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It is brought to your kind notice that information which is below could be changed according to unforeseen circumstances.

NO.	CREATIVITY AND BUSINESS INNOVATIONS ORGANIZATION MANAGEMENT ADVERTISING MANAGEMENT PUBLIC RELATIONS INTERNATIONAL BUSINESS HOTEL AND RESTAURANT BUSINESS TOURISM MANAGEMENT	
	AUTUMN SEMESTER	
	MODULES	
N1	<p>Creativity (10 ECTS): -Creativity as a Scientific Field of Study (5 ECTS) -Enhancing Creativity (5 ECTS)</p> <p>The aim of this module is to reveal and develop students' creative abilities in order to make decisions and solve work related problems while applying creativity methods. Students will practically test the methods enhancing creativity.</p>	
N2	<p>Business Analysis (10 ECTS): -Organizational Behaviour (2 ECTS) -Business Analysis (5 ECTS) -Organization (3 ECTS)</p> <p>The aim of this module is to provide the foundation for understanding the roles and responsibilities of the Business Analyst to enable change in an enterprise by defining needs and recommending solutions.</p>	<p>or</p> <p>Communication (10 ECTS): -Intercultural Communication (4 ECTS) -Public Speaking (3 ECTS) -Speciality Language (3 ECTS)</p> <p>The aim of this module is to develop the skills of correct professional language, public speaking and communication in a multicultural environment.</p>
N3	<p>Innovations and New Product Development (10 ECTS): -Innovations (5 ECTS) -Project Management (5 ECTS)</p> <p>The aim of this module is to develop innovation management and project management skills.</p>	<p>or</p> <p>Social Business Environment (10 ECTS): -Business Psychology (3 ECTS) -Business Law (3 ECTS) -Sociology (2 ECTS) -Introduction into Business (2 ECTS)</p> <p>The aim of this module is to develop students' abilities to analyze and evaluate processes taking place in society, to evaluate business situations from a psychological and legal points of view, to apply acquired knowledge when describing business ideas and preparing business plans.</p>

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	AUTUMN SEMESTER
	SUBJECTS
N4	Social Networks (3 ECTS) The aim of this subject is to develop the ability to get advantage of various forms and formats of communication on social networks.
N5	Visual Solutions for Company (3 ECTS) The aim of this subject is to develop skills to plan and implement unique, interesting and innovative visual solutions for a company. Students will use Adobe Photoshop and CorelDraw programs.
N6	Business to Business Marketing (4 ECTS) The aim of this subject is to develop the competencies to apply B2B marketing principles and to conduct B2B market research for efficient marketing strategy development, planning, implementation, and control.
N7	Integrated Marketing Communication Strategy (4 ECTS) The aim of this subject is to develop skills to plan a set of marketing communication tools to effectively and efficiently meet a brand's needs and to maximize its opportunities in a competitive environment.

HOW TO CHOOSE THE MODULES

OPTION 1 - choose already proposed THREE modules (N1 – N3) from the first page. **For example:**

Module 1 – Creativity (10 ECTS)

Module 2 – Communication (10 ECTS)

Module 3 – Social Business Environment (10 ECTS)

OPTION 2 - choose only TWO modules out of N1 – N3 from the first page and create your own THIRD module from the proposed subjects (N4 – N7) on the second page. **For example:**

Module 1 – Creativity (10 ECTS)

Module 2 – Business Analysis (10 ECTS)

Module 3 – Social networks (3 ECTS), Visual Solutions for Company (3 ECTS), Integrated Marketing Communication Strategy (4 ECTS)