



# Management

Entrepreneurship and business management /  
Global business and analytics / Marketing and  
global business



Bachelor in Business  
Management



4 years, full-time



7th top programme in bachelor degree  
in 2019



Vilnius University is among  
the top 500 universities  
worldwide



VU Management – among  
top 400 in the world

## For graduates from Lithuania:

0,4

Mathematics

0,2

Either History, IT, Geography  
or Foreign language

0,2

Other subject

0,2

Lithuanian Language and  
Literature

National Exams

National exams or yearly average grades

## PROGRAMME OVERVIEW:

- > it is the most popular business management study program at Vilnius University, where experienced lecturers, professors and business practitioners provide solid theoretical and practical knowledge, help to develop professional skills necessary for becoming a well-paid professional and choosing a career path from top management to top executives of large companies;
- > the possibility of minor studies of Chinese language and culture as well as Russian language and culture are suggested.

## CAREER OPPORTUNITIES:

- > Sales Manager;
- > Marketing Expert;
- > Business Manager;
- > Entrepreneur;
- > Business Developer.

## ORGANISATIONS:

Kraft Foods

Philip Morris

Alna Group

L'Oreal

“Choosing Vilnius University was one of the best decisions of my life! I fell in love with the lectures and the professors’ approach to teaching: the studies were very interesting and after one semester, I felt that it was easier to concentrate on them. Moreover, the university staff is very nice and helpful: they are always ready to help you, no matter what kind of problems you have. I also really enjoyed the atmosphere in my group: we had both Lithuanian and international students from all over the world, so I learned a lot about other countries and cultures.

And Vilnius is an amazing city to live in: it quickly becomes your home and then you can’t imagine your life without coming back here. I highly recommend to study in VU: it is a place that will change your life!”

**Lidziya Lysiankova,**  
graduate from Belarus

70 %

30 %

- Number of employed students six months after graduation in Lithuania.
- Lithuanian graduates who are pursuing a Master’s degree or are self-employed, leaving to study/work abroad, etc.

## Programme structure\*

Course	Credits
<b>1 semester</b>	<b>30.0</b>
<b>Compulsory courses</b>	<b>30.0</b>
Theory of Economics (Microeconomics I)	5.0
Business Mathematics	5.0
Management	5.0
Business Creation and Management	5.0
Foreign Language	5.0
Scientific Text Writing and Presentation	5.0
<b>2 semester</b>	<b>30.0</b>
<b>Compulsory courses</b>	<b>25.0</b>
Theory of Economics (Microeconomics II)	5.0
Business Statistics	5.0
Business Law	5.0
Global Business	5.0
Informational Technologies	5.0
<b>General Courses of the University Education</b>	<b>5.0</b>
<b>3 semester</b>	<b>30.0</b>
<b>Compulsory courses</b>	<b>20.0</b>
Global Business	5.0
Theory of Economics (Macroeconomics)	5.0
Business Law	5.0
Corporate Social Responsibility and Ethics	5.0
<b>Elective courses</b>	<b>5.0</b>
Fundamentals of Intercultural Management / Information Systems	5.0
<b>General Courses of the University Education</b>	<b>5.0</b>
<b>4 semester</b>	<b>30.0</b>
<b>Compulsory courses</b>	<b>20.0</b>
Personnel Management	5.0
Fundamentals of Accounting	5.0
Marketing	5.0
Business Processes	5.0
<b>Elective courses</b>	<b>5.0</b>
Fundamentals of Finance / Second Foreign Language / Fundamentals of Business Negotiation and Psychology	5.0
<b>General Courses of the University Education</b>	<b>5.0</b>

## Course Credits

5-8 semesters are studied in the chosen specializations:

### Entrepreneurship and Business 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 a 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.

### Marketing and Global Business\*\*

This specialization is designed for students, who want to learn to analyse and manage marketing resources in a global business environment. They study Marketing Management, Retail Marketing and Management, International Advertising Business, and other similar courses. Students will know how to use a variety of contemporary communication tools, and learn to assess consumer needs by analysing examples from international businesses.

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

\*\* It is planned to start a new study programme from September 1, 2020.