



VILNIAUS  
KOLEGIJA

## VILNIAUS KOLEGIJA/UNIVERSITY OF APPLIED SCIENCES

### STUDY SUBJECT/MODULE PROGRAMME (SSMP)

#### Entitlement

**Social Business Environment**

#### Prerequisites

B1 level of English language.

#### Main aim

Develop analytical skills, analyse changes in the society, apply psychology and legal knowledge assessing business situations. Practical applicability of theoretical knowledge describing business ideas and preparing a business plan.

#### Summary

The module content includes Sociology (SOC), Business Psychology (BP), Business Law (BL) and Introduction to Business (IB). Social Business Environment module is based on thorough insight into complex business situations. The skills gained lead to successful management of difficult situations applying the knowledge of psychology, sociology and law in the improvement of business processes. SOC lectures help to develop sociological thinking, ability to analyse and appreciate social world, society lifestyle and use the knowledge to research business environment. The study subject deals with theoretical and practical aspects of social research, students are trained to raise problems used in the research applied in business, hypothesize, plan and conduct social business environment research, interpret obtained data and take appropriate business decisions. BP studies develop the ability to explain main psychological features focusing on their practical use in business environment. The students analyse and characterize personality traits assessing their role in business market. The subject builds up analytical skills, their practical applicability in doing business with trade partners. BL subject focuses on international private law, enterprise law, labour law, and contract law. BL also includes a study on consumer rights, their norms, principles and their efficiency in real life. The students are trained to search for relevant legal information and practically use it business situations. IB introduces to the key business establishment and development processes.

#### Learning Outcomes

1. Analyse theoretical material and them cite in correct way, envisage related to the social business environment problems of planned to be established business, select and apply relevant for problems investigation quantitative and qualitative methods, analyse the research data and formulate conclusions. In accordance to the presented requirements prepare research report and defend it.
2. Evaluate legal international business environment, know hierarchy of legal acts, and court system and alternative methods of litigation.

3. Fulfil business environment and business idea analysis, choose business legal form, and create organisational structure. Will be able to harmonise marketing mix elements. Evaluate suppliers, and select them, comprehend production planning and service sphere particulars. Calculate the financial indicators of the company as well as analyse and assess them. Prepare a business plan.

4. Perceiving the legal forms` differences of business entities, rules of establishing and liquidation of legal entities. Knowing the company establishment process and its stages. Explain the essential features of different types of contracts. Understand the particulars of regulations governing consumer rights.

5. Analyse and apply theories of psychology in business environment. Define personal characteristics and business environment interaction. Analyse, evaluate and apply different communication tools, methods and principles for improvement of communication processes, choose effective communication methods, manage interpersonal relationships with clients and employees.

## Syllabus

### 1.SOCIOLOGY (SOC)

1.1. Introduction to Sociology: person, society, social system and interaction.

1.2. Social theoretical approaches for research of business environment.

1.3. Methods of sociological research. Application of methods for business environment research.

### 2. BUSINESS PSYCHOLOGY (BP)

2.1. Introduction into Business Psychology. Theoretical aspects of Business Psychology, their application in entrepreneurial processes facilitation. Classical theory of personality, individual case studies under psychological aspect.

2.2. Individual personality traits, their role in business environment. Forceful personality traits and its importance for entrepreneurs.

2.3. Personality needs and motives. Main motivation and needs theories, their use to increase employees` performance.

2.4. Psychological aspects of management. The roles of manager in organisation. Styles of management. Management and leadership.

2.5. Psychological aspects of communication with business partners. Application of transactional analysis in the work place. Body language and it importance in communication. Management of relationships. Conflict management.

2.6. Aspects of group work and team work. Building and management an efficient team. Role assignment and compatibility in a team

2.7. Elements of social comprehension, their functions and role in business

### 3. BUSINESS LAW (BL)

3.1. Theories of Law.

3.2. Transaction, liability, civil contracts.

3.3. International purchase and sales contracts, and free movement of goods and services in the EU.

3.4. Consumer rights protection

3.5. Labor Law.

3.6. Enterprise law.

### 4. INTRODUCTION TO BUSINESS (IB)

4.1. Business in global environment. Importance of business for economics. Business definition.

4.2. Business idea. Business functions. Business forms. Analysis of business environment.

4.3. Entrepreneurship. Entrepreneur's traits. HR management. Organizational structure of the company.

4.4. Marketing goals, strategy, marketing mix.

4.5. Suppliers, production planning, stocks, service sphere.

4.6. Financial analysis of the company set.

4.7. Business plan development, presentation and defense.

### **Evaluation procedure of knowledge and abilities**

Project defence.