



VILNIAUS
KOLEGIJA

VILNIAUS KOLEGIJA/UNIVERSITY OF APPLIED SCIENCES

STUDY SUBJECT/MODULE PROGRAMME (SSMP)

Entitlement

Business Finance and Cultural Economics

Prerequisites

B1 level of English language.

Main aim

To provide knowledge to the students about economical culture and art's aspects; the mechanism of market work, main micro-economical companies' work indicators. Analyse main macro-economic phenomena and its' affect to cultural sector.

Summary

Students are taught to analyse: the actions that affect demand and supply; the effect of price changing to the company's incomes; customer's behaviour in the market; structure of the expenses and its' affect for the successful company's work; company's decisions in different fields. Students will be able to analyse cultural sector's and economics' affect to the country's welfare indicators needed for sustainable development. Will know how to analyse culture's and creative industries affect to the economic system; evaluate the meaning of the investment into this sector.

Learning Outcomes

1. To understand the importance of the economy and the connection with cultural organization.
2. To understand the mechanism of market functioning and differentiate its functions.
3. Be able to evaluate the economic policy of public administration in the cultural sector.

Syllabus

1. Economic Aspects of Cultural Sector: the Concept of Cultural Economy, Historical Aspects, Links with Other Branches of Economy.
2. Market for Cultural Goods: Market Mechanism, Specificity of Demand and Supply. Forms and Tools for Private Cultural Investment in the EU.
3. Consumption of Cultural Goods and Services: Leisure Economy, Utility Theory. Economic Value of the Art Object.
4. Artists Labour Market and Copyright.
5. Economic Aspects of Cultural Industries.
6. Public Finance Policy.

7. Republic of Lithuania Law on the Budget Structure.

8. Cultural Economics Is an Integral Part of the Future Economy.

Evaluation procedure of knowledge and abilities

Ten grade and gathered evaluation system is applied. The semester's individual work tasks are evaluated by grades; the final grade is given during the examination session while multiplying particular grades by the lever coefficient and summing the products.



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Cultural Policy

Prerequisites

B1 level of English language.

Main aim

To develop the competences helping students to understand cultural policy development, models and their main principles in the cultural contexts of the 21 century.

Summary

The module Cultural Policy consists of three main structural parts: Cultural policy history and theories (CPB), Comparison of different Cultural Policy Models and Research (CPR), Cultural Policy in the European political contexts (CPB).

Learning Outcomes

1. Be able to understand the notion of culture and its different concepts.
2. To develop ability to critically analyze cultural policies.
2. To understand key debates, issues and events in formation of national and international cultural policy issues.
3. Critically analyze the interplay between business and politics in formulating the cultural Policy.
4. Be able to evaluate the effectiveness of the cultural policy of different regions.
5. Be able to understand culture and arts organisation characteristics, public, private and non-governmental.

Syllabus

1. Introduction.
2. Definition of Culture in Historical Perspective.
3. Definition of Cultural Policy, Development of Cultural policy in European Perspective of 20 century.
4. Lithuanian Cultural Policy.
5. Lithuanian Cultural Policy in the European Context.
6. Cultural Policy Institutions, Networking, Finances, Legislation.
7. International Cultural Organizations.
8. Cultural Policy Models of Different European Countries.

9. Cultural Diplomacy.

10. Leadership in Cultural Diplomacy.

11. Interaction of Cultural Policy with other spheres of public life.

12. Cultural Policy Research (CPR).

13. Concept and purpose of Cultural Policy Research.

14. Projecting and methodology of Cultural Policy research.

15. Cultural Policy research results` interpretation.

16. Cultural Policy research results` presentation.

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Entrepreneurship Education

Prerequisites

B1 level of English language

Main aim

Giving theoretical knowledge about entrepreneurship and the concept of the process, to promote creativity, innovation, to provide knowledge and skills about business ideas for their assessment, business start-ups. Provide subject-capacity business niches search, assessing business environment.

Summary

By studying entrepreneurship education course students get acquainted with the business idea and the niche business search, business idea evaluation methods, components of the business environment, business planning and other aspects of business development. Teaming up students from the start of the business idea, the end to establish and register a company network simulation companies' Simulith.

Learning Outcomes

1. Student is able to describe business niche search, taking into consideration business environment, company market, potential customers and their needs.
2. Student is able to apply theoretical knowledge in processing information, systematizing material, analysing economic phenomena.
3. Student is able to critically evaluate his/her abilities in the chosen activity.
4. Student knows the basic principles of business model development.

Syllabus

1. Entrepreneurship Education Concept.
2. Business Idea Generation and Evaluation.
3. Assessment of Business Environment and Risk.
4. Identification the Need for Staff and Investment
5. Business goals, objectives, mission, vision, values. Logo creation
6. Organizational Business Structure. Preparation of Company Registration Documents.

Evaluation procedure of knowledge and abilities

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Intercultural Business Communication

Prerequisites

B1 level of English language.

Main aim

To enable students to critically analyse and evaluate various processes of intercultural communication, to understand and evaluate other cultures, to acquire skills that help to communicate with representatives of different cultures.

Summary

The course introduces to the main theories of intercultural communication, world cultural diversity. During the course, students' ability to understand different cultures, their customs, values, aspects of verbal and non-verbal communication, different approaches to time, work, religion and other important components of culture is developed. Students learn to resolve intercultural conflicts, negotiate with people from different cultures, work backgrounds and communicate in an intercultural environment. During the course, much attention is paid to the analysis of different practical situations.

Learning Outcomes

1. To be able to explain the features of modern communication, analyze the possibilities of their application in different cultural environments.
2. To be able to analyze the main theories of intercultural communication, explain the main concepts of intercultural communication.
3. To be able to distinguish and describe the main features of intercultural communication in individual cultural regions, to compare them with each other.
4. To be able to describe and compare the major religions of the world.
5. To be able to assess the cultural peculiarities of one's own country and other countries and to communicate harmoniously with representatives of different cultures.
6. To be able to identify the components of intercultural competence and apply them in various contexts of intercultural communication.

Syllabus

1. Introduction to the Study of the Subject. The Concept of Intercultural Communication.
2. The Concept of Culture.
3. Communication Process. Verbal and Nonverbal Communication.
4. Models of Cultural Cognition and Their Application in Communication.

5. Cultural Diversity and the Challenges of Globalization. Cultural Adaptation. Acculturation. Cultural Shock and Ways to Overcome it.

6. Culture and Religion. The Main Religions of the World.

7. Intercultural Communication: from Attitudes to Discrimination.

Evaluation procedure of knowledge and abilities

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Cultural Tourism Management

Prerequisites

B1 level of English language.

Main aim

Develop the students' competences to comprehend the concept of cultural tourism, theoretical and practical aspects of cultural tourism, to recognise the coherences between cultural resources and other forms of tourism, to realize the diversity of cultural cooperation, future trends and development of cultural tourism.

Summary

This subject is designed to introduce students to the theory, history and practice of cultural tourism in the world and in Lithuania. The concept, structure, politics, management, development possibilities of cultural tourism, tourism legal documents, tourism development factors, classification criteria, cultural tourism environment and resources are analyzed. This subject develops students' ability to analyse and evaluate the impact of cultural tourism on the environment and economy, develops students' ability to do a review of European and Lithuanian cultural tourism.

Learning Outcomes

1. To be able to review European and Lithuanian cultural tourism and assess development prospects in a specific region.
2. To be able to analyse and evaluate the impact of cultural tourism on the environment, culture and economy.
3. To be able to analyse and evaluate the needs of tourism users.
4. To know the concepts and peculiarities of the tourism industry and the theoretical assumptions of cultural tourism.
5. To be able to generate and implement ideas and create and present projects related to the cultural activities of artists and performers in the tourism and entertainment industry.

Syllabus

1. Concepts of tourism, main concepts, theoretical assumptions of cultural tourism.
2. Tourism development factors and classification criteria.
3. Aspects evaluating tourism and cultural tourism.
4. General aspects of tourism marketing, bonds between tourism and services.

5. Impact of tourism on culture, the environment and the economy.

6. Overview of European and Lithuanian tourism industry, cultural tourism industry and development perspectives.

7. Guidelines for the development of cultural tourism, cultural and natural resources of Lithuania.

8. Aspects of cultural tourism sustainability.

Evaluation procedure of knowledge and abilities

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Sustainable Management

Prerequisites

B1 level of English language.

Main aim

The studies subject introduces to the competence development of theoretical and practical skills which enable the students to organize the activities of a cultural organization by following the modern provisions of sustainable development, sustainable management, enterprise social responsibility.

Summary

During the studies subject course the students analyse the theoretical and practical methods of sustainable management realization, the students are introduced to the sustainable development paradigm which is getting more and more popular all over the world. Students analyse economic, ecological and social aspects of sustainable development, analyse the global agreements, national strategies of the sustainable development, the students are introduced to the empirical researches in a field of sustainable development and management, they analyse the social enterprise responsibility concepts and their practical implementation.

Learning Outcomes

1. Explain the causes of sustainable management necessity, sustainability criteria and sustainable development concept in cultural organization.
2. Identify economic, social and ecological issues in terms of sustainability.
3. Integrate Sustainable Management and CSR principles into enterprise activity.

Syllabus

1. Sustainable Management and Stakeholder Theory. Sustainable Management and Its Challenges in Developing and Developed Countries.
2. Economic Aspect of Sustainable Management. The Green Economy, Green Technology and Green Entrepreneurship. Sustainable Career Development and Sustainable Payment Systems.
3. Social Sustainable Management Aspect. Principles for Social Impact Assessment. Inclusion, Social Inequalities, Displacement, Issues of Human Rights, Diversity, Population Decline, Equity and Social Capital. NGO and Public Partnerships. Sustainable Food Supply. Sustainable Lifestyles.

4. Ecological Aspect of Sustainable Management. Renewable Energy and Sustainable Transport. Global Ecological Issues - Pollution, Plastic Waste, Biodiversity Loss. Ecosystems and Climate Change. Environmental Impact Assessments

5. Corporate Social Responsibility. Sustainable Innovation Drivers and Barriers

6. Co-production and Co-creation in Sustainability.

Evaluation procedure of knowledge and abilities

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