



## 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	1200 EUR/per semester

### PROGRAMME DESCRIPTION

#### *The objective*

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

#### *Career opportunities*

Graduates of Business Management branch typically work as a business (or startup) 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 of the Business management branch 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 program 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)	Global Business (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)	Marketing (5 ECTS)
	Business Mathematics (5 ECTS)	Business Statistics (5 ECTS)	Corporate Social Responsibility and Ethics (5 ECTS)	Personnel Management (5 ECTS)
	Management (5 ECTS)	Information Technologies (5 ECTS)	Business Law (5 ECTS)	Business Processes (5 ECTS)
	Foreign Language I (5 ECTS)	Foreign Language II (5 ECTS)		
	Scientific Text Writing and Presentation (5 ECTS)			

<b>Elective Courses</b>			Fundamentals of Intercultural Management (5 ECTS)	Fundamental of finance (5 ECTS)
			Information Systems (5 ECTS)	Organisational Behaviour (5 ECTS)
			Second foreign language (5 ECTS)	Principles of Business Negotiation and Psychology (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)
<b>Course Type</b>	<b>5<sup>th</sup> Semester</b>	<b>6<sup>th</sup> Semester</b>	<b>7<sup>th</sup> Semester</b>	<b>8<sup>th</sup> semester</b>
<b>Compulsory Courses</b>	Marketing Research (5 ECTS)	Knowledge Management (5 ECTS)	Data Analysis and Interpretation (5 ECTS)	Bachelor Final Thesis (15 ECTS)
	Business Strategies (5 ECTS)	Logistics (5 ECTS)	Quality Management (5 ECTS)	
	Innovation Economics and Management (5 ECTS)	Business Models (5 ECTS)	Company Performance Evaluation (5 ECTS)	
	Project Management (5 ECTS)	Business Operations Management (5 ECTS)	Course Paper (5 ECTS)	
<b>Elective Courses</b>	Behavioural Pricing (5 ECTS)	Online Business (5 ECTS)	Intellectual Property (5 ECTS)	Professional Internship (15 ECTS)
	Business Analytics and Solutions (5 ECTS)	Management Audit (5 ECTS)	Business Risk Management (5 ECTS)	
	Management accounting (5 ECTS)	Marketing Management (5 ECTS)	Change Management (5 ECTS)	
	Taxes (5 ECTS)	Consumer Behaviour (5 ECTS)		

## GRADUATION REQUIREMENTS

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

## EXAMINATION AND ASSESSMENT REGULATIONS

In most subjects, an accumulative score (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 accumulative 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 a 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+);

- Application process is described on Website of Vilnius University. Follow the steps to apply for the programme.

#### Academic contact

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#### Admission contact

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