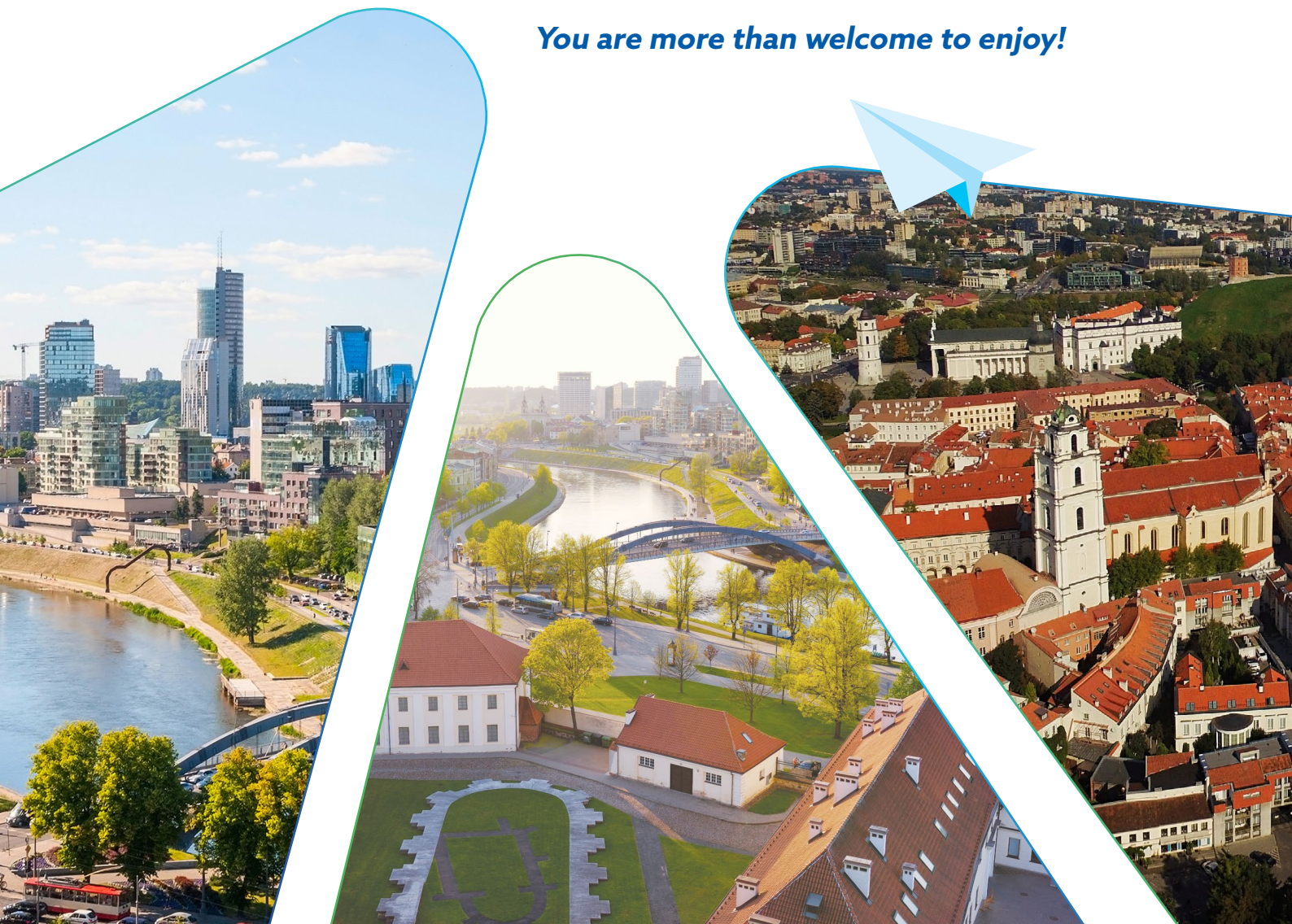
ABOUT THE CITY

Vilnius Kolegija/University of Applied Sciences is situated in Vilnius, the capital and the largest city in Lithuania. Relatively small and cosy, with a population of less than a million, Vilnius is the most international city in Lithuania and the second youngest city (after Copenhagen) in Nordic European countries. In 2019 Vilnius made the top 100 Best Student Cities list taking into account university rankings, student mix, desirability, employer activity and affordability.

Here the historic and modern come together. Vilnius medieval old town is famous for its baroque and gothic architecture and is a UNESCO World Heritage Site. On the other hand, Vilnius is full of modern sites to discover.

Throughout the year the capital hosts numerous cultural events, such as the Vilnius International Film Festival, Capital Days, Vilnius Jazz Festival and Culture Night. Moreover, it is a magnificent location to explore the Baltics.

You are more than welcome to enjoy!



ABOUT VIKO

Vilniaus kolegija/University of Applied Sciences (hereinafter VIKO) was established in 2000, when the best schools in Vilnius merged into one professional higher education institution. Currently VIKO is one of the largest and leading professional higher education institutions in Lithuania.

- ▶ 39 Professional Bachelor study programmes, 8 of them in English.
- ▶ Highly competent and experienced academic staff.
- ▶ Active cooperation with social partners.
- ▶ Over 31 thousand graduates having entered the national and international labor market.
- ▶ Qualification development courses for different field specialists.
- ▶ Membership in numerous international associations and networks.

Students and teachers gain valuable experience in Erasmus+ and other international exchange programmes. VIKO provides each student with the opportunity to develop his/her creative learning approach in the student-centered learning environment.

Creative, proactive and curious individuals are welcome to join VIKO community and make it their Alma Mater!



ABOUT THE FACULTY

Faculty of **Business Management** strives to serve as a creativity-driven platform for academic and business professionals and future entrepreneurs, PR specialists and managers. The Faculty does its best to teach students to identify and convert market opportunities into workable, marketable, profitable and sustainable ideas and business achievements. Close collaboration and partnerships with Lithuanian and international companies ensure that our students gain the most up-to-date knowledge and international experience that are essential for successful career prospects.

WHAT DO WE OFFER?

- 1 A simulation and problem-based approach to the teaching and learning.
- 2 Idea generation sessions with a high number of practical creativity exercises.
- 3 A range of guest lectures, workshops and seminars provided by experienced people from business and government.



WE INVITE

Vilniaus Kolegija/ University of Applied Sciences welcomes Erasmus exchange students selected for Erasmus+ mobility by their home higher education institutions in Programme and Partner countries: https://ec.europa.eu/programmes/erasmus-plus/about/who-can-take-part_en

- ▶ Join VIKO for Erasmus+ **studies** if you are enrolled at least in the second year at your higher education institution.
- ▶ Do a **traineeship** with us or our social partners (enterprises and companies) if you have finished at least your 1st year of studies.

LANGUAGE

The language of instruction at VIKO is Lithuanian, and studies for incoming students are offered in English. Therefore, a certain level of English is required (preferably B2).



Study programme TOURISM MANAGEMENT		
Study Year	Module	Credits
AUTUMN SEMESTER		
	Business Foreign Language (English)	10
1 st	Tourism Resources (Lithuanian Tourism Resources, Practice of Tourism Resources, Fundamentals of Tourism Organization, Travel Geography)	10
	Management (Management, Tourism Management)	10
2 nd	Management of Enterprise Material and Financial Resources (Finance, Accounting, Enterprise Economics, Business Information Management)	10
	Sales of Tourism Services Product (Tourism Product Development, Practical Business Training, Applied Program)	10
	Marketing (e-Marketing, Consumer Behaviour, Tourism Marketing)	10
	Free-elective module	10
3 rd	Communication (Intercultural Communication, Specialty Language, Public Speaking)	10
	Sustainable Development (Socially Responsible Business, Business Ethics, Labour and Civil Security)	10

1. Business Foreign Language (English)

In this module students develop their communication and business correspondence foreign language skills needed in real working environment (tourism agency, hotel, restaurant, bar).

2. Tourism Resources

The module consists of *Lithuanian Tourism Resources*, *Practice of Tourism Resources*, *Fundamentals of Tourism Organisation* and *Travel Geography* subjects. The module aims at introducing students to tourism definitions, tour planning, and analysis of tourism resources. Students learn about global tourism tendencies, gain knowledge about world tourism resources and tourism organization.

3. Management

The module consists of *Management* and *Tourism Management*. *Management* analyses organisation management by applying innovative methods and management principles to improve organization's activities. Students develop their understanding of the management processes of a tourism company. *Tourism Management* is designed to familiarise students with tourism business planning, organizing, and managing. The subject also introduces to the concept of tourism management and analysis of external and internal environment of tourism companies.



4. Management of Enterprise Material and Financial Resources

The module is structured into *Finance, Accounting, Enterprise Economics and Business Information Management*. *Finance* aims at studying the concept of finance and financial system. Students learn to analyse financial indicators of a company, assess risk, perform financial calculations, analyse capital cost, companies' listing on the stock exchange. In *Accounting* students develop their skills to identify, register and accumulate economic data, keep records of various elements of assets, equity, liabilities, income, and expenses, analyse annual financial statements of hospitality enterprises. *Enterprise Economics* focuses on company assets and the evaluation of assets use efficiency. Students learn to calculate service cost and plan income. Several cost calculation methodologies, as well as the impact of expenditure on company business results are analysed. This subject also presents methodology of the enterprise efficiency data assessment calculation. In *Business Information Management* students acquire knowledge of computerized business information analysis, main information processing technologies in the management of material and financial resources of a company.

5. Sales of Tourism Services Product

The module consists of *Tourism Product Development, Practical Business Training* and *Applied Program* subjects. In *Tourism Product Development* students consider the core, typology, and structure of tourism products. Market segmentation techniques, consumer needs, and key travel motives are discussed. *Business Practical Training* is designed to analyse and evaluate business environment, the management of a tourism company, tourism services and products, financial and material resources, and change. In *Applied Programmes* students apply theoretical knowledge in developing a tourism product as well as get acquainted with various programmes in tourism sector.

6. Marketing

The module is designed to introduce students to marketing, e-marketing and consumer behaviour. It provides up-to-date information on marketing objectives, strategies, external and internal environmental research, marketing budgeting, marketing programme and marketing plan.

7. Communication

The module consists of *Intercultural communication, Specialty language* and *Public speaking* parts. *Intercultural communication* classifies cultural models, peculiarities of communication and cooperation with representatives of different cultures. *Specialty language* teaches how to prepare and give a persuasive public speech, keep audience attention. *Public speaking* reviews professional terms, the most common language errors, and the peculiarities of writing a scientific text.

8. Sustainable Development

The module is structured into three subjects: *Socially Responsible Business, Business Ethics, Labour and Civil Security*. The essence of sustainable development and social responsibility concepts, ecological and social consequences of unsustainable economic development in the context of globalisation are examined. Cases (practical examples) of social responsibility implementation in organizations, social responsibility benefits for business and society are analysed. The main ethical business concepts, ethical problems and their solutions are analysed. Occupational health and safety, the impact of the environment on work safety, the legal aspects of civil protection and rescue system, responsible decision making regarding human safety are examined.



STUDY OFFERS

Study programme TOURISM MANAGEMENT		
Study Year	Module	Credits
SPRING SEMESTER		
1 st	Business Foreign Language 2 (German)	10
	Social Business Environment (Business Psychology, Business Law, History of Culture)	10
2 nd	Economics (Macroeconomics, Microeconomics, Economic Statistics)	10
	Tourism Services and Meetings Industry (Transport Services, Accommodation Services, Catering Services, Meetings Industry)	10
3 rd	Professional Internship	20
	Final Internship	20

1. Business Foreign Language 2 (German)

In this module students develop their communication and business correspondence foreign language skills needed in real working environment (tourism agency, hotel, restaurant, bar).

2. Social Business Environment

The module consists of *Business Psychology*, *Business Law*, and *History of Culture*, focusing on the most important factors of psychology, cultural history and law affecting tourism business environment. Therefore, knowledge and skills of psychology, cultural history and law are acquired and the possibilities of application in business environment practice are analysed. In *Business Psychology* the ability to explain main psychological features is developed. Students analyse and characterize personality traits assessing their role in business market. The subject builds up analytical skills, their practical applicability in communication with trade partners. During *Business Law* the main features of Lithuanian legal system and acts regulating the activities of tourism entities are examined. Lectures on the *History of Culture* explore multifaceted impact of civilizations and cultures from previous eras on contemporary sociocultural processes in the society.



3. Economics

The module consists of *Economics* and *Economic Statistics*. *Economics* subject deals with effective distribution, the use and management of limited resources and is divided into Microeconomics and Macroeconomics. *Microeconomics* analyses the functioning of separate businesses and markets and the behaviour of economic entities (producers and customers) in market conditions, reveals market mechanism and determines the consequences and causes of market subject behaviour in different markets. *Macroeconomics* explains the consistency of general economic principles. The research objects include domestic product and the whole range of expenditures, unemployment, inflation, economic effectiveness, monetary policy; it studies the ways to increase economic growth and standards of living, to avoid economic downturn, to guarantee international economic cooperation, etc. *Economic Statistics* provides knowledge on organizing statistical research and processing the obtained data using SPSS programme. Students carry out statistical data grouping and generalizing the data by means of graphical techniques, estimate and generalize statistical data, calculate and generalize statistical indicators, carry out forecasting of different economic indicators, investigate their dependence and calculate price indexes.

4. Tourism Services and Meetings Industry

The module consists of *Transport Services*, *Accommodation Services*, *Catering Services*, and *Meeting Industry* subjects. The module aims at introducing students to tourism services and event management, tourism information systems and selling process. Students develop their understanding of the world tourism services and meeting industry, learn to use Fidelio and Amadeus systems.

5. Professional Internship

The internship is carried out in domestic or foreign tourism companies according to tripartite practical training agreements.

6. Final Internship

The internship is carried out in domestic or foreign tourism companies under tripartite practical training agreements.

STUDY OFFERS

Study programme HOTEL AND RESTAURANT BUSINESS		
Study Year	Module	Credits
AUTUMN SEMESTER		
1 st	Economics (Microeconomics, Macroeconomics, Economic Statistics)	10
	Social Business Environment (Sociology, Business Psychology, Business Law, Introduction into Business)	10
	Management of Accommodation Services (Accommodation Services, Receptionist's Job, Hotel Management Systems)	10
2 nd	Free-elective module	10
	Marketing (e-Marketing, Consumer Behaviour, Hospitality Marketing)	10
	Management of Enterprise Material and Financial Resources (Finance, Accounting, Enterprise Economics, Business Information Management)	10
3 rd	Business Foreign Language 2 (German)	10
	Communication (Intercultural Communication, Speciality Language, Public Speaking)	10
	Hospitality Project Management (Conference and Event Management, Entertainment Management, Leisure Management, World Food Technology)	10

1. Economics

The module consists of *Economics* and *Economic Statistics*. *Economics* subject deals with effective distribution, the use and management of limited resources and is divided into Microeconomics and Macroeconomics. *Microeconomics* analyses the functioning of separate businesses and markets and the behaviour of economic entities (producers and customers) in market conditions, reveals market mechanism and determines the consequences and causes of market subject behaviour in different markets. *Macroeconomics* explains the consistency of general economic principles. The research objects include domestic product and the whole range of expenditures, unemployment, inflation, economic effectiveness, monetary policy; it studies the ways to increase economic growth and standards of living, to avoid economic downturn, to guarantee international economic cooperation, etc. *Economic Statistics* provides knowledge on organizing statistical research and processing the obtained data using SPSS programme. Students carry out statistical data grouping and generalizing the data by means of graphical techniques, estimate and generalize statistical data, calculate and generalize statistical indicators, carry out forecasting of different economic indicators, investigate their dependence and calculate price indexes.



2. Social Business Environment

The module consists of *Sociology*, *Business Psychology*, *Business Law*, and *Introduction to Business*. The content of the module is based on holistic approach to complex business situations. To manage various business processes business psychology, sociology and business law knowledge and skills are developed. In *Sociology* students develop sociological thinking, ability to analyse social world, society lifestyle and use the knowledge to research business environment. In *Business Psychology* the ability to explain main psychological features is developed. Students analyse and characterize personality traits, interpersonal relations and communication assessing their role in business market, aiming at successful business management. *Business Law* introduces the basic concepts of law, civil contract law, civil liability, labour law, company law, consumer protection, principles, and norms of regulation of international sales contracts and their application in specific situations. *Introduction to Business* acquaints with essential business implementation and development processes.

3. Management of Accommodation Services

The module analyses accommodation services, reception department work and hotel management systems. The aim of the module is to acquaint students with the significance of hospitality in hospitality business and to provide necessary knowledge and skills in hospitality business. Students learn about the functions and types of companies providing accommodation services, discuss accommodation classification systems in Lithuania and other countries as well as the structure of a hotel, and the functions of hotel units. The module provides practical knowledge of working with hotel management programmes.

4. Marketing

The module is designed to introduce students to marketing, e-marketing and sales of services. It provides up-to-date information on marketing objectives, strategies, external and internal environmental research, marketing budgeting, marketing programme and marketing plan.

5. Management of Enterprise Material and Financial Resources

The module is structured into *Finance*, *Accounting*, *Enterprise Economics and Business Information Management*. *Finance* aims at studying the concept of finance and financial system. Students learn to analyse financial indicators of a company, assess risk, perform financial calculations, analyse capital cost, companies' listing on the stock exchange. In *Accounting* students develop their skills to identify, register and accumulate economic data, keep records of various elements of assets, equity, liabilities, income, and expenses, analyse annual financial statements of hospitality enterprises. *Enterprise Economics* focuses on company assets and the evaluation of assets use efficiency. Students learn to calculate service cost and plan income. Several cost calculation methodologies, as well as the impact of expenditure on company business results are analysed. This subject also presents methodology of the enterprise efficiency data assessment calculation. In *Business Information Management* students acquire knowledge of computerized business information analysis, main information processing technologies in the management of material and financial resources of a company.



6. Business Foreign Language 2 (German)

In this module students develop their communication and business correspondence foreign language skills needed in real working environment (tourism agency, hotel, restaurant, bar). (tourism agency, hotel, restaurant, bar).

7. Communication

The module consists of *Intercultural communication*, *Specialty language* and *Public speaking* parts. *Intercultural communication* classifies cultural models, peculiarities of communication and cooperation with representatives of different cultures. *Specialty language* teaches how to prepare and give a persuasive public speech, keep audience attention. *Public speaking* reviews professional terms, the most common language errors, and the peculiarities of writing a scientific text.

8. Hospitality Project Management

The module consists of *Conference and Event Management*, *Entertainment Management*, *Leisure Management*, and *World Food Technology*. It is designed to acquaint students with the organization and arrangement of events and conferences, different kinds of parties and receptions, event reservation methods and budgeting. The module discusses peculiarities of catering for conference and event participants, leisure product development for clients with various hobbies.



Study programme HOTEL AND RESTAURANT BUSINESS		
Study Year	Module	Credits
SPRING SEMESTER		
	Business Foreign Language (English))	10
1 st	Catering Business Management (Organization of Production and Supply, Food Preparation by Integrating Basics of Hygiene, Operations of Restaurants and Bars)	10
	Sustainable Development (Socially Responsible Business, Business Ethics, Labour and Civil Security)	10
2 nd	Management (Management, Tourism Management)	10
	Professional Internship	20
3 rd	Final Internship	20

1. Business Foreign Language (English)

In this module students develop their communication and business correspondence foreign language skills needed in real working environment (tourism agency, hotel, restaurant, bar).

2. Catering Business Management

The module consists of *Organization of Production and Supply, Food Preparation by Integrating Basics of Hygiene* and *Operations of Restaurants and Bars*. The module introduces the structure of catering companies, examines workplace installation requirements, the process of supplier selection and importance, and analyses hygiene requirements for catering companies. The range of catering companies' dishes, the peculiarities of their production and the documents required are analysed. Menus and dishes are prepared, and their quality assessed; bar equipment is used. Service requirements are introduced and applied in practice while serving meals and drinks.

3. Sustainable Development

The module is structured into three subjects: *Socially Responsible Business, Business Ethics, Labour and Civil Security*. The essence of sustainable development and social responsibility concepts, ecological and social consequences of unsustainable economic development in the context of globalisation are examined. Cases (practical examples) of social responsibility implementation in organizations, social responsibility benefits for business and society are analysed. The main ethical business concepts, ethical problems and their solutions are analysed. Occupational health and safety, the impact of the environment on work safety, the legal aspects of civil protection and rescue system, responsible decision making regarding human safety are examined.



4. Management

The module consists of *Management* and *Tourism Management*. *Management* analyses organisation management by applying innovative methods and management principles to improve organization's activities. Students develop their understanding of the management processes of a tourism, hotel, and restaurant companies. *Tourism Management* is designed to familiarise students with tourism, hotel, and restaurant business planning, organizing, and managing. Students are also introduced to the concept of tourism management and analysis of external and internal environment of tourism, hotel, and restaurant companies.

5. Professional Internship

The internship is carried out in domestic or foreign hospitality companies according to tripartite practical training agreements. Students perform tasks in accommodation and catering departments.

6. Final Internship

The internship is carried out in domestic or foreign hospitality companies under tripartite practical training agreements.

Study programme INTERNATIONAL BUSINESS		
Study Year	Module	Credits
AUTUMN SEMESTER		
1 st	Business Foreign Language (English)	10
	Social Business Environment (Sociology, Business Psychology, Business Law, Introduction into Business)	10
	Economics (Microeconomics, Macroeconomics, Economic Statistics)	10
2 nd	Free-elective module	10
	Innovation and New Product Creation (Innovation, Practical Business Training)	10
	International Business Organization (International Trade, Logistics Principles, Project Management)	10
	Business Information Systems (Business Analytics, Computerized Business Management, Business Informatics)	10
3 rd	International Marketing and Sales (International Marketing, International Enterprise, Sales)	10
	Communication (Intercultural Communication, Speciality Language, Public Speaking)	10

1. Business Foreign Language

In this module students develop their communication and business correspondence foreign language skills needed in real working environment in the field of business.

2. Social Business Environment

The module content includes **Sociology**, **Business Psychology**, **Business Law**, and **Introduction to Business**. The skills gained lead to successful management of complicated situations applying the knowledge of psychology, sociology, and law to improve business processes. In **Sociology** students develop sociological thinking, ability to analyse social world, society lifestyle and use the knowledge to research business environment. The study subject deals with theoretical and practical aspects of social research. In **Business Psychology** the ability to explain main psychological features is developed. Students analyse and characterize personality traits assessing their role in business market. The subject builds up analytical skills, their practical applicability in doing business with trade partners. BL focuses on international private law, enterprise law, labour law, and contract law. **Business Law** also includes the analysis of consumer rights, their norms, principles, and their efficiency in real life. **Introduction to Business** introduces to key business establishment and development processes.



3. Economics

The module consists of *Economics* and *Economic Statistics*. *Economics* subject deals with effective distribution, the use and management of limited resources and is divided into Microeconomics and Macroeconomics. *Microeconomics* analyses the functioning of separate businesses and markets and the behaviour of economic entities (producers and customers) in market conditions, reveals market mechanism and determines the consequences and causes of market subject behaviour in different markets. *Macroeconomics* explains the consistency of general economic principles. The research objects include domestic product and the whole range of expenditures, unemployment, inflation, economic effectiveness, monetary policy; it studies the ways to increase economic growth and standards of living, to avoid economic downturn, to guarantee international economic cooperation, etc. *Economic Statistics* provides knowledge on organizing statistical research and processing the obtained data using SPSS programme. Students carry out statistical data grouping and generalizing the data by means of graphical techniques, estimate and generalize statistical data, calculate and generalize statistical indicators, carry out forecasting of different economic indicators, investigate their dependence and calculate price indexes.

4. Foreign Language (free-elective module)

In this module students are introduced to foreign language phonetics and grammar, learn to present themselves, deepen communication and cooperation skills necessary in working environment. At the end of the module students self-assess themselves and present their foreign language learning achievement portfolio.

5. Innovative Advertising (free-elective module)

The module consists of three subjects - *Signs in Communication*, and *Visual Solutions for Company and Social Networks*. Students use Adobe Photoshop and CorelDraw programs, analyse various communication items (company brands, logos, visual and video advertising material), look for the most effective solutions for a chosen company. Moreover, they study the importance of communication in social networks, advantages, and disadvantages of various communicative forms, and learn how to apply the knowledge to achieve effective communication through social networks.

6. Innovation and New Product Creation

The module consists of the subjects of *Innovation* and *Practical Business Training*. Studying *Innovation* students learn to explain innovation process, develop the skills of creating, planning, organising, and implementing innovations in a business context. In *Practical Business Training* students evaluate business environment, manage an established simulation company, manage financial and material resources, analyse, and evaluate business results.

7. International Business Organisation

The module consists of *International Trade*, *Logistics Principles*, and *Project Management* subjects. Studying *International Trade*, students analyse global trade environment, apply basic trade regulation methods, plan, and organize import and export of goods and choose the best options for export development. *Logistics Principles* subject introduces students to main logistics operations, supply chain management issues. *Project Management* covers project cycle management methodologies and techniques and their application addressing the issues of a real enterprise.



8. Business Information Systems

The module is structured into *Business Analytics*, *Computerized Business Management*, and *Business Informatics*. *Business Analytics* analyses big data and business analytics processes and software. Students learn to apply knowledge in practice by analysing real available data. Using MS Power BI tool and MS Access, data from various sources (sales, customers, online e-shops, and social network visitors (Google Analytics, Facebook pages, etc.)) is analysed, business insights are developed and used in real activities. *Computerized Business Management* concentrates on computer hardware, software, and information systems used in business: Business management, CRM, transport, and logistics. In this part of the module, students also analyse the concept, models, assumptions, and errors of e-business development. While studying *Business Informatics* students use MS Excel to summarize results, solve financial problems using spreadsheet financial functions, analyse and evaluate business data and forecast marketing decisions, present solutions using data graphical visualization tools.

9. International Marketing and Sales

This module consists of *International Marketing*, *International Enterprise*, *Sales* subjects. During *International Marketing* students prepare for international marketing environment analysis and learn how to develop promotion strategies in foreign markets. In *International Enterprise* subject students learn about globalization reasons and consequences, apply strategies on organizational behaviour according to the nature of international market. In *Sales* students learn to develop sales strategies and tactics, apply suitable sales techniques for product/service distribution, measure sales effectiveness.

10. Communication

The module consists of *Intercultural communication*, *Specialty language* and *Public speaking* parts. *Intercultural communication* classifies cultural models, peculiarities of communication and cooperation with representatives of different cultures. *Specialty language* teaches how to prepare and give a persuasive public speech, keep audience attention. *Public speaking* reviews professional terms, the most common language errors, and the peculiarities of writing a scientific text.



STUDY OFFERS

Study programme INTERNATIONAL BUSINESS		
Study Year	Module	Credits
SPRING SEMESTER		
1 st	Marketing (Fundamentals of Marketing, Market Research, Consumer Behaviour)	10
	Material and Financial Resource Management (Finance, Accounting, Enterprise Economics)	10
	Management (Management, Quality Management, Human Resource Management)	10
2 nd	Sustainable Development (Socially Responsible Business, Business Ethics, Labour and Civil Security)	10
	Professional Internship	10
3 rd	Final Internship	10

1. Marketing

The module consists of *Fundamentals of Marketing, Market Research, and Consumer Behaviour* subjects. In this module students analyse marketing mix elements. They are introduced to marketing research methodology, the role of consumer behaviour in marketing context, different consumer types and their behaviour models regarding cultural, national, and social features of consumers. Moreover, consumer decision making process is presented in the module. Students are to use the knowledge for self-study assignments and preparation of marketing project.

2. Material and Financial Resource Management

The module is structured into *Finance, Accounting, and Enterprise Economics*. *Finance* analyses financial strategies, finance system, tasks and functions of a financial service, corporate financial data, describes and assesses risks, plans finances, evaluates business investments and company's listing on the stock exchange. *Accounting* subject trains students to identify and collect enterprise economic data, keep records of the company assets, capital, liabilities, income, and expenditure, prepare annual financial reports. *Enterprise Economics* subject focuses on the company assets, evaluation of the data of assets use efficiency. Students learn to calculate service cost and plan income. Several cost calculation methodologies, as well as the impact of expenditure on the company business results are analysed.

3. Management

The module is composed of three subjects: *Management, Quality Management* and *Human Resource Management*. *Management* deals with the main management functions in present-day environment. Students learn to apply innovative methods and management principles in the facilitation of trade enterprise activities. *Quality Management* focuses on management control methodology, factors determining the quality of goods, and consumer rights protection in Lithuania and the EU. *Human Resource Management* presents the main functions of human resource management, policy issues, planning of organisational and individual career, implementation of sustainable development policy aspects.



4. Sustainable Development

The module is structured into three subjects: *Socially Responsible Business, Business Ethics, Labour and Civil Security*. The essence of sustainable development and social responsibility concepts, ecological and social consequences of unsustainable economic development in the context of globalisation are examined. Cases (practical examples) of social responsibility implementation in organizations, social responsibility benefits for business and society are analysed. The main ethical business concepts, ethical problems and their solutions are analysed. Occupational health and safety, the impact of the environment on work safety, the legal aspects of civil protection and rescue system, responsible decision making regarding human safety are examined.

5. Professional Internship

The internship is carried out in domestic or foreign companies under tripartite practical training agreements. Students get acquainted with work organization, processes, and operations of a company, perform different practice tasks.

6. Final Internship

The final internship is carried out in domestic or foreign business enterprises or their divisions, which are chosen by the student, considering study program specialisation.

STUDY OFFERS

Study programme CREATIVITY AND BUSINESS INNOVATIONS		
Joint DEGREE (Lithuanian, Estonian, Portuguese) FULL-TIME STUDIES		
Study Year	Module	Credits
AUTUMN SEMESTER		
1 st	Creativity (Enhancing Creativity, Creativity as a Scientific Field of Study)	10
	Organization and Management (Management, Fundamentals of Business, Change Management)	10
	Business Analysis (Business Analysis, Organization, Organizational Behaviour)	10
2 nd	Entrepreneurial Behaviour and Characteristics (Entrepreneurship, Risk Management, Business Psychology)	10
	Sales and Market Mechanisms (Marketing, Sales, Consumer Behaviour)	10
	Communication (Organizational Communication, Public Speaking, Intercultural Communication)	10
	Free Electives	10
3 rd	Business Models and Evolutionary Strategic Development (Innovation, Business Development Models)	10
	Knowledge Acquisition (Knowledge and Philosophy of Science, Intervention Theory and Practice)	10

1. Creativity

The module consists of the subjects of *Enhancing Creativity*, and *Creativity as a Scientific Field of Study*. The main aim of this course is to introduce the diversity of creativity concepts and theories, to present their importance in entrepreneur environments. The module aims at developing students' ability to deal with challenges that might arise applying knowledge in a real-life organization.

2. Organisation and Management

The module consists of the subjects of *Management, Fundamentals of Business*, and *Change Management*. Students learn to analyse changes in the society, apply management concepts, assess business situations. They study management theories and their application in practice. The behaviour of individuals and groups in organisations is considered, human resource management, change management and issues that might arise are discussed. Through readings and international case studies students explore a wide range of topics in contemporary business and management environments.



3. Business Analysis

The module consists of the subjects of *Business Analysis, Organization, Organizational Behaviour*. The aim of this module is to provide the foundation for understanding the roles and responsibilities of a business analyst; to consolidate the concept of an enterprise as a part of social system; to acquaint with project management theories and methods; to enable students to analyse behavioural ways in an organisation.

4. Entrepreneurial Behaviour and Characteristics

The module consists of the subjects of *Entrepreneurship, Risk Management, and Business Psychology*. The aim of this module is to expose students to the fundamentals of entrepreneurship; students are introduced to creative thinking towards turning an idea into a successful and dynamic business or a start-up. New business trends, risks and opportunities in a globalized world are discussed. Human behaviour in business world is analysed.

5. Sales and Market Mechanisms

The module consists of *Marketing, Sales* and *Consumer Behaviour* subjects. In Marketing students learn to analyse different marketing tools, apply marketing principles, and evaluate micro and macro environmental factors, practice using correct scientific marketing terms. Sales subject gives knowledge on sales, sale enterprises and develops practical skills that will help to work, set up and run sales business ventures, analyses business operations of a company. Consumer Behaviour aims at understanding the principles of consumer behaviour, the development and implementation of marketing strategies.

6. Communication

The module consists of the subjects of *Organizational Communication, Public Speaking, and Intercultural Communication*. The aim of the module is to introduce students to effective application of communication techniques in national and intercultural business environment. Organizational Communication helps to prepare students to deal with digital communication tools, mass media, social media, direct communication etc. Intercultural Communication analyses cultural classification models, communication breakdowns, special features of intercultural communication and cooperation (country profiles). Public speaking is about self-confidence and communication with the audience.



STUDY OFFERS

Study programme CREATIVITY AND BUSINESS INNOVATIONS		
Joint DEGREE (Lithuanian, Estonian, Portuguese) FULL-TIME STUDIES		
Study Year	Module	Credits
SPRING SEMESTER		
1 st	Economics and Business Documentation (Economics, Enterprise Financial Management, Legal Basics and Documentation)	10
	Sustainable Development (Sustainable Business Environment, Corporate Social Responsibility, Business Ethics)	10
	Personal Insight and Development (Personal Leadership, Self-development)	10
Studies in Estonian Entrepreneurship University of Applied Sciences, Estonia		10
2 nd	Innovative Individual and Organization (Individual Creativity, Organizational Creativity)	10
	Internship	20
3 rd	Final Internship	20
	Final Thesis	10

1. Economics and Business Documentation

The module is composed of the subjects of *Economics*, *Enterprise Financial Management*, *Legal Basics and Documentation*. It aims at introducing students to effective distribution, use and management of limited resources. In Economics general economic principles are explained: whole range of expenditures, unemployment, inflation, economic effectiveness, fiscal and monetary policy. The aim of Enterprise Financial Management is to provide knowledge on financial analysis, finance planning, evaluation of business investments etc. In Legal Basics and Documentation lectures students are introduced to legal system basics and legal act application in specific situations.

2. Sustainable Development

The module consists of the subjects of *Sustainable Business Environment*, *Corporate Social Responsibility*, and *Business Ethics*. Fundamental concepts of sustainable development are introduced. Students learn to identify economic, social, and ecological issues in terms of sustainability and evaluate how non-sustainable economic development, ecological and social phenomena influence societies and business enterprises. Students learn to provide novel and creative ideas for changes in companies avoiding negative impact on environment and society; understand the importance of sustainable business environment, business ethics and corporate social responsibility.



3. Personal Insight and Development

The module consists of *Personal Leadership* and *Self-development* subjects. The aim of the module is to help students to develop an understanding of themselves, through enhancing students' awareness and practical application of cognitive psychology, emotional intelligence, and coaching. This module explores and facilitates time management, personal leadership, self-management, motivation, goal setting and personal identity through various methods and concepts.

APPLICATION PROCEDURE

A few steps are to be taken to start your exchange journey with us.



Apply for **Erasmus exchange studies or traineeship** at your home institution and get nominated. To approve your nomination your coordinator will have to fill VIKO online nomination form.

- ▶ The deadlines for nominations are:
Spring Semester: 1st May.
Autumn Semester: 1st November.



Send the **required documents** (including passport copy, and health insurance copy) as well as fill-in some online forms such as application form and online learning agreement.

- ▶ The deadlines for documentation are:
Spring semester: 31st May.
Autumn semester: 30th November.



Make sure you **keep in touch with Incoming students' coordinator** while planning your trip. Some international regulations might change during your preparation stage. However, we will do our best to keep you updated.



Follow us at <https://en.viko.lt/> and **VIKO International Facebook** page to get a glimpse at our community and connect with your future fellow students.

For more information visit <https://en.viko.lt/international-relations/admission-procedure/>

ACCOMMODATION

VIKO offers **comfortable and affordable** housing for Erasmus exchange students in a hostel situated close to the city centre.

Address: Giedraičių Str. 81, LT-08213, Vilnius

Prices:

- ▶ Single room: 150 EUR/month (a limited number of rooms)
- ▶ Double room shared: 125 EUR/month (price for 1 person)
- ▶ Double room single use: 230 EUR/month

For more information visit

<https://en.viko.lt/practical-information/accommodation/>



**ERASMUS
COORDINATOR**

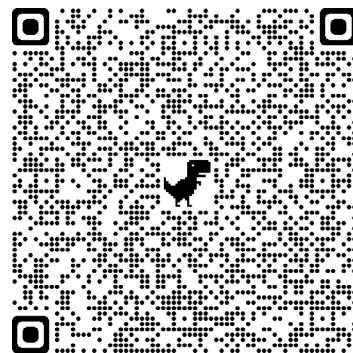
Lina Žirnelė
l.zirnele@vvf.viko.lt

**FACULTY LOCATION +
CONTACTS**

Faculty of Business Management
Didlaukio st. 49
08303, Vilnius
Lithuania
administracija@vvf.viko.lt
<https://en.vvf.viko.lt/>

**IRO LOCATION +
CONTACTS**

Saltoniškių str. 58
08105, Vilnius
Lithuania
incoming@viko.lt;
international@viko.lt
www.en.viko.lt



Location ↗

