



VILNIAUS
KOLEGIJA

VILNIAUS KOLEGIJA/UNIVERSITY OF APPLIED SCIENCES

STUDY SUBJECT/MODULE PROGRAMME (SSMP)

Entitlement

International Business Organisation

Prerequisites

B1 level of English language. Economics theory, Marketing

Main aim

Develop skills of identification and analysis of international marketing environment, analysis of international business operations, application of international trade principles, identification of problems and development of solutions using project management techniques.

Summary

The module consists International Trade (IT), Supply Chain Management (SCM), and Project Management (PM). Studying IT, the students will analyse global trade environment, apply basic trade regulation methods, plan and organize import and export of goods and choose the best options for export development. SCM will provide students with main supply processes, logistics role in supply chain, warehouse and transportation logistics particularities, will assess logistics customers' service. PM will introduce project cycle management methodologies and techniques and its application solving real enterprise problems.

Learning Outcomes

1. Know the role of supply chain in the performance of enterprise; identify logistics supply processes of the enterprise; understand the nature of distribution channels and their importance in the supply chain.
2. Analyse the inventory and processes of warehouse; choose a vehicle for transporting goods; assess clients' logistical service.
3. Know the basic methods of trade regulation, international trade organisations and its functions.
4. Evaluate and analyse forms and methods of international trade policy, causes and consequences of their use; apply essential trade regulation methods; carry out risk assessment; assess goods import and export expansion opportunities, plan export and import of the goods.
5. Understand the essence of the project management, analyse project life cycle and processes; apply creativity enhancement methods for development of project ideas, establishment of work plan and its implementation; use project management methods and techniques; prepare project implementation report.

6. Business situation analysis, identification of stakeholders needs and define problem; prepare project for implementation of justified solution.

Syllabus

1. SUPPLY CHAIN MANAGEMENT (SCM)

1.1. Logistics role in supply chain.

1.2. Supply chain relationships.

1.3. Orders management and customer service.

1.4. Inventory management in supply chain.

1.5. Transportation. Supply chain flow management.

1.6. Distribution. Operation management.

1.7. Resources. Materials and services.

1.8. Production of goods and services.

1.9. Sustainable/green supply chain.

2. INTERNATIONAL TRADE (IT)

2.1. International trade definition and instruments. International trade theories.

2.2. Policy of international trade. The World Trade Organisation.

2.3. Methods of regulation of international trade. (tariff and non-tariff). Customs duties and procedures.

2.4. Service international trade and its international regulation.

2.5. Intellectual property protection and regulation in international trade.

2.6. EU foreign trade policy. Lithuanian foreign trade policy.

2.7. International negotiation: methods of, tactical features, process management, persuasion.

3. PROJECT MANAGEMENT (PM)

3.1. Project definition, main features, project classification, environment, stakeholders. Project management definition.

3.2. Project cycle. Project initiation, planning, implementation and closing.

3.3. Problem solving: problem analysis, identification of solutions and selection of alternatives.

3.4. Preparation of project plan.

3.5. Project management methods and techniques.

3.6. Project quality management.

3.7. Project risk management.

3.8. Project budget planning.

3.9. EU business support programmes and projects.

Evaluation procedure of knowledge and abilities

Project defence