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It is brought to your kind notice that information which is below could be changed according to unforeseen circumstances.

INSTRUCTION ON CHOOSING THE MODULES CORRECTLY

Below are provided six MODULE GROUPS that amount to 30 credits. You should choose one of these module group as a whole.

NOTE: You cannot take one separate module (*for example Creativity from group N1*) from one module group and second separate module (*for example Business Information Systems from group N3*) from another module group. In other words, the proposed module groups are undivided.

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! If you choose module group N2 or N5 instead of third module you will see the following note:

Free Elective Subjects – FES (10 ECTS)

*Choose from the FES list

It means you should choose 3 free elective subjects from the elective subjects' list provided at the end of the page. The three chosen subjects should amount to 10 ECTS.

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HOW TO INCLUDE MODULES IN YOUR LEARNING AGREEMENT (OLA/LA) CORRECTLY

When you are choosing module group N1, N3, N4 or N6 use this the example, which is made on the basis of module group N1:

Table A	Component code (if any)	Component title at the Receiving Institution (as indicated in the course catalogue)	Semester (e.g. autumn/spring; term)	Number of ECTS credits (or equivalent) to be awarded by the Receiving Institution upon successful completion
		Creativity		10
		Tourism Business		10
		Management		10

When you are choosing module group N2 or N5, use this the example, which is made on the basis of module group N3:

Table A	Component code (if any)	Component title at the Receiving Institution (as indicated in the course catalogue)	Semester (e.g. autumn/spring; term)	Number of ECTS credits (or equivalent) to be awarded by the Receiving Institution upon successful completion
		Business Information Systems		10
		International Marketing and Sales		10
		Name of FLS 1		3
		Name of FLS 2		3
		Name of FLS 3		4

NO.	CREATIVITY AND BUSINESS INNOVATIONS ORGANIZATION MANAGEMENT ADVERTISING MANAGEMENT PUBLIC RELATIONS INTERNATIONAL BUSINESS HOTEL AND RESTAURANT BUSINESS TOURISM MANAGEMENT
	AUTUMN SEMESTER
	MODULES
N1 module group 30 ECTS	<p>Creativity (10 ECTS): <i>-Creativity as a Scientific Field of Study (5 ECTS)</i> <i>-Enhancing Creativity (5 ECTS)</i></p> <p>The aim of this module is to reveal and develop students' creative abilities in order to make decisions and solve work related problems while applying creativity methods. Students will practically test the methods enhancing creativity.</p> <p>Organization and Management (10 ECTS): <i>-Management (5 ECTS)</i> <i>-Change Management (2 ECTS)</i> <i>-Fundamentals of Business (3 ECTS)</i></p> <p>The aim of module is to develop analytical skills, analyse changes in the society, apply management concepts, assess business situations. Through readings and international case studies students explore a wide range of topics in contemporary business and management.</p> <p>Business Analysis (10 ECTS): <i>-Organizational Behaviour (2 ECTS)</i> <i>-Business Analysis (5 ECTS)</i> <i>-Organization (3 ECTS)</i></p> <p>The aim of this module is to provide the foundation for understanding the roles and responsibilities of the Business Analyst to enable change in an enterprise by defining needs and recommending solutions.</p>
N2 module group 30 ECTS	<p>Innovations and New Product Development (10 ECTS): <i>-Innovations (5 ECTS)</i> <i>-Project Management (5 ECTS)</i></p> <p>The aim of this module is to develop innovation management and project management skills.</p> <p>International Business Organization (10 ECTS): <i>-International Finance and Investment (3 ECTS)</i> <i>-International Trade (4 ECTS)</i> <i>-Supply Chain Management (3 ECTS)</i></p> <p>The aim of this module is to provide students knowledge and to develop practical skills that would allow them to create and run international trade companies using the opportunities of international finance and investment, by planning supply processes and by applying the principles of international trade.</p> <p>Free Elective Subjects – FES (10 ECTS) *Choose from the FES list</p>
N3 module group	<p>Business Information Systems (10 ECTS): <i>-Business Analytics (4 ECTS)</i> <i>-Computerized Business Management (3 ECTS)</i> <i>-Business Information Management (3 ECTS)</i></p>

30 ECTS	The aim of this module is to create opportunities for students to acquire competences in the use of information communication systems for business management.
	International Marketing and Sales (10 ECTS): <i>-International Marketing (4 ECTS)</i> <i>-International Enterprise (3 ECTS)</i> <i>-Sales (3 ECTS)</i>
	The aim of this module is to get students acquainted with specifics of sales management, to provide knowledge about principles of international marketing and management of international companies, to form their application skills for successful business development.
	Communication (10 ECTS): <i>-Intercultural Communication (4 ECTS)</i> <i>-Public Speaking (3 ECTS)</i> <i>-Speciality Language (3 ECTS)</i>
N4 module group 30 ECTS	The aim of this module is to develop the skills of correct professional language, public speaking and communication in a multicultural environment.
	Tourism Business (10 ECTS): <i>-Tourism Resources (2 ECTS)</i> <i>-Introduction into Tourism (3 ECTS)</i> <i>-Tourism Resources Practice (2 ECTS)</i> <i>-Introduction into Tourism Business (3 ECTS)</i>
	The aim of this module is to introduce students with tourism definitions, tour planning, and analysis of the tourism resources. Students will understand the global tourism tendencies, will gain knowledge about world tourism resources and basics of the tourism organization.
	Management (10 ECTS): <i>-Human Resources Management and Leadership (4 ECTS)</i> <i>-Management in Tourism Sector (6 ECTS)</i>
30 ECTS	The aim of this module is to provide knowledge and abilities to apply modern management principles in managing the activities of tourism and hospitality organizations.
	Social Business Environment (10 ECTS): <i>-Business Psychology (3 ECTS)</i> <i>-Business Law (3 ECTS)</i> <i>-Sociology (2 ECTS)</i> <i>-Introduction into Business (2 ECTS)</i>
	The aim of this module is to develop students' abilities to analyze and evaluate processes taking place in society, to evaluate business situations from a psychological and legal points of view, to apply acquired knowledge when describing business ideas and preparing business plans.
N5 module group 30 ECTS	Marketing (10 ECTS): <i>-Fundamentals of Marketing (4 ECTS)</i> <i>-Marketing Research (4 ECTS)</i> <i>-Consumer Behavior (2 ECTS)</i>
	The aim of this module is to develop the competencies to apply marketing principles and to conduct marketing research.
	Sustainable Development (10 ECTS): <i>-Socially Responsible Business (4 ECTS)</i> <i>-Business Ethics (4 ECTS)</i> <i>-Labour and Civil Security (2 ECTS)</i>
	The aim of this module is to develop competencies related to the cases of the implementation of social responsibility in organizations, the benefits of social responsibility for business and society ethical problems

	and their solutions are analysed.
	Free Elective Subjects – FES (10 ECTS) *Choose from the FES list
N6 module group 30 ECTS	Accommodation Services Management (10 ECTS): <i>-Accommodation Services (3 ECTS)</i> <i>-Hotel Work Organization (3 ECTS)</i> <i>-Hotel Management Systems (4 ECTS)</i> To develop the ability to analyse accommodation services, organise the work of the reception and apply the methods of a computerised hotel management system.
	Management (10 ECTS): <i>-Human Resources Management and Leadership (4 ECTS)</i> <i>-Management in Tourism Sector (6 ECTS)</i> The aim of this module is to provide knowledge and abilities to apply modern management principles in managing the activities of tourism and hospitality organizations.
	Social Business Environment (10 ECTS): <i>-Business Psychology (3 ECTS)</i> <i>-Business Law (3 ECTS)</i> <i>-Sociology (2 ECTS)</i> <i>-Introduction into Business (2 ECTS)</i> The aim of this module is to develop students' abilities to analyze and evaluate processes taking place in society, to evaluate business situations from a psychological and legal points of view, to apply acquired knowledge when describing business ideas and preparing business plans.

	*FREE ELECTIVE SUBJECTS
FES 1	Social Networks (3 ECTS) The aim of this subject is to develop the ability to get advantage of various forms and formats of communication on social networks.
FES 2	Visual Solutions for Company (3 ECTS) The aim of this subject is to develop skills to plan and implement unique, interesting and innovative visual solutions for a company. Students will use Adobe Photoshop and CorelDraw programs.
FES 3	Start-Up Lab (3 ECTS) The aim of this subject is to develop skills for the development of a Minimum Viable Product (MVP), validation of business ideas through targeted market research, and crafting effective business models.
FES 4	Creativity in Organization (3 ECTS) The aim of this subject is to develop students' creative abilities in order to make decisions and solve work related problems while applying creativity methods.
FES 5	Equal Opportunities Implementation (3 ECTS) The aim of this subject is to develop students' abilities to recognize discrimination and create conditions for the implementation of equal opportunities.
FES 6	Artificial Intelligence (AI) Management Tools (3 ECTS) The aim of this subject is to develop the ability to manage Artificial Intelligence tools in management field.
FES 7	Negotiation (3 ECTS) The aim of this subject is to acquaint students with the negotiation process, negotiation strategies, to develop students' negotiation skills, to reveal the peculiarities of developing personal negotiation skills.

FES 8	Organising Niche Tourism (4 ECTS) The aim of this subject is to provide theoretical knowledge of Niche travel types, specifics, organization, existing and potential services and to develop skills of niche tourism service management.
FES 9	Business to Business Marketing (4 ECTS) The aim of this subject is to develop the competencies to apply B2B marketing principles and to conduct B2B market research for efficient marketing strategy development, planning, implementation, and control.
FES 10	Integrated Marketing Communication Strategy (4 ECTS) The aim of this subject is to develop skills to plan a set of marketing communication tools to effectively and efficiently meet a brand's needs and to maximize its opportunities in a competitive environment.
FES 11	Organising Sport Events (4 ECTS) The aim of this subject is to provide students with the knowledge and practical skills necessary for planning, organizing and managing various sports events.