

## **Study programme: BUSINESS MANAGEMENT (state code 03S1)**

**Professional qualification** – manager.

### **Aims of the study programme:**

- To develop the ability to assess business environment and one's position;
- To improve the ability to use statutory instruments that regulate the chosen field of activity;
- To develop the ability to understand business as a system;
- To teach how to draw up a business plan;
- To teach how to use the sources of information;
- To teach how to analyse, organise and assess the data of research;
- To develop the ability to make decisions;
- To teach how to assess current activity of a company (division);
- To be able to design the strategy and tactics of activity for a company (division);
- To teach how to draw up plans of a company (division);
- To develop the ability to organize a continuous process of work in a company or in its divisions;
- To develop the ability to ensure the quality of activity;
- To develop the ability to understand the role of employees in a company;
- To teach how to analyse the selection of employees;
- To teach how to motivate the staff and organize the assessment of their professional activity;
- To develop the ability to communicate and to cooperate;
- To develop the ability to collect, organize and summarise information;
- To teach how to present information for users of accounting;
- To teach how to manage and monitor tangible and financial resources available;
- To develop the ability to apply innovations in business;
- To introduce the peculiarities of the international market;
- To develop general abilities.

### **Further prospects**

People who successfully complete the study programme of business management get higher non-university education and the qualification of a manager which can be applied to a new situation of business activity. The graduates can perform work that requires personal responsibility and independent decision-making. They can also organise a company's activity and further develop their competence based on different attitudes, values and personal qualities under the conditions of global competition. The graduates can successfully apply the qualification acquired in the following fields of activity:

- To set up an enterprise,
- To research a market,
- To plan the activity of a company (division),
- To manage the staff,
- To control the condition of a business,
- To expand a business.

The study programme involves 3 specialisations (Marketing, Logistics and Trade Management), which affords students ground for free choice, their professional self-expression and self-fulfilment in additional fields of company's activity, such as:

- Organisation and planning of marketing activity in a company;
- Organisation and management of the activity of wholesale and retail companies;
- Setting up a logistics company or its division;
- Organisation of logistics process in a company or division;
- Organisation of the process in a carrier company or its department;
- Organisation and management of logistics process in a trading company.

## Curriculum design with credits

Subject	ECTS credits
<b>Semester 1</b>	
Sociology	4.5
Physical Education	3
English / German	3
Information Technologies	3
Business Mathematics	3
Entrepreneurship	3
Microeconomics	4.5
<b>Semester 2</b>	
Introduction to Law	3
Business Mathematics	3
English / German	3
Information Technologies	3
Macroeconomics	4.5
Management	4.5
Documentation of Company's Activity	3
Introductory Practicals	9
<b>Semester 3</b>	
Philosophy	4.5
Psychology	3
English / German	3
Information Technologies	3
Marketing	4.5
Financial Accounting	6
<b>Semester 4</b>	
Alternative	3
Christian Social Teaching	0
Social Philosophy	0
Ethics	0
Healthy Lifestyle	0
Oratory	0
Foreign Language	0
European Economic Integration	0
Strategic Management	3
Market Research	3
Financial Accounting	3
Business Statistics	4.5
Business Ethics	3
Business Law	4.5
Practicals of Company's Activity Analysis	9
<b>Semester 5</b>	
Electronic Commerce	3
Financial Management	4.5
Business Risk	3
Labour Law	3
Specialisation	10.5
<b>Semester 6</b>	
Personnel Management	3
Accounting Computerisation	3
Planning and Organisation of Small and Medium Businesses	4.5
Logics	3
Alternative	3
Organisational Behaviour	0
Public Relations	0
Social Statistics	0
Strategic Marketing	0
Project Management	0
Audit	0
Banking	0
Social Philosophy	0
Law of the European Union	0
Communication Psychology	0
Conflict Management	0
Leadership	0
Pre-diploma Practicals	12
Final Thesis	9
Specialisation	4.5
<b>Total</b>	<b>180</b>

## **Completion of the Programme**

The qualification of a manager is granted after students fully complete the study curriculum and pass the final examination successfully.

The students write final theses after they finish studying all the subjects of the programme, pass examinations (credit examinations) and do all the practicals of the professional activity.

The right to defend the final thesis is given to a student who has positive marks of all the credit examinations, examinations and practicals of all the subjects in the study programme.

Final theses are assessed by a qualification board on the grounds of *The Regulations of the Assessment of Final Results in Non-University Study Programmes* prepared by the Ministry of Science and Education as well as *The Instruction on the Organisation of Final Theses Defence*.

People who complete the study programme successfully are granted the certificate of higher non-university education the issue of which is regulated by the Ministry of Science and Education of the Republic of Lithuania.

## **Rules for examinations and assessment**

Some courses end up with examination while some only with a differentiated credit examination. In both cases there is a requirement that 60% of the grade is earned during the final test, while the rest 40% of the grade are distributed evaluating participation, independent work and assignments, midterm test, etc., which is upon the teacher's and his/her students' decision.

Grading is according to 10-grade system, where grades are awarded according to the following assessment:

- The highest level of achievement (9-10) – all assignments are accomplished, necessary exhaustive and argumentative answers are provided, the optimal problem solutions are provided, theoretical and practical knowledge is demonstrated.
- The average level of achievement (8-7) – more than 2/3 of the assignment are done, answers and problem solutions are argumentative, good theoretical and practical knowledge is demonstrated.
- The minimum necessary level of achievement (5-6) – more than half of the assignments are accomplished, the answers and problem solutions are generally acceptable, the minimum necessary theoretical and practical knowledge is demonstrated.

## Description of Individual Courses

**Course:** Leadership

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** optional

**Semester:** 6th semester

**Local credits:** 2

**ECTS credits:** 3

**Lecturer:** Ingrida Gailienė

**Aims and objectives:**

1. To understand the importance of leadership in the organization of business.
2. To know the main theories leadership.
3. To be able to choose the style of leadership in cases of conflict and to use this phenomenon for the improvement of company's activity.

**Description:**

- The phenomenon of leadership.
- Leader's functions.
- Traits, motives and characteristics of leaders.
- The effect of charisma.
- Communication styles of charismatic leaders.
- Contingental and situational leadership.
- Leader's power.
- The tactics of becoming a leader that enables others.

**Reading list:**

1. Konfliktai ir bendravimas. – V.: ALF, 1996.
2. Jucevičienė P. Modulio "Lyderystė" metodiniai nurodymai, 1999.
3. DuBrin A. J., Posner B. Z. Leadership's Challenge. San Francisko: Jossey-Boss Publishers, 1987.
4. Jucevičienė P. Organizacijos elgsena. – K.: Technologija, 1996.
5. Vadybos pagrindai. Mokymo priemonė. – K.: Technologija, 1994.
6. Rodžersas H. Vienos skrybėlės principas. – V.: 1991.
7. Jacikevičius V. Žmonių grupių (socialinė) psichologija. – V.: 1995.
8. Barvydienė V., Kasiulis J. Vadovavimo psichologija. – K.: 1998.

**Teaching methods:** lectures, analysis of reading material, case studies, discussions, term papers, simulation of different cases and their presentation, analysis of video material, disputes.

**Assessment:**

FG = P+P+PW,S+IW+O+MT+VC;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

O – other – 5%

MT – midterm test – 50%

VC - Varied Credit – 20%

**Course:** Logistics  
**Study program:** Business Management  
**Language:** Lithuanian  
**Course type:** compulsory  
**Semester:** 6th semester  
**Local credits:** 2  
**ECTS credits:** 3  
**Lecturer:** assist. Professor Rima Žitkienė

**Aims and objectives:**

1. To know the tendencies of Lithuania's economy development which have influence on the establishment of a company.
2. To understand the character of logistics.
3. To know how to plan and prepare the strategy of logistics.
4. To know the principles of the organization of the movement of material resources flows and be able to organize the process of the movement of material resources flows.
5. To be able to organize logistics process in the company.

**Description:**

- The conception of logistics, the preconditions of its origin, fields of activity and functions.
- Logistics models.
- The importance of marketing for logistics.
- The system of trade logistics, the conception of transport logistics and the main functions.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, analysis of reading material, group work, discussions, case studies, simulation, papers.

**Assessment:**

FG = P+P+PW,S+IW+MT+O+E;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

MT – midterm test – 10%

O – other – 5%

E – Exam – 60%

**Course:** Macroeconomics  
**Study program:** Business Management  
**Language:** Lithuanian  
**Course type:** compulsory  
**Semester:** 2nd semester  
**Local credits:** 3  
**ECTS credits:** 4,5  
**Lecturer:** assist. Professor Gražina Startienė  
**Aims and objectives:**

1. To understand the main economic problems.
2. To know the tendencies of economy development, the structure of the state budget, the essence of monetary policy and the functions performed by banks.
3. To be able to calculate the main indicators of macroeconomics.

**Description:**

- The object of macroeconomics.
- The main indicators of macroeconomics: gross domestic (national) product, the methodology of its calculation.
- Inflation and unemployment.
- The cycle of business.
- Wholistic supply and wholistic demand: Keins model and classical model.
- State expenses and taxes.
- Fiscal policy.
- Money and its functions.
- Banking system.
- The functions of the Central Bank.
- Monetary policy.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, analysis of reading material, economic calculations, analysis of data, comparative analysis, economic simulation, practicals, analysis of different models, seminars, papers, case studies.

**Assessment:**

FG = P+P+PW,S+IW+MT+O+E;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

MT – midterm test – 10%

O – other – 5%

E – Exam – 60%

**Course:** Marketing

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** compulsory

**Semester:** 3rd semester

**Local credits:** 3

**ECTS credits:** 4,5

**Lecturer:** Gelminė Sližienė

**Aims and objectives:**

1. To understand the essence and aims of marketing.
2. To know the factors of micro and macro environment of marketing and be able to do the analysis of a situation.
3. To understand the principles of marketing formation strategy and know how to apply different methods to create it.
4. To know the elements of marketing complex and be able to identify goods, define their range and price, distribute them and carry out their support.
5. To know the structure of the plan of marketing and the methodology of its preparation.
6. Be able to apply innovations in the marketing activity of a company.

**Description:**

- The conception, aims and functions of marketing.
- Marketing environment.

- Marketing information and research.
- Markets and their segmentation.
- Strategic planning of marketing.
- Marketing complex.
- An item.
- A range of goods.
- The creation of new goods and the cycle of the existence of an item.
- Identification and packaging of goods.
- Pricing.
- Delivery of goods.
- The methods of delivery.
- Logistics.
- Trade.
- Retail and wholesale.
- Funding.
- Communicative process in marketing.
- The complex of funding.
- The organization of marketing activity.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, analysis of reading material, discussions, analysis of marketing schools, classes, comparative analysis of different marketing environments, analysis of a market segment, pair work, case studies, individual work – preparation of a strategy, simulation, seminars, papers.

**Assessment:**

FG = P+P+PW,S+IW+MT+O+E;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

MT – midterm test – 10%

O – other – 5%

E – Exam – 60%

**Course:** Microeconomics

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** compulsory

**Semester:** 1st semester

**Local credits:** 3

**ECTS credits:** 4,5

**Lecturer:** assist. Professor Gražina Startienė

**Aims and objectives:**

1. To understand the mechanism of market operation.
2. To know the main market structures.
3. To be able to analyze a situation in the market, to calculate market balance, the coefficient of supply and demand elasticity.
4. To be able to set optimal output, price and profit.

**Description:**

- The object of microeconomics.
- Supply and demand.
- Market balance.
- The theory of elasticity.
- The theory of customer behaviour.
- The functions of production and costs.
- Company's behaviour in the market of perfect competition.
- Pricing and output determination in the commodity market of imperfect competition: in monopolies, monopoly competition and oligopoly.
- Labour and capital market.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, analysis of reading material, seminars, case studies, group work, individual analysis of theories, economic simulation, papers, practicals, self-study, comparative analysis.

**Assessment:**

FG = P+P+PW,S+IW+MT+O+E;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

MT – midterm test – 10%

O – other – 5%

E – Exam – 60%

**Course:** Organization Behaviour

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** optional

**Semester:** 6th semester

**Local credits:** 2

**ECTS credits:** 3

**Lecturer:** Dalia Pileckienė

**Aims and objectives:**

1. To be able to determine the climate of an organization and different changes in it.
2. To know how to choose the way of communication to work effectively.
3. To understand the importance of worker motivation and to know the possibilities of their encouragement.
4. To be able to make decisions suitable for company's activity.
5. To know what causes conflicts and be able to settle them.

**Description:**

- Organization's behaviour and the main conceptions.
- The role of an individual in a social system.
- The culture, climate and behaviour patterns of an organization.
- Staff motivation.
- Staff satisfaction with work.
- The way of management and its models.

- The conception of a manager and leader.
- The main tasks of a manager.
- Staff participation in organization's activity.
- Conflict settlement.
- The role of a manager – subordinate in a conflict.

**Reading list:**

1. Barvydienė V., Kasiulis J. Vadovavimo psichologija. – K.: 1998.
2. Jacikevičius V. Žmonių grupių (socialinė) psichologija. – V.: 1995.
3. Jucevičienė P. Organizacijos elgsena. – K.: Technologija, 1996.
4. Konfliktai ir bendravimas. – V.: ALF, 1996.
5. Organizacijos valdymo pagrindai : paskaitų konspektas / Vilniaus universitetas. - Kaunas, 1998.
6. Organizacijų veiklos modeliavimas : vadovėlis / Saulius Gudas. - Kaunas, 2000.
7. Rodžersas H. Vienos skrybėlės principas. – V.: 1991.
8. Vadybos pagrindai. Mokymo priemonė. – K.: Technologija, 1994.
9. Veiklos vadyba : teorija ir praktika : [monografija] / Antanas Makštutis. - Vilnius, 1999.
10. White, Donald D, Bernar, David A. Organizational Behaviour Understanding and Managing People at Work Secoud Edition, ALLYN AND BACON. 1991.

**Teaching methods:** lectures, analysis of reading material, discussions, group work, case studies and presentations, analysis of examples and simulation, preparation of motivation models (in groups) and their presentation, comparative analysis of examples of management and leadership.

**Assessment:**

FG = P+P+PW,S+IW+O+MT+VC;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

O – other – 5%

MT – midterm test – 50%

VC - Varied Credit – 20%

**Course:** Personnel Management

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** compulsory

**Semester:** 6th semester

**Local credits:** 2

**ECTS credits:** 3

**Lecturer:** Dalia Pileckienė

**Aims and objectives:**

1. To understand the main principles of personnel management.
2. To be able to plan the demand for personnel and perform the selection of workers.
3. To know the main ways of employment, their advantages and disadvantages.
4. To know the principles of work position and staff assessment and be able to prepare professional regulations.
5. To understand the interrelation of reserve formation, career planning and training and their influence on staff motivation and personality development.
6. To know the principles of staff stimulation.

**Description:**

- The conception, content and principles of the management of human potential in an organization.
- Systematic approach to personnel management.
- Planning the personnel demand.
- Recruitment.
- Selection.
- Personnel accounting and statistics.
- Work analysis.
- Employment, staff adjustment and laying-off.
- Reserve and career planning.
- The development competence.
- Assessment of work positions and staff.
- Personnel compensation and security.
- Work relation's management.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, analysis of reading material, analysis of conceptions, seminars, individual and group tasks for term papers, discussions, writing term papers, tutorials, analysis of personnel accounting in a real company, simulation of situations, analysis of documents, presentation of term papers.

**Assessment:**

FG = P+P+PW,S+IW+O+MT+VC;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

O – other – 5%

MT – midterm test – 50%

VC - Varied Credit – 20%

**Course:** Oratory

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** optional

**Semester:** 4th semester

**Local credits:** 2

**ECTS credits:** 3

**Lecturer:** Kristina Kazakevičiūtė

**Aims and objectives:**

1. To understand the process of communication, to know types of speeches according to their topics and place of presentation.
2. To be able to state the aim of a speech, make the outline, time the speech, create texts in different styles and choose the ways of making a speech.

**Description:**

- The tradition of elocution.
- Types and style of public speeches.
- Ways of speech delivery.
- Logical preparation of the topic contents.

- Stylistics of the composition.
- The culture of oratorical style.
- Writing and delivery of different speeches.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, analysis of reading material, seminars, analysis of the sources of information.

**Assessment:**

FG = P+P+PW,S+IW+O+MT+VC;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

O – other – 5%

MT – midterm test – 50%

VC - Varied Credit – 20%

**Course:** Market Research

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** compulsory

**Semester:** 4th semester

**Local credits:** 2

**ECTS credits:** 3

**Lecturer:** Gelminė Sližienė

**Aims and objectives:**

1. To know the stages of market research process and their interrelation.
2. To be able to analyse supply and demand of goods, consumer behaviour and competitors in the market.
3. To know and be able to apply the methods of data organization and analysis and to prepare a market research report.
4. To be able to react properly to the changes in market demands when making managerial decisions.
5. To know how to present market research information to external users.

**Description:**

- The content and directions of market research.
- The principles of market research.
- Organization and planning of market research.
- The methods of preliminary data collection.
- A survey and its types.
- Observation.
- Experiment.
- Quantitative methods of research.
- Market subjects and objects.
- The supply and demand of goods in the market and their analysis.
- Market segmentation and positioning.
- Consumer research.
- The research of competition in the market.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, analysis of reading material, term papers, individual tasks, tutorials, experimental method of research, case studies, individual tasks for term papers, analysis of research, group work, analysis of facts and data.

**Assessment:**

FG = P+P+PW,S+IW+O+MT+VC;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

O – other – 5%

MT – midterm test – 50%

VC - Varied Credit – 20%

**Course:** Public Relations

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** optional

**Semester:** 6th semester

**Local credits:** 2

**ECTS credits:** 3

**Lecturer:** Rūta Kazakavičiūtė

**Aims and objectives:**

1. To realize the importance of public relations and the aims their usage in marketing.
2. To understand the significance of information for decision-making.
3. To know how to organize public relations and present information for the representatives of news media and the public.

**Description:**

- The essence of the public relations work.
- The work process of public relations.
- The peculiarities of written and spoken information.
- The peculiarities of visual information.
- The ethics and problems of public relations.

**Reading list:**

1. Dennis E. Merrill J. Pokalbiai apie žurnalistiką. –V.:VU, 1997.
2. Lietuvos Respublikos visuomenės informavimo įstatymas ir kiti su tuo susiję teisės aktai su pakeitimais ir papildymais, padarytais iki 1999 m. balandžio 1 d.. - Kaunas, 1999.
3. Public relations. JAV, 1992.
4. Ryšių su visuomene ABC bibliotekininkams : mokomoji knyga / Audronė Glosienė. - Vilnius, 1999.
5. Seitel F. P. (2000). The Practice of Public Relations. Prentice Hall: New Jersey.
6. Tarptautiniai ryšiai su visuomene : ryšių su visuomene tarptautinės normos ir standartai : studijų medžiaga / Vilija Gudonienė. - Vilnius, 1999.
7. Vaišnys A. Profesionalioji žurnalistika. -Europos centras, 199.
8. Valdžia ir žiniasklaida : dialogas : medžiaga magistro studijų programai / Audronė Nugaraitė. - Vilnius, 1999.
9. Wilcox D., Ault P. H., Agee W. & Cameron G. (2000). Public Relations: Strategies and Tactics. Longman: New York.
10. Žurnalisto žinytas.Sud. Užtupas -V., Periodika, 1992.

**Teaching methods:** lectures, analysis of the sources of information, comparison of examples, collecting information in a real business environment, games, papers and their presentations, comparative analysis of the means of visual information, disputes.

**Assessment:**

FG = P+P+PW,S+IW+O+MT+VC;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

O – other – 5%

MT – midterm test – 50%

VC - Varied Credit – 20%

**Course:** Social Philosophy

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** optional

**Semester:** 6th semester

**Local credits:** 2

**ECTS credits:** 3

**Lecturer:** assist. Professor Klara Katilienė

**Aims and objectives:**

1. To realize a new social paradigm and its connection to the conception of modern active society.
2. To know the origin and necessity of our sociality.
3. To understand that the development of society and an individual is inseparable.
4. To understand the limits of individual freedom.

**Description:**

- Philosophy and social philosophy.
- The definition and aims of contemporary social philosophy.
- The concepts of social philosophy, their origin and system.
- The revival of critical thinking tradition in social sciences.
- The criticism of “Common Sense”.
- Social philosophy and culture.
- Personality destruction.
- The relation of a personality and society.
- Social mythology.
- Philosophy: the mother of all sciences or their servant?
- The necessity of meta-theory in social studies.

**Reading list:**

1. Morkūnienė J. Šiuolaikinė socialinė filosofija (mokomasis-metodinis leidinys). –V., LTA, 1999.
2. Popper K. Kaip aš įsivaizduoju filosofiją // Problemos.1979. Nr.2. –V., Mintis, 1980.
3. Fromas Ė. Menas mylėti. – V., Valst. Leidybos centras, 1992.
4. Havel V. Kas žmogaus galioje. – V., 1995.
5. Berger P. L. Sociologija. Humanistinis požiūris. – K., Litterae U., 1995.
6. Hayek F. A. Teisė, įstatymų leidyba ir laisvė. T I-II., V., 1998.
7. Losev A. Apie inteligentiškumą. – Naujoji Romuva, 1995, Nr.4.
8. Levi-Strauss Cl. Rasė ir istorija. – V., 1992.
9. Dahrendorf R. Modernusis socialinis konfliktas. – V., 1996.

10. Fromm E. The Anatomy of Human Destructiveness.- Harmondsworth, 1990.

**Teaching methods:** lectures, seminars, disputes, group work, problem-oriented teaching.

**Assessment:**

FG = P+P+PW,S+IW+O+MT+VC;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

O – other – 5%

MT – midterm test – 50%

VC - Varied Credit – 20%

**Course:** Social Statistics

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** optional

**Semester:** 6th semester

**Local credits:** 2

**ECTS credits:** 3

**Lectuer:** Janina Kaminskienė

**Aims and objectives:**

1. To be able to evaluate social phenomena, their changes and interrelations.
2. To be able to predict the tendencies of social phenomena and foresee possible consequences as well as their influence on business.

**Description:**

- The object of statistical research.
- Statistical quantities.
- Numerical data characteristics.
- Grouping statistical quantities.
- The distribution of statistical data.
- The analysis of the interrelation of social phenomena.
- The analysis of the evolution of social phenomena.
- The application of index theory for the analysis of social phenomena.
- Selective observation of social phenomena.
- The methodology of the collection of business statistical information.
- Data processing and graphic presentation.
- Prediction making.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** analysis of facts and data, individual projects.

**Assessment:**

FG = P+P+PW,S+IW+O+MT+VC;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

O – other – 5%

MT – midterm test – 50%

VC - Varied Credit – 20%

**Course:** Strategic Marketing

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** optional

**Semester:** 6th semester

**Local credits:** 2

**ECTS credits:** 3

**Lecturer:** Gelminė Sližienė

**Aims and objectives:**

1. To understand the importance of marketing strategic planning for business development.
2. To know the stages of strategic marketing and be able to foresee strategic directions of company's activity.
3. To be able to choose the most efficient ways of product movement and maintenance.
4. To know how to apply innovations to the creation of company's marketing strategies.

**Description:**

- The essence and importance of strategic marketing.
- Planning, organization and control of strategic marketing.
- The coordination of business and marketing strategies.
- The creation of the strategy for objective market selection.
- The creation of competitive and positioning strategies.
- The formation and management of new product development strategy.
- The formation and management of pricing strategy.
- The formation and management of sales strategy.
- The formation and management of maintenance strategy.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, analysis of discussion, pair work, case studies.

**Assessment:**

FG = P+P+PW,S+IW+O+MT+VC;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

O – other – 5%

MT – midterm test – 50%

VC - Varied Credit – 20%

**Course:** Strategic Management  
**Study program:** Business Management  
**Language:** Lithuanian  
**Course type:** compulsory  
**Semester:** 4th semester  
**Local credits:** 2  
**ECTS credits:** 3  
**Lecturer:** Dalia Pileckienė

**Aims and objectives:**

1. To understand the essence and significance of strategic management in the functioning of an organization.
2. To be able to assess the external environment of a company and to predict it.
3. To know the essence, aims and the main objectives of strategic planning.
4. To know the mechanism of drawing-up a strategic plan in an organization.
5. To be able to assess strategic alternatives and choose the most suitable one.
6. To know the main aspects of the implementation and control of a strategy.
7. To understand the essence of total quality and its implementation in a company.

**Description:**

- The essence of the process of strategic management.
- The significance of strategic planning.
- The main stages in developing company's strategy.
- Setting strategic aims of an organization.
- Analysis and assessment of the external environment of and organization.
- Analysis and assessment of the internal environment of and organization.
- Analysis of strategic alternatives
- Choosing a strategy
- Drawing up a strategic plan for a company (division).
- Realization and control of a strategic plan.
- Quality management.
- Project management.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, analysis of reading material, case studies, analysis of different situations, seminars, simulation, analysis of alternatives, analysis of a real strategic plan, comparative analysis of examples, simulation of control systems, drawing up a plan, group work.

**Assessment:**

FG = P+P+PW,S+IW+MT+O+E;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

MT – midterm test – 10%

O – other – 5%

E – Exam – 60%

**Course:** Entrepreneurship  
**Study program:** Business Management  
**Language:** Lithuanian  
**Course type:** compulsory  
**Semester:** 1st semester  
**Local credits:** 2  
**ECTS credits:** 3  
**Lecturer:** Aivaras Krasuckas

**Aims and objectives:**

1. To understand business environment in Lithuania.
2. To know the factors that have impact on the creation of business, forms of business and the procedure of company establishment.
3. To be able to analyze and evaluate the factors ensuring business success.
4. To understand the significance of innovation for the success and development of business.

**Description:**

- The conception of entrepreneurship.
- The origin of entrepreneurship.
- The role of a state in entrepreneurship.
- Economic principles of business.
- Types and forms of entrepreneurship.
- Their advantages and disadvantages.
- Business idea and its implementation.
- The stages of the organization of business company establishment.
- The factors of business success.
- Work relations and work payment in a business company.
- Major security requirements.
- Business and taxes.
- The expansion of a business company.
- Bankruptcy of a business company.
- The institutions of business supervision.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, analysis of conceptions in groups, case studies, self-study, presentation of reports, preparation of group projects, analysis of laws on labour, analysis of examples and their simulation, analysis of facts and data, analysis of facts and their comparison, analysis of facts and their comparison.

**Assessment:**

$FG = P+P+PW,S+IW+MT+O+E;$

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

MT – midterm test – 10%

O – other – 5%

E – Exam – 60%

**Course:** Business Risk  
**Study program:** Business Management  
**Language:** Lithuanian  
**Course type:** compulsory  
**Semester:** 5th semester  
**Local credits:** 2  
**ECTS credits:** 3  
**Lecturer:** Lucija Jasūdienė

**Aims and objectives:**

1. To be able to analyze external and internal environment of business.
2. To be able to determine the sources of risk and its types.
3. To know the ways of risk assessment.
4. To realize the risk of business operations.
5. To know the actions of the head and the company when reducing risk.

**Description:**

- General principles of analysis of the risk of activity.
- Quantitative risk analysis.
- The analysis of expedience of expenses.
- Experts' method.
- Analytical method.
- Risk distribution.
- Risk insurance.
- The reduction of risk of project financing and implementation.
- The assessment of contracts.
- Defining marginal values of indicators of contracts.
- The analysis of profitability.
- Long-term and short-term (consumer) loans.
- The stock and risk related to their circulation.

**Reading list:**

1. Bagdonas E., Kazlauskienė E. Biznio įvadas. –K.: Technologija., 1999.
2. Bagdonas E., Rapalienė L. Administravimo principai. –K.: Technologija., 1996.
3. Bagdonas V. Verslo rizika. –V.: Saulės vėjas., 1996.
4. Garškienė A. Verslo rizika. –V., 1998.
5. Argumentai, “Kauno dienos” priedas. - K., 1999.
6. Efektyvi vadyba, “Verslo žinių” priedas., 1999.
7. Vartai, “Lietuvos ryto” priedas.-V., 1998.
8. Verslo žinios.- V., 1998.
9. Vadovo pasaulis. –V., 1998.
10. Baltoji knyga : direktyva dėl riziką ribojančios priežiūros sustiprinimo : direktyva dėl sutarties užskaitos ; Ekonominė ir pinigų sąjunga : valstybės išlaidų finansavimas / Lietuvos bankas. - Vilnius, 1999.

**Teaching methods:** lectures, analysis of reading material, analysis of facts and data in groups, pair work, case studies, self-study, seminars, analysis of legal documents, discussions.

**Assessment:**

FG = P+P+PW,S+IW+O+MT+VC;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

O – other – 5%

MT – midterm test – 50%

VC - Varied Credit – 20%

**Course:** Business Statistics

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** compulsory

**Semester:** 4th semester

**Local credits:** 3

**ECTS credits:** 4,5

**Lecturer:** Janina Kaminskienė

**Aims and objectives:**

1. To realize the significance of statistics in business activity.
2. To know the peculiarities of the collection of business statistical information.
3. To know how to use computer programmes and statistical packages.
4. To be able to analyze and assess the data and present it graphically.
5. To know the methods of economic statistical phenomena interrelation analysis and prediction.

**Description:**

- The object of statistical research.
- The methodology of collecting business statistical information.
- Initial processing and graphic presentation.
- Numerical characteristics of data.
- Correlation and regression.
- The model of linear regression in economics.
- The analysis of dynamic strings.
- Prediction making.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** analysis of facts and data, individual projects, self-study.

**Assessment:**

FG = P+P+PW,S+IW+MT+O+E;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

MT – midterm test – 10%

O – other – 5%

E – Exam – 60%

**Course:** English (first language)  
**Study program:** Business Management  
**Language:** English  
**Course type:** compulsory  
**Semester:** 1st-3rd semesters  
**Local credits:** 6  
**ECTS credits:** 9  
**Lecturer:** Edita Stankevičienė

**Aims and objectives:**

1. To know the terminology of official communication and cooperation in English.
2. To understand lexical, grammatical and phonetic peculiarities.
3. To know how to present business information in English.

**Requirements (titles of individual subjects that had to be studied earlier):**

Completed the course of the 1st semester (when studying in the 2nd semester), completed the courses of the 1st and 2nd semesters (when studying in the 3rd semester).

**Description:**

- Profession, biography.
- Moral values.
- Political system of the country.
- Healthy lifestyle.
- Studies.
- Leisure time, entertainment, travelling.
- International organizations.
- Lithuania in the global context.
- Formal correspondence and verbal communication.
- Presentation of companies.
- Office environment.
- Small and medium business.
- International relations and trade.
- Insurance.
- Banking.
- Stock market and stocks.
- Corporations, mergers and partnership

**Reading list:** available upon the beginning of the course.

**Teaching methods:** practicals, self-study, pair work, discussions, practicals, group work, seminars, self-study, work using the Internet, presentations, classes, case studies.

**Assessment:**

FG = P+P+PW,S+IW+MT+O+E;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

MT – midterm test – 10%

O – other – 5%

E – Exam – 60%

**Course:** Ethics

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** optional

**Semester:** 4th semester

**Local credits:** 2

**ECTS credits:** 3

**Lecturer:** assist. Professor Klara Katilienė

**Aims and objectives:**

1. To know general principles and objectives of ethics as well as its historical development.
2. To apprehend the main concepts and principles of ethics.
3. To understand the relation of spiritual and material values.
4. To be acquainted with historical development of the conscience problem and to understand the relation of cognition and conscience.

**Description:**

- The essence of ethics and its historical development.
- General concept of ethics.
- Empirical ethics.
- The principals of morality and free will.
- Conscience.
- The criteria of moral standards.
- The conception of happiness and sense.
- The ethics of modern times.
- The ethics of material valuables.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, analysis of reading material, self-study, papers, practicals, seminars, presentation of papers.

**Assessment:**

FG = P+P+PW,S+IW+O+MT+VC;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

O – other – 5%

MT – midterm test – 50%

VC - Varied Credit – 20%

**Course:** Philosophy  
**Study program:** Business Management  
**Language:** Lithuanian  
**Course type:** compulsory  
**Semester:** 3rd semester  
**Local credits:** 3  
**ECTS credits:** 4,5  
**Lecturer:** assist. Professor Klara Katilienė

**Aims and objectives:**

1. To know the fundamental problems of philosophy.
2. To apprehend the importance of a human being and his position in society, the essence of human existence and its singleness.
3. To be able to assess the environment, point out problems and analyze social reality on one's own.

**Description:**

- The object of philosophy.
- The problem of subsistence.
- The problem of determinism.
- The theory of cognition.
- The method, structure and development of the science.
- The problem of truth.

**Reading list:**

1. B.Genzelis. Esė apie mąstytojus. V., 1986.
2. Ernst fon Aster. Filosofijos istorija. –V.,1995.
3. Filosofijos atlasas. –V., 1998.
4. Filosofijos žodynai, enciklopedijos, kita informacinė literatūra studentui prieinama kalba
5. Fürst M., Trinkas J. Filosofija. –V., 1995.
6. Gaarder J. Sofijos pasaulis.
7. Grinius J. Filosofijos pagrindai. Raštai. –V., 1991.
8. Jaspers K. Filosofijos įvadas. –V.,1999.
9. Maceina A. Filosofijos kilmė esmė. Roma, 1978.
10. Pieper J. Kas yra filosofija. V., 1992.
11. W.Raeper, L.Smith. Po idėjų pasaulį. V., 1995.

**Teaching methods:** lectures, group work, discussions, analysis of reading material, essays, presentation of essays.

**Assessment:**

FG = P+P+PW,S+IW+MT+O+E;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

MT – midterm test – 10%

O – other – 5%

E – Exam – 60%

**Course:** Information Technologies  
**Study program:** Business Management  
**Language:** Lithuanian  
**Course type:** compulsory  
**Semester:** 1st-3rd semesters

**Local credits:** 6

**ECTS credits:** 9

**Lecturer:** Danutė Toldinienė, Svetlana Vaičiulienė

**Aims and objectives:**

1. To know how to use Windows operational system and use text editor to create documents.
2. To be able to make use of Excel and PowerPoint programme.
3. To know the main ways of communication on the Internet and standards of ethics.

**Requirements (titles of individual subjects that had to be studied earlier):**

Completed the course of the 1st semester (when studying in the 2nd semester), completed the courses of the 1st and 2nd semesters (when studying in the 3rd semester).

**Description:**

- Information technologies.
- Computer information system.
- The Internet.
- Text editor MS Word.
- Spreadsheet Excel.
- The programme of graphic presentation PowerPoint.
- Database management system Access.
- The creation of Internet pages.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, self-study, practicals, pair work, individual tasks.

**Assessment:**

FG = P+P+PW,S+IW+MT+O+E;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

MT – midterm test – 10%

O – other – 5%

E – Exam – 60%

**Course:** Correct Language Usage  
**Study program:** Business Management  
**Language:** Lithuanian  
**Course type:** compulsory  
**Semester:** 1st semester  
**Local credits:** 2  
**ECTS credits:** 3  
**Lecturer:** Aušrinė Peleckienė

**Aims and objectives:**

1. To realize the importance of correct language usage and the necessity to increase it.
2. To use the contemporary Lithuanian language correctly.
3. To be able to use professional language during conferences and meetings and to know the etiquette of the Lithuanian language.

**Description:**

- Correct language usage and its place in linguistics.
- The culture of written texts.
- Pronunciation norms and violations.
- Accentuation norms and violations.
- The indications of vocabulary mistakes and their types.
- Mistakes in word formation.
- The norms of syntax.
- Editing the profession related texts.
- The etiquette of the Lithuanian language.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, classes, group work, analysis of reading material, games, individual practical tasks, self-study, discussions, disputes, analysis and comparison of reports.

**Assessment:**

FG = P+P+PW,S+IW+MT+O+E;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

MT – midterm test – 10%

O – other – 5%

E – Exam – 60%

**Course:** Christian Social Teaching  
**Study program:** Business Management  
**Language:** Lithuanian  
**Course type:** optional  
**Semester:** 4th semester  
**Local credits:** 2  
**ECTS credits:** 3  
**Lecturer:** Remigijus Kuprys

**Aims and objectives:**

1. To realize social nature of humans and the significance of solidarity.
2. To understand the importance of decision in the life of a free and responsible person.
3. To be able to foresee and choose right directions of social activity and effective means for this activity.

**Description:**

- A man in the world.
- Human community.
- Social conflict and justice.
- The principles of A. Kolping.
- The problems of common life.
- The creation of common well being.
- International solidarity.
- Renewing mankind.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, group work, analysis of reading material, essays, discussions, disputes, analysis of facts, presentation of essays.

**Assessment:**

$FG = P+P+PW,S+IW+O+MT+VC;$

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

O – other – 5%

MT – midterm test – 50%

VC - Varied Credit – 20%

**Course:** Psychology  
**Study program:** Business Management  
**Language:** Lithuanian  
**Course type:** compulsory  
**Semester:** 3rd semester  
**Local credits:** 2  
**ECTS credits:** 3  
**Lecturer:** Ingrida Gailienė

**Aims and objectives:**

1. To understand the essence and types of psychological meanings.
2. To know the structure of self-image and the mechanism of its formation.
3. To apprehend the stages and development of personality's life.
4. To be able to analyze and correct one's behaviour.

**Description:**

- The object of psychology and the main methods.
- Social and psychological characteristics of a personality.
- The knowledge of the world: senses and perception.
- Learning and thinking.
- Motivation and emotions.
- Personality development: characteristics of memory, attention and their training.
- Social relations.
- Autogenic control.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, seminars, analysis of reading material, discussions, intelligence tests, simulation, group work, disputes, papers.

**Assessment:**

$FG = P+P+PW,S+IW+O+MT+VC;$

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

O – other – 5%

MT – midterm test – 50%

VC - Varied Credit – 20%

**Course:** Sociology  
**Study program:** Business Management  
**Language:** Lithuanian  
**Course type:** compulsory  
**Semester:** 1st semester  
**Local credits:** 3  
**ECTS credits:** 4,5  
**Lecturer:** Rasa Didžiulienė

**Aims and objectives:**

1. To know the main problems analyzed by sociology.
2. To be able to systematize available knowledge about different processes of the life of society and present them ethically to separate individuals or groups of them.
3. To understand key concepts of social control and deviant behaviour.

**Description:**

- The formation and development of sociology.
- Society as social system.
- A personality and society.
- A group and an organization.
- Social stratification.
- Social mobility.
- Social control.
- Deviant behaviour.
- Social conflict.
- Communication.
- Sociological research.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, practicals, analysis of conceptions, analysis of reading material, self-study, simulation, discussions, analysis of reading material, case studies, analysis, games, analysis of the ways to cope with conflicts, drawing up a social questionnaire.

**Assessment:**

FG = P+P+PW,S+IW+MT+O+E;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

MT – midterm test – 10%

O – other – 5%

E – Exam – 60%

**Course:** Introduction to Law  
**Study program:** Business Management  
**Language:** Lithuanian  
**Course type:** compulsory  
**Semester:** 2nd semester  
**Local credits:** 2  
**ECTS credits:** 3  
**Lecturer:** Audra-Beta Rekštienė

**Aims and objectives:**

1. To understand legal system.
2. To be acquainted with legislative acts that regulate the operation of companies and be able to apply them in practice.
3. To be able to assess business environment from legal point of view.
4. To know the acts of law that regulate work relations.

**Description:**

- The relation of law and the state, law and laws.
- Natural persons and legal entities as persons of law.
- Legal system. Institutions.
- Constitutional law and the sphere of its regulation.
- Administrative law and the field of its regulation.
- Employment law and the field of its regulation.
- Family law and the field of its regulation.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, discussions, analysis of different situations, self-study, seminars.

**Assessment:**

FG = P+P+PW,S+IW+MT+O+E;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

MT – midterm test – 10%

O – other – 5%

E – Exam – 60%

**Course:** Business Mathematics  
**Study program:** Business Management  
**Language:** Lithuanian  
**Course type:** compulsory  
**Semester:** 1st-2nd semesters  
**Local credits:** 4  
**ECTS credits:** 6  
**Lecturer:** Janina Kaminskiene

**Aims and objectives:**

1. To understand the aims of mathematics and the main objectives related to the organization of business.
2. To understand mathematical models of economic tasks.
3. To know how to do tasks of finance mathematics.
4. To be able to differentiate and integrate.

**Requirements (titles of individual subjects that had to be studied earlier):**

Completed the course of the 1st semester (when studying in the 2nd semester)

**Description:**

- The aims of mathematics and areas of application.
- Fundamentals of business mathematics.
- Linear algebra.
- Linear programming.
- Vector algebra.
- A plane and a straight.
- Second curve.
- Function.
- Margins.
- Continuity.
- A fluxion of a function.
- Indeterminate integral.
- Determinate integral and its application.
- Oblique integrals.
- Differential equations.
- Theory of chances.

**Reading list:**

1. Apynis A. Taikomosios matematikos ir statistikos paskaitų konspektai. –Alytus.: Katalizė, 1995.
2. Apynis A., Stankus E. Elementarus matematikos taikymas ekonomikoje. –V.: Presvika, 1997.
3. Rumšas P. Trumpas aukštosios matematikos kursas. –V.: Mokslas, 1976.
4. Janušauskaitė N., Markauskas R., Pekarskienė A., Sabatauskienė V. Tiesinė algebra ir diferencialinis skaičiavimas. –K.: Technologija, 1998.
5. Valakevičius E. Finansų aritmetika. –K.: Technologija, 1998.
6. Janušauskaitė S., Marčiukaitienė A., Prašmantienė D., Ratkienė N. Diferencialinės lygtys ir tikimybių teorija. –K.: Technologija, 1999.
7. Apynis A., Stankus E. Taikomoji matematika. –V.: VVK, 2000.
8. Kaminskiene J. Paskaitų konspektas. –K., 2000.

**Teaching methods:** lectures, analysis of reading material, solving individual tasks, economic simulation.

**Assessment:**

FG = P+P+PW,S+IW+MT+O+E;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

MT – midterm test – 10%

O – other – 5%

E – Exam – 60%

**Course:** German (first language)

**Study program:** Business Management

**Language:** German

**Course type:** compulsory

**Semester:** 1st-2nd semesters

**Local credits:** 6

**ECTS credits:** 9

**Lecturer:** Nijolė Dovydaityienė

**Aims and objectives:**

1. To know the terminology of official communication and cooperation in German.
2. To understand lexical, grammatical and phonetic peculiarities.
3. To know how to present business information in German.

**Requirements (titles of individual subjects that had to be studied earlier):**

Completed the course of the 1st semester (when studying in the 2nd semester)

**Description:**

- Profession, biography.
- Moral values.
- Political system of the country.
- Healthy lifestyle.
- Studies.
- Leisure time, entertainment, travelling.
- International organizations.
- Lithuania in the global context.
- Formal correspondence and verbal communication.
- Presentation of companies.
- Office environment.
- Small and medium business.
- International relations and trade.
- Insurance.
- Banking.
- Stock market and stocks.
- Corporations, mergers and partnership.

**Reading list:**

1. Hieber W. Lernziel Deutsch Grundstufe 1, 2 Max huber Verlag 1998.
2. Aufderstrasse H. u. a. Themen Neu. Teil.1,2 Ismaning, 1994.
3. Schulz/Griesbach Deutsche Sprachlehre für Ausländer. Max Hueber Verlag 1995.
4. H.Aufderstraße, H.Bock. Themen. Max Huber Verlag. München, 1993.
5. U.Häusermann, G.Dietrich. Sprachkurs Deutsch. Verlag Diesterweg-Sauerländer, 1991.
6. Werner und Alice Beile. Deutsch einfach. Inter Nationes. Bonn, 1994.

7. Werner und Alice Beile. Alltag in Deutschland. Inter Nationes, Bonn 1996.
8. Werner und Alice Beile. Sprechsituationen aus dem Alltag. Inter Nationes. Bonn, 1995.
9. Dovydaityienė N. Ruošiantis vokiečių kalbos egzaminui, Katalizė 1998.

**Teaching methods:** lectures, practicals, self-study, pair work, discussions, group work, work using the Internet, presentations, classes, case studies, games, seminars

**Assessment:**

FG = P+P+PW,S+IW+MT+O+E;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

MT – midterm test – 10%

O – other – 5%

E – Exam – 60%

**Course:** Planning and Organisation of Small and Medium Businesses

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** compulsory

**Semester:** 6thsemester

**Local credits:** 3

**ECTS credits:** 4,5

**Lecturer:** Lucija Jasūdienė

**Aims and objectives:**

1. To know the forms of business organization and their advantages and disadvantages.
2. To be able to assess business environment and its impact on company's activity.
3. To apprehend the importance of a business plan when developing and setting up a business.
4. To know the structure of a business plan, the methodology of its formation and know how to prepare it.
5. To be able to foresee and choose the most economical sources of business funding and business development directions.

**Description:**

- The advantages and disadvantages of small and medium enterprises.
- Lithuania's tax system and its influence on the organization of small and medium business.
- Small and medium business relief fund.
- The forms and sources of funding small and medium enterprises.
- Activity planning and development prospects of small and medium enterprises.
- Business planning and self-governance.
- The analysis of planning.
- Marketing plan.
- Organizational plan.
- Risk assessment and insurance.
- Financial plan.
- The presentation of business plans.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, analysis of reading material, seminars, analysis and comparison of the sources of information, case studies, tasks for individual work, simulation, pair work – analysis and comparison of plans, group work, classes, public presentation of individual works.

**Assessment:**

FG = P+P+PW,S+IW+MT+O+E;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

MT – midterm test – 10%

O – other – 5%

E – Exam – 60%

**Course:** English (second language)

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** optional

**Semester:** 4th semester

**Local credits:** 2

**ECTS credits:** 3

**Lecturer:** Edita Stankevičienė

**Aims and objectives:**

1. To know lexical, grammatical and phonetic fundamentals and the main principles of formal communication in English.
2. To be able to talk about general topics.

**Description:**

- Biography.
- Profession.
- Family and place of residence.
- Learning and studies.
- Leisure time.
- Official institutions.
- Travelling.
- Mass media.
- Work.
- Formal communication.
- Health.
- Festivals and traditions.
- Culture, history and art.
- Youth life.

**Reading list:**

1. Murphy, R. , Essential Grammar in Use, Cambridge University Press, 1995.
2. Norman, S. We are in Business, Longman, 1995.
3. O’Neill, R. Kernel Lessons Intermediate, Longman, 1994.
4. Oxford Dictionary of Business English, Oxford University Press, 1996.
5. Soars, John; Soars, Liz New Headway English Course, (beginner, elementary, pre-intermediate), Oxford University Press, 1996.

**Teaching methods:** lectures, pair work, self-study, practicals, group work, classes, analysis or reading material, discussions, case studies, games.

**Assessment:**

FG = P+P+PW,S+IW+O+MT+VC;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

O – other – 5%

MT – midterm test – 50%

VC - Varied Credit – 20%

**Course:** Computerisation of Accounting

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** compulsory

**Semester:** 6th semester

**Local credits:** 2

**ECTS credits:** 3

**Lecturer:** Svetlana Vaičiulienė

**Aims and objectives:**

1. To know the functions of accounting and the objectives of its computerisation.
2. To be able to integrally use the knowledge of information technologies, management and accounting for the arrangement of business information.
3. To know how to use the programmes of computerised accounting.
4. To be able to carry out the cycle of company's accounting from tapping in the primary documents to making the forms of financial statements using the software of computerised accounting.

**Description:**

- The creation of information system of company's management.
- The objectives of computerisation of accounting and the integration in the information system of company's management.
- Technological aspects of computerisation of accounting.
- Examples of computerised business information systems and the functions they perform.
- The computerisation of accounting using the programme "Pragma".
- The arrangement of the data of company's computerised accounting.
- The parameters of the work with the programme.
- The cycle of computerised accounting in a company.
- Making the chart of accounts and the correspondence of accounts.
- Computerised accounting of long-term and current assets.
- Computerised accounting of trade and services.
- Calculation of pay.
- Computerised accounting of business taxes.
- Computerised financial statements.
- Financial analysis carried out by computer programme "Pragma".

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, analysis of reading material, practical tasks, pair work, group work, case studies, games, analysis of the sources of information, practical individual tasks, analysis of normative documents, a mock test, simulation of situations.

**Assessment:**

FG = P+P+PW,S+IW+O+MT+VC;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

O – other – 5%

MT – midterm test – 50%

VC - Varied Credit – 20%

**Course:** Audit

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** optional

**Semester:** 6th semester

**Local credits:** 2

**ECTS credits:** 3

**Lecturer:** Aurelija Kustienė

**Aims and objectives:**

1. To understand the importance of audit in the system of company's management.
2. To know the role of accounting in business.
3. To know the types of financial analysis and to be able to analyze working papers.
4. To know how to summarize the material collected and to present it appropriately to users.
5. To be able to use audit reports to expand a business.

**Description:**

- The definition of audit its meaning and aims.
- The development of audit.
- The classification of audit.
- The elements of audit system.
- Accounting in the process of audit.
- Auditor and his role.
- The adjustment of the relations between auditors and their clients.
- The stages of audit.
- The tests and procedures of audit.
- Documentary or physical check.
- Audit evidence.
- Selection.
- Importance.
- Working papers.
- Audit risk.
- Mistakes and fraud.
- Auditor's report.
- The control of audit company and the quality of its activity.
- The international regulation of audit.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, analysis of reading material, analysis, seminars, case studies, discussions, simulation of situations, solution of practical tasks, analysis of documents and facts, analysis of normative documents.

**Assessment:**

FG = P+P+PW,S+IW+O+MT+VC;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

O – other – 5%

MT – midterm test – 50%

VC - Varied Credit – 20%

**Course:** Banking

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** optional

**Semester:** 6th semester

**Local credits:** 2

**ECTS credits:** 3

**Lecturer:** Danutė Binkienė

**Aims and objectives:**

1. To realize the importance of banks to the economy of the country.
2. To know the laws and legislative acts of the Republic of Lithuania that regulate the banking activity.
3. To be able to analyze the information provided by banks.
4. To be able to evaluate and choose banks and banking services, define the effect of the service chosen on company's activity as well as the risk related to this service.

**Description:**

- Money, its amount.
- Rates of exchange.
- Financial markets.
- Interest rates.
- Banking system in Lithuania.
- Laws that regulate banking activity in Lithuania.
- The norms that limit the risk of banking activity.
- Lithuania's commercial banks.
- Banking.
- The main aims of banks.
- The coordination of the aims.
- Loans and their types.
- Clients' credit rating.
- The process of giving a loan.
- Loan administration.
- Management of bad loans.
- The analysis of a business plan.
- Credit cards.
- International payments and their types.

- Letters of credit and their forms.
- The main bank statements.
- The analysis of bank statements.
- The schemes of bank management.
- The markets of banking services.
- Recent developments in banking.

**Reading list:**

1. Ališauskas L. Šiuolaikinės bankų sistemos. – V.:LII, 1998.
2. Роуз П. Банковский менеджмент. – М.: Дело, 1997.
3. Rouse N.C. Banker's Lending Techniques. – London: Bankers Book Ltd., 1995.
4. Vaškelaitis V. Banko mokėjimo kortelė –elektroninė pinigine. – V.:LII, 1998.
5. Jasienė M. Palūkanų normos rizikos valdymas. – LBDFJ, 1998.
6. Grižas R. Tarptautiniai valiutiniai ir finansiniai santykiai. – V.LII, 1997.
7. Mayer T., Duesenberry J.S., Aliber R.Z. PINIGAI, BANKAI IR EKONOMIKA. –V.: Alma littera, 1995. (5-8 skyriai).
8. Lietuvos bankas. Teisės aktų rinkinys. Pakeitimų ir papildymų komplektas Nr.43, 2001 m. kovo mėn.
9. Lietuvos finansų rinkos apžvalga. Ketvirtinis biuletėnis.
10. Lietuvos Respublikos teisės aktai, reglamentuojantys bankų veiklą (LITLEX).

**Teaching methods:** lectures, analysis of reading material, solution of practical tasks, analysis of laws, practical tasks, discussions, search for information, analysis and simulation of situations, analysis of data and reports, decision making, analysis of facts, analysis of the sources of information, analysis and comparison of information.

**Assessment:**

FG = P+P+PW,S+IW+O+MT+VC;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

O – other – 5%

MT – midterm test – 50%

VC - Varied Credit – 20%

**Course:** Labour Law

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** compulsory

**Semester:** 5th semester

**Local credits:** 2

**ECTS credits:** 3

**Lecturer:** assist. Professor Žilinskas

**Aims and objectives:**

1. To understand legal factors that have effect on the role of workers in companies.
2. To know employment laws and be able to apply them to company's activity.
3. To be able to make a work contract and prepare professional regulations for workers.
4. To know the requirements of industrial safety.

**Description:**

- A work contract.
- Corporate agreements.
- Labour relations.
- Work and rest hours.
- Disciplinary responsibility.
- Material responsibility.
- Hearing of industrial disputes.

**Reading list:**

1. Lietuvos respublikos darbo kodeksas ir jo komentaras. Vilnius, 2002.
2. Lietuvos respublikos darbo kodeksas. Vilnius, 2002.
3. Lietuvos Respublikos civilinis kodeksas. Vilnius, 2001.
4. Lietuvos Respublikos civilinis kodeksas. Vilnius, 2001.
5. Lietuvos Respublikos civilinio proceso kodeksas. Vilnius, 2002.
6. Maculevičius J., Tiažkijus V. Darbo santykių teisinis reguliavimas: pasaulinė patirtis ir teismo praktika. Vilnius, 1997.
7. Tiažkijus V. ir kt. Darbo teisė. Vilnius, 1999.
8. Valstybinis socialinis draudimas. Vilnius, 1998.

**Teaching methods:** lectures, analysis of reading material, seminars, analysis of the sources of information.

**Assessment:**

FG = P+P+PW,S+IW+MT+O+E;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

MT – midterm test – 10%

O – other – 5%

E – Exam – 60%

**Course:** Electronic Commerce

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** compulsory

**Semester:** 5th semester

**Local credits:** 2

**ECTS credits:** 3

**Lecturer:** assist. Professor Jogaila Mačerinskas

**Aims and objectives:**

1. To know the main models of electronic commerce and their potential.
2. To understand legal grounds of e-commerce.
3. To know technical resources necessary for the realization of electronic commerce.
4. To be acquainted with the ways of the organization of electronic shop and the necessity to update it on a regular basis.
5. To be able to use traditional and electronic services of trading companies.
6. To be able to work with specialized technical equipment and software of electronic commerce.
7. To understand the organization of the process of electronic payments.
8. To know the peculiarities of goods delivery in electronic markets in different counties.

**Description:**

- The Internet as the basis of electronic commerce.
- Electronic commerce.
- Electronic marketing.
- Logistics: the presentation of goods in electronic market.
- Technical resources of electronic commerce.
- Electronic payments.
- Legal grounds for electronic commerce.
- The prospects of electronic commerce.

**Reading list:**

1. Emery V. How to Grow Your Business on the Internet. 1998.
2. Komenar M. Electronic Marketing. 1997.
3. Kosiur D.R. Understanding Electronic Commerce. 2000
4. Nahar N. Global Electronic Commerce Process. 1999.
5. Sodžiūtė L., Sūdžius V. Elektroninė komercija: prielaidos, struktūra ir procesai. Vilnius, 2003.

**Teaching methods:** lectures, analysis of reading material, work using the Internet, analysis of different markets, games, case studies.

**Assessment:**

FG = P+P+PW,S+IW+O+MT+VC;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

O – other – 5%

MT – midterm test – 50%

VC - Varied Credit – 20%

**Course:** Law of the European Union

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** optional

**Semester:** 6th semester

**Local credits:** 2

**ECTS credits:** 3

**Lecturer:** Eglė Keidošienė

**Aims and objectives:**

1. To know legal grounds of economic-political cooperation of the republic of Lithuania and EU, the purpose of legal documents, the procedure of their adoption and their functioning.
2. To understand the aims and principles of Lithuania and EU policy of competition.
3. To know the rules of free movement of persons, goods, services and capital.

**Description:**

- EU organizational structure.
- Community's sources of law.
- The law of the European Union and its member states.
- The institutions of the Community.
- Decision-making.
- Free movement of goods.

- Free movement of persons.
- Free movement of services.
- Free movement of capital.
- The policy of competition.
- Lithuania EU relations.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, analysis of reading material, analysis of legal publications, case studies, analysis of documents, discussions, group work – comparison of markets, analysis of facts.

**Assessment:**

FG = P+P+PW,S+IW+O+MT+VC;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

O – other – 5%

MT – midterm test – 50%

VC - Varied Credit – 20%

**Course:** European Economic Integration

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** optional

**Semester:** 4th semester

**Local credits:** 2

**ECTS credits:** 3

**Lecturer:** Regina Lukoševičienė

**Aims and objectives:**

1. To understand the processes of Lithuania's integration in the European Union.
2. To be able to analyze the motives of integration processes.
3. To recognize the influence of the European Union on business development in Lithuania.
4. To be able to compare Lithuania and EU member states' laws that regulate company activities.

**Description:**

- The factors that stimulate integration.
- The main stages of integration.
- The concept of Europism: its origins and development.
- International communication in the post-war period.
- European communities from 1985 to 1995. The creation of internal market (1985-1992).
- The establishment of the European Union and the processes of integration after 1992.
- EU regional policy.
- EU social policy.
- The development of industry and business.
- The policy of competition.
- Trade policy.
- The general policy of agriculture.
- The general policy of foreign affairs and security.
- The development of Lithuania's integration into EU.
- The influence of integration processes on business in Lithuania.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, group work, analysis of reading material, discussions, disputes, reports and their presentations, analysis of documents, papers, preparation for a group-discussion, simulation of situations, comparative analysis, analysis of documents, comparative analysis of markets.

**Assessment:**

FG = P+P+PW,S+IW+O+MT+VC;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

O – other – 5%

MT – midterm test – 50%

VC - Varied Credit – 20%

**Course:** Financial Accounting

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** compulsory

**Semester:** 3rd-4th semesters

**Local credits:** 6

**ECTS credits:** 9

**Lecturer:** Danutė Zinkevičienė

**Aims and objectives:**

1. To realize the role of financial accounting in information society.
2. To know the general principles of accounting, to understand their essence and be able to apply them in practice.
3. To be acquainted with the content of financial accounting and know how to transfer accounting data to financial statements.
4. To be able to summarize and systematize accounting information and to analyze it.
5. To understand the essence of the sources of financing and be able to choose the most economical ones.
6. To understand the management of credit and working capital.

**Requirements (titles of individual subjects that had to be studied earlier):**

Completed the course of the 3rd semester (when studying in the 3rd semester)

**Description:**

- The formation of accounting information.
- The main accounting equation.
- The most important elements of accounting.
- The accounting of long-term assets.
- The accounting of current assets.
- The accounting of capital owned.
- The accounting of company's liabilities debts.
- The accounting of revenue and expenses.
- The peculiarities of accounting process in different companies.
- The completion of accounting cycle.
- The creation of reporting.
- The calculation of taxes.

- The analysis of financial state.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, analysis of reading material, analysis of documents, group work, individual tasks, classes, analysis of the accounting processes in companies, solution of tasks, case studies.

**Assessment:**

FG = P+P+PW,S+IW+MT+O+E;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

MT – midterm test – 10%

O – other – 5%

E – Exam – 60%

**Course:** Management of Commercial Enterprises

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** compulsory

**Semester:** 5th semester

**Local credits:** 3

**ECTS credits:** 4,5

**Lecturer:** Vilija Aleknevičienė

**Aims and objectives:**

1. To know and be able to assess the conditions of commercial enterprise establishment and its activity in competitive environment.
2. To be able to organize and manage the activity of a commercial enterprise.
3. To know how to calculate the main indicators of the activity of a commercial enterprise, to assess them in assuring successful operation of the company.

**Description:**

- Activity fields of commercial enterprises.
- The system of factors and the management of a commercial company.
- The framework and management a commercial enterprise.
- The service area of a commercial enterprise and market research.
- The usage of advertising and means of support.
- The indicators of a commercial enterprise and their assessment.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, analysis of reading material, seminars, analysis of the sources of information.

**Assessment:**

FG = P+P+PW,S+IW+MT+O+E;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%  
IW – individual work – 10%  
MT – midterm test – 10%  
O – other – 5%  
E – Exam – 60%

**Course:** Company's Activity Documentation

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** compulsory

**Semester:** 2nd semester

**Local credits:** 2

**ECTS credits:** 3

**Lecturer:** Danutė Strazdienė

**Aims and objectives:**

1. To understand the importance of information flows, management and their documentation in a company.
2. To know the principles of written communication and the norms of ethics.
3. To be able to analyze and systemize company's information.
4. To know the requirements of how to draw and formalize documents.
5. To be able to prepare the documents of organizational and regulative activity.
6. To be able to prepare and order personnel records.

**Description:**

- Documentation system of a company.
- Documents and their constituent parts.
- Documentation of organizational activity.
- Documentation of informational activity.
- Regulative activity documentation.
- Correspondence.
- Preparation of personal documents.
- Ordering of personnel records.
- The documentation of the activity of collegial bodies.
- Record accounting.
- The control of the implementation of documentation tasks.
- The preservation of records.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, analysis of reading material, analysis of the sources of information, analytical tasks for groups, individual tasks, work on computer, individual practical tasks, case studies, problem-oriented teaching, pair work, games, an excursion.

**Assessment:**

FG = P+P+PW,S+IW+O+MT+VC;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

O – other – 5%

MT – midterm test – 50%

VC - Varied Credit – 20%

**Course:** Conflict Management  
**Study program:** Business Management  
**Language:** Lithuanian  
**Course type:** optional  
**Semester:** 6th semester  
**Local credits:** 2  
**ECTS credits:** 3  
**Lecturer:** Dalia Pileckienė

**Aims and objectives:**

1. To know the main reasons of conflicts.
2. To know how to behave appropriately in cases of conflict, to predict an imminent conflict and its outcome.
3. To be able to recognize types of conflict and foresee the strategy for their solution.

**Description:**

- The conception and types of conflict.
- The conditions of the origin of conflicts.
- The ways to settle a conflict.
- Unprofitable settlement of a conflict.
- Preparation for the settlement of a conflict.

**Reading list:**

1. Barvydienė V. Vadovavimo psichologija./Kasiulis J. Kaunas, 1998.
2. Carnegie D. Kaip išigyti draugų ir daryti įtaką žmonėms. Kaunas, 1999.
3. Juodraitis A. Asmenybės psichologinės adaptacijos prielaidos. Šiauliai, 1999.
4. Gustav J.C. Psichoanalizė ir filosofija. Vilnius, 1999.
5. KTU. Bendravimo psichologija. Kaunas, 2001.
6. Lapė J. Darbo psichologija. Vilnius, 1980.
7. Maknienė I. Asmenybės raidos psichologija. Kaunas, 1999.
8. Myers D. G. Psichologija. Vilnius, 2000.
9. Suslavičius A. Socialinė psichologija. Kaunas, 1995.
10. Stoner J. A. F. Vadyba. Vilnius, 1999.

**Teaching methods:** lectures, analysis of reading material, analysis of conceptions, case studies, simulation, games, video training, analysis of the ways to cope with conflicts, disputes.

**Assessment:**

FG = P+P+PW,S+IW+O+MT+VC;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

O – other – 5%

MT – midterm test – 50%

VC - Varied Credit – 20%

**Course:** Project Management  
**Study program:** Business Management  
**Language:** Lithuanian  
**Course type:** compulsory  
**Semester:** 6th semester  
**Local credits:** 2  
**ECTS credits:** 3  
**Lecturer:** Dalia Pileckienė

**Aims and objectives:**

1. To understand effects of environment on the organization of business and be able to initiate processes of alteration.
2. To be able to envisage the order and interrelation of the performance of tasks.
3. To be able to form the structure of project management.
4. To be acquainted with the types of financial analysis and know how to draft the project budget and to substantiate the costs.
5. To be able to manage the process of project implementation.

**Description:**

- The essentials of project management.
- The identification of problematic situations.
- The mission and aim of the project.
- The overall project management.
- Project proposal.
- Broad outline of the tasks and the guidelines for their implementation.
- The stages of a project and the main aspects.
- The model of planning, organization and control.
- Detailed planning and the structure of tasks' division.
- The management of project implementation.
- Resources and their management.
- The costs of the project and its pricing.
- Budgeting.
- Project assessment.
- Project risk.
- The methods of risk analysis and their application.
- Organizational structure of project management.
- Managing a project.
- The control of project management activity.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, analysis of reading material, seminars.

**Assessment:**

$FG = P+P+PW,S+IW+O+MT+VC;$

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

O – other – 5%

MT – midterm test – 50%

VC - Varied Credit – 20%

**Course:** Healthy Lifestyle  
**Study program:** Business Management  
**Language:** Lithuanian  
**Course type:** optional  
**Semester:** 4th semester  
**Local credits:** 2  
**ECTS credits:** 3  
**Lecturer:** assist. Professor Vytautas Vaščila

**Aims and objectives:**

1. To know how to use and apply balanced diet, physical activity and fitness, conditioning, elimination of the factors endangering one's health and other means to improve and protect health.
2. To be able to prepare individual programmes of fortifying health.

**Description:**

- Factors of one's behaviour and lifestyle that affect health.
- Nourishment.
- Movement in the programme of health fortification and protection.
- Psychological factors in the programme of human health preservation.
- Popular means to fortify and preserve one's health.
- Practical methodical classes of health education.

**Teaching methods:** lectures, analysis of reading material, discussions, disputes, case studies, self-study, evaluation of physical fitness.

**Assessment:**

FG = P+P+PW,S+IW+O+MT+VC;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

O – other – 5%

MT – midterm test – 50%

VC - Varied Credit – 20%

**Course:** Management  
**Study program:** Business Management  
**Language:** Lithuanian  
**Course type:** compulsory  
**Semester:** 2nd semester  
**Local credits:** 3  
**ECTS credits:** 4,5  
**Lecturer:** Lucija Jasūdienė

**Aims and objectives:**

1. To know the factors of company's environment and their impact on business.
2. To understand the process of management and know the principal management functions.
3. To be able to form the system of plans in a company, different organizational management structures and define the reasons of deviations from a plan and to know the possibilities of their elimination.
4. To understand the significance of staff motivation to achieve the aims of a company, to know major motivation theories and be able to apply them.

**Description:**

- The essence and content of management process.
- The development of management theory and practice.
- The conception of systematic management.
- An organization: the object of management.
- An organization and the environment.
- Planning.
- Organizing.
- Motivating.
- Control.
- Making management decisions.
- Information relations in an organization.
- Senior management on an organization: power and personal impact.
- The style, situations and effectiveness of management.
- Communication and relations.
- Ethics and social responsibility.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, group work, analysis of reading material, essays, discussions, disputes, analysis of facts, essay presentations.

**Assessment:**

FG = P+P+PW,S+IW+MT+O+E;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

MT – midterm test – 10%

O – other – 5%

E – Exam – 60%

**Course:** Business Ethics

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** compulsory

**Semester:** 4th semester

**Local credits:** 2

**ECTS credits:** 3

**Lecturer:** Aivaras Krasuckas

**Aims and objectives:**

1. To understand the relation of business and ethics.
2. To know major moral ethical criteria of business environment.
3. To know the principles of ethical competition.
4. To realize the importance of moral and social responsibility of a businessman and an organization.  
To be able to analyze complex ethical problems in business and society.
5. To know how to apply the models of ethical decision-making.

**Description:**

- The relation of business and ethics.
- Moral ethical criteria of business environment.

- Christian business ethics.
- The simulation of ethical decisions.
- Moral motivation.
- An image of a businessman.
- The code of ethics.
- Professional etiquette.
- Dress code.
- Communication ethics and etiquette.
- Conversation ethics and etiquette.
- Ethics and etiquette of conferences and meetings.
- Ethics and etiquette of negotiations.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, analysis of reading material, self-study, discussions, group work, essays, case studies, practical tasks, games, case studies, practical group tasks, problem-oriented teaching, essay presentations, individual practical tasks, presentation of individual practical tasks.

**Assessment:**

FG = P+P+PW,S+IW+O+MT+VC;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

O – other – 5%

MT – midterm test – 50%

VC - Varied Credit – 20%

**Course:** Business Law

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** compulsory

**Semester:** 5th semester

**Local credits:** 3

**ECTS credits:** 4,5

**Lecturer:** Jūratė Kelpšaitė

**Aims and objectives:**

1. To know the acts of law that regulate the procedure of establishment of different companies and their activity in Lithuania.
2. To be able to analyze and systematize the sources of information necessary for business organization.
3. To be able to legally assess business environment.
4. To understand Lithuania's tax system, acts of law that regulate taxation of business entities.
5. To know legislative acts regulating the protection of industrial property.

**Description:**

- Business law in Lithuania's legal system.
- Contract law.
- Trade law.
- Company law.
- Taxes.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, analysis of reading material, analysis and comparison of agreements, case studies, group and individual work.

**Assessment:**

FG = P+P+PW,S+IW+MT+O+E;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

MT – midterm test – 10%

O – other – 5%

E – Exam – 60%

**Course:** German (second language)

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** optional

**Semester:** 6th semester

**Local credits:** 2

**ECTS credits:** 3

**Lecturer:** Nijolė Dovydaityienė

**Aims and objectives:**

1. To know lexical, grammatical and phonetic fundamentals and the main principles of formal communication in German.
2. To be able to talk about general topics.

**Description:**

- Biography.
- Profession.
- Family and place of residence.
- Learning and studies.
- Leisure time.
- Official institutions.
- Travelling.
- Mass media.
- Work.
- Formal communication.
- Health.
- Festivals and traditions.
- Culture, history and art.
- Youth life.

**Reading list:**

1. Hieber W. Lernziel Deutsch Grundstufe 1, 2 Max huber Verlag 1998.
2. Aufderstrasse H. u. a. Themen Neu. Teil.1,2 Ismaning, 1994.
3. Schulz / Griesbach Deutsche Sprachlehre für Ausländer. Max Hueber Verlag 1995.
4. H.Aufderstraße, H.Bock. Themen. Max Huber Verlag. München, 1993.
5. U.Häusermann, G.Dietrich. Sprachkurs Deutsch. Verlag Diesterweg-Sauerländer, 1991.
6. Werner und Alice Beile. Deutsch einfach. Inter Nationes. Bonn, 1994.

7. Werner und Alice Beile. Alltag in Deutschland. Inter Nationes, Bonn 1996.
8. Werner und Alice Beile. Sprechsituationen aus dem Alltag. Inter Nationes. Bonn, 1995.
9. Dovydaityienė N. Ruošiantis vokiečių kalbos egzaminui, Katalizė 1998.

**Teaching methods:** lectures, group work, pair work, analysis of reading material, self-study, discussions, presentations, seminars, games, case studies, classes.

**Assessment:**

FG = P+P+PW,S+IW+O+MT+VC;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

O – other – 5%

MT – midterm test – 50%

VC - Varied Credit – 20%

**Course:** Physical Education

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** compulsory

**Semester:** 1st-2nd semesters

**Local credits:** 2

**ECTS credits:** 3

**Lecturer:** assist. Professor Vytautas Vaščila

**Aims and objectives:**

1. To know how to improve one's health and physical and functional potential of one's system with the help of the means of physical education.

**Requirements (titles of individual subjects that had to be studied earlier):**

Completed the course of the 1st semester (when studying in the 2nd semester)

**Description:**

- The conceptions and interaction of activeness, hypokinesia and health.
- The conception of human physical characteristics.
- Their training.
- The education and improvement of the movements of chosen sports.
- Educational fundamentals of physical self-help.
- The training of physical characteristics.
- The education and improvement of sports movement performance technique.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, self-study, practicals, classes of physical education, competitions.

**Assessment:**

**F+I+T+S**

F – change in the indicators of physical fitness – 40%;

I – preparation of individual programmes of physical development, their implementation and correction – 30%;

T – technique of basic movements of different sports – 20%;

S – theoretical knowledge of training and physical self-education – 10%.

**Course:** Service Marketing  
**Study program:** Business Management  
**Language:** Lithuanian  
**Course type:** optional  
**Semester:** 5th semester  
**Local credits:** 4  
**ECTS credits:** 6  
**Lecturer:** Gelminė Sližienė

**Aims and objectives:**

1. To understand the peculiarities of services as products.
2. To know the conception and modification of a service.
3. To be acquainted with the nature and essence of service quality and the models that reveal it.
4. To understand the competence of service suppliers.
5. To be able to design the process service performance and to foresee activity potential.
6. To know the peculiarities of service pricing and promotion complex.

**Description:**

- Peculiarities of service marketing.
- The complex of service marketing.
- The concept, qualities and classification of services.
- The conception of a service.
- Service quality.
- Conceptual models of service quality.
- Customer participation in service process.
- The competence of service supplier.
- The design of the process of services.
- Balancing supply and demand of services.
- The link between a company's position and service availability.
- Peculiarities of service pricing.
- Peculiarities of service promotion complex.
- Service market research: aims and methods.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, group work, analysis and comparison of reading material, self-study, discussions, tasks for term papers, case studies, term papers, presentation of term papers.

**Assessment:**

FG = P+P+PW,S+IW+MT+O+E;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

MT – midterm test – 10%

O – other – 5%

E – Exam – 60%

**Course:** Marketing Relations  
**Study program:** Business Management  
**Language:** Lithuanian  
**Course type:** optional  
**Semester:** 5th semester  
**Local credits:** 3  
**ECTS credits:** 4,5  
**Lecturer:** Gelminė Sližienė

**Aims and objectives:**

1. To understand the importance of marketing relations, their aims and methods and be able to plan communicative activity of marketing.
2. To know the main elements of marketing relations and be able to choose, use and manage them rationally.

**Description:**

- The essence and aims of marketing relations.
- The methods of marketing relations and their characteristics.
- The process, principles and application of relations.
- Planning, budget and effectiveness assessment of the complex of marketing relations.
- The strategies of marketing relations.
- Types of advertising.
- The peculiarities of advertising organization.
- Legal regulation of advertising and ethics.
- The means of advertising creation.
- The organization of advertising campaign.
- Individual sales.
- The forms and methods of sales promotion.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, discussions, pair work, analysis of reading material, analysis of facts and data, individual tasks, disputes, self-study (papers), seminars, presentations, classes.

**Assessment:**

FG = P+P+PW,S+IW+MT+O+E;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

MT – midterm test – 10%

O – other – 5%

E – Exam – 60%

**Course:** Customer Buying Behaviour  
**Study program:** Business Management  
**Language:** Lithuanian  
**Course type:** optional  
**Semester:** 6th semester  
**Local credits:** 3  
**ECTS credits:** 4,5  
**Lecturer:** Dalia Pileckienė

**Aims and objectives:**

1. To know the factors that influence consumer behaviour and the processes of buying consumer goods and industrial products.
2. To be able to define the effect of external and internal factors on consumer buying behaviour.
3. To know the stages of buying process.
4. To be able to carry out consumer behaviour research and to present its results.

**Description:**

- The conception of consumer buying behaviour.
- External and internal modes of consumer behaviour.
- Behaviour patterns of the buyers of industrial products.
- The research of consumer buying behaviour.
- The presentation of research project on consumer behaviour.

**Reading list:**

1. Čeikauskienė M. Reklama ir firmos įvaizdis. Vilnius,1995.
2. Kindurys V., Paslaugų marketingas. Vilnius,1998.
3. Pajuodis A. Mažmeninės prekybos marketingas. Vilnius,1995.
4. Pranulis V. ir kiti. Marketingas. Vilnius,1999.
5. Urbanskienė R. Demonstracinė reklama. Kaunas,1997.
6. Urbanskienė R. ir kt. Vartotojų elgsena. Kaunas, 2000.
7. Urbanskienė R. Marketingo tarnybos organizavimas įmonėje. Vilnius,1998.
8. Urbanskienė R., Obelenytė O. Reklama ir rėmimas. Kaunas,1996.
9. Urbonavičius S. Marketingas:apie sudėtingus dalykus-paprastai. Vilnius,1995.
10. Urbonavičius S. Marketingo padalinys. Vilnius,1995.

**Teaching methods:** lectures, discussions, pair work, analysis of facts and data, disputes, self-study, seminars, presentations, classes, research.

**Assessment:**

FG = P+P+PW,S+IW+MT+O+E;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

MT – midterm test – 10%

O – other – 5%

E – Exam – 60%

**Course:** Business Logistics  
**Study program:** Business Management  
**Language:** Lithuanian  
**Course type:** optional  
**Semester:** 5th semester  
**Local credits:** 4  
**ECTS credits:** 6  
**Lecturer:** assist. Professor Rima Žitkienė

**Aims and objectives:**

1. To understand theoretical conception of logistical system.
2. To be able to form organization's structure under the characteristics of logistic activity.
3. To understand the importance of the information about the movement of material flows and to know how to apply the principles of general accounting to ensure the movement of production flows.
4. To be able to react properly to changes in market when ordering and preparing consignments.

**Description:**

- Theoretical conception of logistics system.
- The management and distribution of material flows in business logistics.
- Strategy and planning in business logistics.
- The presentation and management of production.
- Stock management in logistics system.
- The system of storage in logistics.
- Pricing policy in logistics system.
- Information systems in logistics.

**Reading list:**

1. Anikin B.A. Logistika –M.
2. Ballou R.H. Basic Business Logistic. Transportation Materials management. Prentice-Hall, 1991.
3. Čaplikas V. Prekybos logistika. Vilnius, 1997.
4. Gaučaitė V. Tarptautinė logistika. Vilnius, 1992.
5. Mackevičius V. Prekybos įmonių funkcijos, veiklos faktoriai ir sritys. Vilnius, 1992.
6. Mackevičius V., Vengrauskas V. Komercijos pagrindas. Vilnius, 1995.
7. Nerut J.N. Komerčeskaja logistika. M., 1997.
8. Palšaitis R. Operatyvinis ir strateginis transporto veiklos planavimas biznio logistikos sistemoje. Vilnius, 1994.

**Teaching methods:** lectures, analysis of reading material, tasks for term papers, games, term papers, case studies, simulation, games, group work, discussions, presentation of term papers.

**Assessment:**

FG = P+P+PW,S+IW+MT+O+E;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

MT – midterm test – 10%

O – other – 5%

E – Exam – 60%

**Course:** Transport Logistics  
**Study program:** Business Management  
**Language:** Lithuanian  
**Course type:** optional  
**Semester:** 5th semester

**Local credits:** 3

**ECTS credits:** 4,5

**Lecturer:** assist. Professor Rima Žitkienė

**Aims and objectives:**

1. To understand the importance of the process of transportation.
2. To be acquainted with the Republic of Lithuania and other countries' acts of law that regulate freight.
3. To be able to determine the stages of strategy formation in different markets.
4. To know how to assess the competitors of transportation services company in domestic and international market.
5. To be able to organize continuous freight process.

**Description:**

- The conception and aims of transport logistics.
- The integration of transport and logistics.
- Legislative acts of EU and Lithuania.
- Kinds of transportation, their competitive superiority in domestic and overseas markets.
- Multimode and combined transport in integrated chain of business logistics.
- The system of freight units and their competitiveness.
- Strategic planning of load transportation.
- The analysis of the transport market of international logistics.

**Reading list:**

1. Baublys A. Krovinių vežimai. Vilnius, 1998.
2. Benson D. & others. Transport and Logistics. London, 1994.
3. Gerondeau Ch. Transport in Europe. Boston, 1997.
4. Minalga R. Krovinių transporto sistema. Vilnius, 1998.

**Teaching methods:** lectures, analysis of reading materials, tasks for term papers, games, group work, discussions, presentation of term papers.

**Assessment:**

FG = P+P+PW,S+IW+MT+O+E;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

MT – midterm test – 10%

O – other – 5%

E – Exam – 60%

**Course:** International Logistics  
**Study program:** Business Management  
**Language:** Lithuanian  
**Course type:** optional  
**Semester:** 6th semester  
**Local credits:** 3  
**ECTS credits:** 4,5  
**Lecturer:** Lucija Jasūdienė

**Aims and objectives:**

1. To understand the peculiarities of integration and globalization processes of the services of international logistics.
2. To be acquainted with legislative acts of the Republic of Lithuania and EU that regulate freight.
3. To know the characteristics of international transportation and storage logistics.
4. To understand the importance of customs control in international logistics and be able to make use of major acts of law.

**Description:**

- The conception and aims of international logistics.
- Legislative acts of the Republic of Lithuania and EU that regulate international freight.
- International transportation logistics.
- International storage logistics.
- The role of customs control in international logistics.
- The integration and globalization of the services of international logistics.

**Reading list:**

1. Baublys A. Tarptautiniai vežimai kelių transportu. Vilnius,1996.
2. Baublys A. Transporto politika. Vilnius,1996.
3. Čaplikas V. Prekybos logistika. Vilnius,1997.
4. Gaučaitė V. Tarptautinė logistika. Vilnius,1992.
5. Minalga R. Tarptautinė logistika: krovinių gabenimas tarptautiniais maršrutais. Vilnius,1997.
6. Palšaitis R. Operatyvinis ir strateginis transporto veiklos planavimas biznio logistikos sistemoje. Vilnius,1994.
7. Taylor D. Global Cases in Logistics and Supply Chain Management. London,1997.

**Teaching methods:** lectures, analysis of reading material, tasks for term papers, games, term papers, case studies, simulation, games, group work, discussions, presentation of term papers.

**Assessment:**

$FG = P+P+PW,S+IW+MT+O+E;$

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

MT – midterm test – 10%

O – other – 5%

E – Exam – 60%

**Course:** Layout of Distribution and Services Companies

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** optional

**Semester:** 5th semester

**Local credits:** 4

**ECTS credits:** 6

**Lecturer:** Leticija Juraškiene

**Aims and objectives:**

1. To understand the peculiarities of trade and services market and know how to apply the methods of market research.
2. To be able to assess functioning potential of a distribution and service company in different competitive environments.
3. To be able to assess the importance innovations for a distribution and services company's competitive ability and profitability.

**Description:**

- The main characteristics of spatial layout of distribution and services companies.
- Division of distribution and services companies.
- The features and layout of the complexes of trade objects.
- Territorial organization of wholesale.
- Territorial organization of retail.
- The peculiarities of retail network spatial functioning.
- Territorial localization of services.
- Setting the location of distribution and services objects.

**Reading list:**

1. Akehurst G., Aleksander N. Retail Structure. London, 1999.
2. Bell D.E., Salmon W.J. Strategic Retail Management. USA, 1996.
3. Čaplikas V. Prekybos prognostinis modelis. Vilnius, 1994.
4. Čaplikas V. Teritorinė prekybos ir paslaugų organizacija. Vilnius, 1998.
5. Čaplikas V. Teritorinis mažmeninės prekybos organizavimas. Vilnius, 1994.
6. Gilbert D. Retail Marketing Management. London, 1999.
7. Guy K. The Retail Development Process: Location, property and planning. London, 1994.

**Teaching methods:** lectures, analysis of reading material, seminars, analysis of selection.

**Assessment:**

$FG = P+P+PW,S+IW+MT+O+E;$

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

MT – midterm test – 10%

O – other – 5%

E – Exam – 60%

**Course:** Financial Management  
**Study program:** Business Management  
**Language:** Lithuanian  
**Course type:** optional  
**Semester:** 5th semester  
**Local credits:** 3  
**ECTS credits:** 4,5  
**Lecturer:** Lucija Jasūdienė

**Aims and objectives:**

1. To understand the essence of finance management.
2. To know how to assess available resources and real possibilities to use them.
3. To be able to analyze and control disposable material and financial resources.
4. To be able to choose the most economical sources of financing and manage changes.

**Description:**

- The essence and functions of finance management.
- The main elements of company's finance management under market conditions.
- The sources of company's capital and its formation.
- Financial management of current and long-term assets and debts.
- The analysis and prediction of company's financial state.
- The assessment of financial effectiveness of long-term investments.
- The main ways to increase capital.
- The currency credit mechanism of company's credit relations.
- The role of taxes in financial management.
- Financial control.

**Reading list:**

1. Grebnev A.I. Ekonomika torgovogo predpriyatija. M.,1999.
2. Mackevičius V. Prekybos įmonių funkcijos, veiklos faktoriai ir sritys. Vilnius,1992.
3. Mackevičius V.,Vengrauskas V. Komercijos pagrindai. Vilnius,1992.
4. Makštulis A. Veiklos vadyba. Vilnius,1999.
5. Mankratov F.G.,Seregina T.K. Kommerčeskaja dejatel'nost'.M.,1997.
6. Sūdžius V. Komercinės įmonės mokslas. Vilnius,1995.

**Teaching methods:** lectures, analysis of reading material, analysis of selection, individual work (papers), presentation of individual work.

**Assessment:**

FG = P+P+PW,S+IW+MT+O+E;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

MT – midterm test – 10%

O – other – 5%

E – Exam – 60%

**Course:** Technology of Distribution Enterprises

**Study program:** Business Management

**Language:** Lithuanian

**Course type:** optional

**Semester:** 6th semester

**Local credits:** 3

**ECTS credits:** 4,5

**Lecturer:** assist. Professor Žaneta Simanavičienė

**Aims and objectives:**

1. To know the peculiarities of trade technology.
2. To be able to organize technological operations of a warehouse and a shop.
3. To be able to ensure the effective process of off-take.
4. To know quality standards of goods and be able to identify quality defects.
5. To know trade rules of foreign countries.

**Description:**

- The conception and aims of the course of trade technology.
- The functions and classification of wholesale companies.
- The types and technological equipment of warehouses.
- The organization of technological operations in warehouses.
- The functions and classification of retail companies.
- The composition and layout of shop premises.
- Technical equipment in shops.
- The organization of trade and technological processes in a shop.

**Reading list:**

1. Aleksejūnienė J. Nemaisto prekių prekybos organizavimas. Vilnius, 1993.
2. Balvočiūtė R., Kudulienė A. Mažmeninių prekybos įmonių įrengimas ir apipavidalinimas. Vilnius, 1996.
3. Dunne P., Lush R. Retailing. USA, 1999.
4. Levi M., Veic B.A. Osnovy rozničnoj trgovli. Sankt-Peterburg, 1999.
5. Mackevičius V., Vengrauskas V. Komercijos pagrindai. Vilnius, 1992.
6. Pajuodis A. Mažmeninės prekybos marketingas. Vilnius, 1995.
7. Pankratov F.G., Pambuchčijanc V.K. Kommecija I tefnologija trgovli. M., 1994.
8. Pociūtė D. Maisto etiketės ženklai. Vilnius, 1995.

**Teaching methods:** lectures, analysis of reading material, seminars, analysis of selection, individual tasks.

**Assessment:**

$FG = P+P+PW,S+IW+MT+O+E;$

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

MT – midterm test – 10%

O – other – 5%

E – Exam – 60%

**Course:** Communication Psychology  
**Study program:** Business Management  
**Language:** Lithuanian  
**Course type:** optional  
**Semester:** 6th semester  
**Local credits:** 2  
**ECTS credits:** 3  
**Lecturer:** Ingrida Gailienė

**Aims and objectives:**

1. To know the trends and theory of communication psychology.
2. To be able to express oneself coherently, to use conversation techniques and negotiate.
3. To be able to settle conflicts.

**Description:**

- Theory of communication process.
- The forms of human communication.
- Communication and apprehension of ones needs.
- Speech.
- Types of conversations: negotiations, dispute.
- The conversation techniques and tactics.
- Non-verbal communication.
- Interpersonal communication and its kinds.
- The relations between a personality and a group.
- Conflict settling.
- The influence of a personality and its manipulation in the process of communication.

**Reading list:** available upon the beginning of the course.

**Teaching methods:** lectures, group work, pair work, analysis of reading material, self-study, discussions, presentations, seminars, games, case studies, classes.

**Assessment:**

FG = P+P+PW,S+IW+O+MT+VC;

FG – Final grade

P – Presence - 5%

P – Participation - 5%

PW, S – practical works, seminars - 5%

IW – individual work – 10%

O – other – 5%

MT – midterm test – 50%

VC - Varied Credit – 20%