



## MANAGEMENT

Programme type	Bachelor's studies (university)
Field of study	Management
Study area	Business and Public Management
Degree	Bachelor in Business Management
Duration	4 years (8 semesters)
Workload	240
Language of instruction	English
Location	Vilnius, Lithuania
Starting date	1 <sup>st</sup> of September
Tuition fee EU and Non-EU students	1320 EUR/per semester

### PROGRAMME DESCRIPTION

#### *The objective*

The aim of the study programme is to develop business management professionals capable of creating and managing their own businesses, working in business enterprises and public sector organizations, providing business strategy development, strategic organization management, business negotiation, HR management, marketing, market research, accounting and finance that is the key to the success of modern business.

The programme provides fundamental theoretical and practical business and management and economic knowledge for the execution of business functions and processes.

#### *Career opportunities*

Graduates typically work as a business (or start-up) creators and owners; and/or gain positions in Lithuanian and international organizations: Business Development Manager, Sales and Marketing Manager, Distribution Manager, Purchasing Manager, Supply Manager, Communication Manager, Project Manager, etc.

Graduates are able to apply theory in the real world and are therefore likely to be attractive to employers as future strategic leaders and senior managers, and are also able to work as middle-level managers at business organizations or public institutions in domestic and/or international markets.

### *Access to further studies*

Graduates of Management programme can continue their education in one of the numerous Master programmes in the fields of management, business, marketing, accounting, finance and economics.

## **KEY LEARNING OUTCOMES**

Having completed Management study programme a graduate acquires professional competences crucial for carrying out complex work that requires not only personal responsibility but also specific knowledge in the following fields of business enterprise establishment:

- Setting up an enterprise;
- Carrying out market research;
- Planning business enterprise (department) activities;
- Organizing enterprise (department) activities according to the character of its business;
- Managing the staff;
- Controlling the business status;
- Developing business.

A graduate is able to use modern information technologies, has a deep understanding of international business operations, is able to analyse and implement global and local marketing activities, to understand factors that influence consumer behaviour in various markets.

## **COURSE INFORMATION**

The volume of the study programme is 240 credits. The study programme includes compulsory, optional and general university education courses. Professional Internship and Bachelor Final Thesis are worth 15 credits each.

The programme has the following structure\*:

<b>Course Type</b>	<b>1st Semester</b>	<b>2nd Semester</b>	<b>3rd Semester</b>	<b>4th Semester</b>
<b>Compulsory Courses</b>	Business Creation and Management (5 ECTS)	Marketing (5 ECTS)	Theory of Economics (Macroeconomics) (5 ECTS)	Fundamentals of Accounting (5 ECTS)
	Theory of Economics (Microeconomics I) (5 ECTS)	Theory of Economics (Microeconomics II) (5 ECTS)	Entrepreneurship (5 ECTS)	Principles of Business Negotiation and Psychology (5 ECTS)
	Business Mathematics (5 ECTS)	Business Statistics (5 ECTS)	Corporate Social Responsibility and Ethics (5 ECTS)	Personnel Management (5 ECTS)
	Management (5 ECTS)	Informational Technologies (5 ECTS)	Business Law (5 ECTS)	Consumer Behaviour (5 ECTS)
	Business English C1 (5 ECTS)	Business English C1 (5 ECTS)		
	Scientific Text Writing and Presentation (5 ECTS)			
<b>Elective Courses</b>			Foreign Language (5 ECTS)	Fundamentals of finance (5 ECTS)

			Information Systems (5 ECTS)	Knowledge Management (5 ECTS)
				History of Economic Thought (5 ECTS)
<b>General Courses of the University Education</b>		General Course of the University Education (5 ECTS)	General Course of the University Education (5 ECTS)	General Course of the University Education (5 ECTS)

\* Programme structure may be changed due to improvements of studies.

From the 5th semester students choose two branches:

- Business Creation and Management

Starting this year, the program specialization is attractive to students with ambitions to start their own business, develop a family business, and work in small and medium-sized enterprises. The specialization develops students' entrepreneurial skills based on proven and globally recognized methodologies and models for entrepreneurship and new products development. The specialization has been prepared with prominent business professionals who will actively participate in the study process by conveying their best practices. The studies will help you gain knowledge and insights relevant to business practice and, through practice, develop skills in business creation, development and presentation of business ideas to investors.

- Global Business and Analytics

This new specialization prepares highly qualified business management professionals with the ability to analytically evaluate, plan, organize and manage business processes in an international business environment. In this specialization, students learn how to analytically evaluate and analyze business cases, understand business creation and international development processes, develop business strategies, projects and business plans. Students gain specific knowledge of the diversity of international markets and consumers' needs and develop their analytical assessment capabilities by analyzing examples of international business organizations. The specialization prepares highly demanded professionals for business companies who are familiar with business strategies and sales management and are capable to manage companies or their functional units. The specialization has been prepared with prominent business professionals who will actively participate in the study process by conveying their best practices.

## GRADUATION REQUIREMENTS

Management undergraduate studies are completed with public defence of Bachelor Final Thesis.

## EXAMINATION AND ASSESSMENT REGULATIONS

In most subjects, cumulative scoring (final accumulation of work results at the end of a semester) is being used to ensure active student work and impartial study results evaluation. In applying the cumulative score method (oral, written testing, presentation, case analysis, projects (individual and collective), report, discussion, critical analysis of a research article, etc.), student acquired knowledge and completed assignments throughout the semester are being evaluated. Each study subject is concluded with a final exam or final test. Exam are performed either in written or written/oral form. Student knowledge is evaluated on the scale of 1-10 (1- very poor, 10-excellent).

## ADMISSION REQUIREMENTS AND SELECTION CRITERIA

Each applicant is required to have a secondary school diploma or its equivalent:

- The selection criteria are based on the weighted average of relevant grades recorded in the student's transcript of academic records;
- All applicants have to prove their English proficiency (IELTS 5.5+, iBT TOEFL 65+);
- The application process is described on the Vilnius University website. Follow the steps to apply for the programme.
- If your qualification and motivation match the programme, you will receive an invitation for an interview with the Admissions Committee.

## Academic contact

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## Admission contact

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