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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		
	SPRING SEMESTER		
	MODULE / SUBJECT		
1	<p>Management (10 ECTS): -<i>Management (4 ECTS)</i> -<i>Human Resource Management (3 ECTS)</i> -<i>Quality Management (3 ECTS)</i></p> <p>The aim of this module is to develop skills to apply organization management principles within challenging contexts.</p>		
2	<p>Personal Insight and Development (10 ECTS) -<i>Personal Leadership (5)</i> -<i>Self-development (5)</i></p> <p>The aim of this module is to develop the abilities to of self-awareness by applying cognitive psychology, emotional intelligence and coaching. This module explores and facilitates time management, personal leadership, self-management, motivation, goal setting and personal identity development.</p>	or	<p>Sustainable Development I (10 ECTS) -<i>Socially Responsible Business (4)</i> -<i>Business Ethics (4)</i> -<i>Labour and Civil Security (2)</i></p> <p>The aim of this module is to develop the ability to apply sustainable management solutions. Cases of the implementation of social responsibility in organizations are analysed, as well as the benefits of social responsibility for business and society discussed.</p>
3	<p>Marketing (10 ECTS) -<i>Fundamentals of Marketing (4)</i> -<i>Marketing Research (4)</i> -<i>Consumer Behavior (2)</i></p> <p>The aim of this module is to develop the competencies to apply marketing principles and to conduct marketing research.</p>	or	<p>Sustainable Development II (10 ECTS) -<i>Sustainable Business Environment (2)</i> -<i>Corporate Social Responsibility (4)</i> -<i>Business Ethics (4)</i></p> <p>The aim of this module is to apply sustainable business principles to foster economic growth and competitiveness. Students will be able to identify economic, social and ecological issues in terms of sustainability, they will provide novel and creative ideas for positive changes in companies.</p>

4	<p>Catering Services Management (10 ECTS)</p> <ul style="list-style-type: none"> - <i>Production and Supply Organization (2)</i> - <i>Food Preparation Organization (4)</i> - <i>Restaurant and Bar Work Organization (4)</i> <p>This module focuses on cultivating the skills necessary to deliver catering services, organize, and manage the operations of different departments within a catering business. Students will learn about the essential principles of food service management, including operational efficiency, team coordination, and customer satisfaction.</p>	or	<p>Development and Sale of a Tourism Product (10 ECTS)</p> <ul style="list-style-type: none"> - <i>Tourism Product Development (4)</i> - <i>Applied Tourism Programs (4)</i> - <i>Creativity (2)</i> <p>The aim of this module is to develop the competencies to use applied tourism programs to create and sell tourism products that meet customer needs.</p>
5	<p>Social Business Environment (10 ECTS)</p> <ul style="list-style-type: none"> - <i>Business Psychology (3)</i> - <i>Business Law (3)</i> - <i>Sociology (2)</i> - <i>Introduction into Business (2)</i> <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>		