



## MANAGEMENT AND BUSINESS ADMINISTRATION

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

### PROGRAMME DESCRIPTION

#### *The objective*

The aim of this programme is to prepare highly-qualified marketing and business professionals who are able to work in dynamic environment of global business.

The principal objectives of the programme are as follows:

1. To help to reveal the capabilities and abilities of students, to promote their creative self-expression, development and improvement in the field of management and business administration;
2. To provide with fundamental university knowledge and practical skills in the major business functions: economic analysis, marketing, management, accounting, business organisation and management, finance;
3. To provide managerial and supervising knowledge and to train the leader skills of other individuals' activity in order to achieve the given goals in the organisation;
4. To provide students with the ability to apply contemporary business operations management models in practice, and to realize their input into the development of business enterprise. To provide skills to assess the economic status of business enterprise, its technical and organisational, and competitive levels.

### Career opportunities

A graduate can work as marketing or sales managers, accountant, auditor, and businessman/woman, business organization specialist at various governmental organizations, consulting firms as well as in marketing or advertising agencies, national and foreign enterprises and their subsidiaries as well as other institutions.

### Access to further studies

Graduates of Management and Business Administration programme, who would like to work as professional specialists, continue studies in one of the numerous master programmes in Management and Business Administration.

## KEY LEARNING OUTCOMES

Having completed Management and Business Administration program a graduate acquires professional competence to carry out complex work which requires personal responsibility 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, develop deep understanding of international business operations, analyse and implement global and local marketing activities, understand factors that influence consumer behaviour in various cultures.

## COURSE INFORMATION

The volume of the study program is 240 credits. The study programme accounts the concentration, the general of university education and the elective courses. The study program has these concentrations:

- Business Organisation
- Marketing and Global Business

Professional Internship and the Bachelor's Final Thesis are worth 15 credits each.

The programme has the following structure:

Course Type	1st Semester	2nd Semester	3rd Semester	4th Semester
<b>Compulsory Courses</b>	Introduction to studies (5 ECTS)	Theory of Economics (Microeconomics) II/II part (5 ECTS)	Civil and Labour Law (5 ECTS)	Basics of Accounting (15 ECTS)
	Theory of Economics (Microeconomics) I/II part (5 ECTS)	Information and Communication Technologies (10 ECTS)	Management (5 ECTS)	Personnel Management (5 ECTS)
	Population and Economic Development (5 ECTS)	Business Statistics (5 ECTS)	Business Ethics (5 ECTS)	Business Operation Management (5 ECTS)
	Higher Mathematics (5 ECTS)	Business English (5 ECTS)	Business Economics (5 ECTS)	
<b>Elective Courses</b>	General Education Electives (10 ECTS)	General Education Electives (5 ECTS)	Insurance Business (5 ECTS)	History of Economic Thought (5 ECTS)
			Trade and Service Business (5 ECTS)	

**Marketing and Global Business** concentration

Course Type	5 <sup>th</sup> Semester	6 <sup>th</sup> Semester	7 <sup>th</sup> Semester	8 <sup>th</sup> semester
<b>Compulsory Courses</b>	Global Business (5 ECTS)	Retail Management and Marketing (5 ECTS)	Global Electronic Business (5 ECTS)	Bachelor Final Thesis (15 ECTS)
	Marketing (5 ECTS)	Essentials of Marketing Research (5 ECTS)	Integrated Marketing Communications (5 ECTS)	
	Consumer Behaviour (5 ECTS)	International Economics (5 ECTS)	Essentials of Corporate Finance (5 ECTS)	
	Business Strategies (5 ECTS)	Course Paper (5 ECTS)	International Marketing (5 ECTS)	
Marketing Management (5 ECTS)		International Advertising Business (5 ECTS)		
<b>Elective Courses</b>	Quality Management (10 ECTS)	Export Management (5 ECTS)	Global Operations and Logistics (5 ECTS)	Professional Internship (5 ECTS)
	Principles of Cross – Cultural Management (5 ECTS)	E–marketing (5 ECTS)	Forest Products and Markets Development (5 ECTS)	
	Business in Emerging Economies (5 ECTS)	Management Information Systems (5 ECTS)	Public relations (5 ECTS)	

**Business Administration** concentration

Course Type	5 <sup>th</sup> Semester	6 <sup>th</sup> Semester	7 <sup>th</sup> Semester	8 <sup>th</sup> semester
<b>Compulsory Courses</b>	Business Finance (5 ECTS)	Marketing (5 ECTS)	Global Electronic Business (5 ECTS)	Bachelor Final Thesis (15 ECTS)
	Business strategies (5 ECTS)	Competitiveness of Enterprises and Production (5 ECTS)	Information Systems (5 ECTS)	
	Project Management (5 ECTS)	Enterprises Expenditure Management (5 ECTS)	Service Processes Management (5 ECTS)	
	Business Integrational Processes (5 ECTS)	Course Paper (5 ECTS)	Property Economics and Valuation (5 ECTS)	
<b>Elective Courses</b>	Quality Management (10 ECTS)	Export Management (5 ECTS)	Marketing Management (5 ECTS)	Professional Internship (5 ECTS)
	Principles of Cross – Cultural Management (5 ECTS)	International Economics (5 ECTS)	Global Electronic Business (5 ECTS)	
	Business in Emerging Economies (5 ECTS)	Business Risk Management (5 ECTS)	Financial Behaviour (5 ECTS)	
			Pricing (5 ECTS)	
Economy of Public Sector(5 ECTS)	Essentials of Marketing Research (5 ECTS)	State Economic Policy (5 ECTS)		
		Advertising Business (5 ECTS)		

## GRADUATION REQUIREMENTS

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

## EXAMINATION AND ASSESSMENT REGULATIONS

The main form of evaluation is an examination. However, courses units may be evaluated by the pass/fail evaluation as well. Every course unit is concluded with either a written or written-oral examination or pass/fail evaluation.

## 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 transcript of the student's academic record;
- All applicants have to prove their English proficiency (IELTS 5.5+, iBT TOEFL 65+);
- Application process is described in website of Vilnius University. Follow the steps to apply for the programme.

### Academic contact

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### Admission contact

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