VILNIAUS KOLEGIJA | HIGHER EDUCATION INSTITUTION
FACULTY OF BUSINESS MANAGEMENT

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

**2026/2027 study year, SPRING SEMESTER**

| CODE | COURSE TITLE | ECTS CREDITS | SUMMARY |
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| **Study programme: CREATIVITY AND BUSINESS INNOVATIONS, 1st year** | | | |
| **S003B123** | Personal Leadership | 5 ECTS | This course introduces the concept and evolution of leadership, distinguishing it from management and emphasizing goal setting aligned with personal aspirations. It explores leader personality traits, values, and competencies, as well as the role of emotional intelligence. Students examine various leadership styles and critically reflect on traditional models and power dynamics. The course also focuses on developing personal leadership and encourages exploring alternative career pathways. |
| **S003B124** | Self-development | 5 ECTS | This course helps students develop a deeper understanding of themselves by strengthening their awareness of cognitive psychology, emotional intelligence, and coaching principles. Through practical activities and reflective learning, students explore time management, self-management, motivation, goal setting, and personal identity. The course equips students with tools to enhance personal effectiveness, build emotional resilience, and support continuous self-growth. |
| **S003B127** | Economics | 3 ECTS | The course provides students with a comprehensive introduction to fundamental economic concepts and principles, developing their understanding of how markets function and how economic decisions are made at both microeconomic and macroeconomic levels. It fosters students' ability to analyse economic processes, interpret market dynamics, and evaluate key economic issues in a changing economic environment |

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| **S003B128** | Enterprise Financial Management | 4 ECTS | This course provides essential knowledge and practical skills for understanding and analysing financial strategies, financial systems, and the functions of corporate financial services. Students learn to interpret financial data, assess financial risks, plan company finances, evaluate business investments, and understand the process and implications of listing a company on the stock exchange. |
| **S003B126** | Legal Basics and Documentation (Documentation + Legal Basics) | 3 ECTS | Students are introduced to the fundamentals, principles, and norms of the legal system and learn how to apply them in real situations. After completing this module, students will understand the core distinctions between key areas of law, including constitutional human rights, civil obligations, labor regulation, consumer protection, and copyright. They will be able to identify the validity requirements of transactions, analyse essential features of various types of contracts, and understand the legal framework governing private legal entities. Students will also develop the ability to apply relevant legal standards in practice. |
| **S003B120** | Sustainable Business Environment | 2 ECTS | The course introduces the theory of sustainable development and its application in business, covering economic, social, and environmental dimensions of sustainability. It examines UN and EU sustainable development goals, global and national challenges, issues of social well-being and social entrepreneurship, as well as key environmental problems, renewable energy solutions, and sustainable transport. |
| **S003B121** | Corporate Social Responsibility | 4 ECTS | This course explores the concept of corporate social responsibility (CSR) as a key driver of sustainable development in contemporary business. The course addresses operational, labour, ecological, consumption, and public issues related to CSR. The course also focuses on accountability, transparency, and corporate communication through CSR reporting, international standards, and global guidelines. Practical examples and case studies of successful CSR implementation are used to evaluate benefits for stakeholders, as well as the impact of CSR on organizational reputation, image, and long-term competitiveness. |
| **S003B122** | Business Ethics | 4 ECTS | Students will be able to explain the business ethics concepts necessary to perceive and effectively manage ethical challenges and avoid ethical problems while applying ethical behaviour standards in decision-making and problem-solving and will be able to design ethical business. The course introduces a significance of codes of ethics, ethical |

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| | | | problems in business and discuses non-ethical commercial, social and political advertising. |
| **Study programme: INTERNATIONAL BUSINESS, 1st year** | | | |
| **S003B014** | Marketing | 4 ECTS | Students will analyse the elements of the marketing mix, evaluate the company's marketing tools, form a marketing strategy, and be introduced to marketing research methodology and its application in preparing a marketing project |
| **S003B015** | Risk and Quality Management | 3 ECTS | Risk management measures, quality management standards, factors ensuring product quality, and consumer rights protection in Lithuania and EU countries are examined. |
| **S003B016** | Sociology and Research Methodology | 5 ECTS | Sociology lectures and practical sessions develop sociological thinking, the ability to analyse and evaluate the social world, social life phenomena, and apply the knowledge gained to the study of the business environment. Research methodology lectures and practical sessions develop the ability to analyse scientific literature, formulate a research problem, and, according to the developed social business environment research design, develop a mixed research instrument, collect and process data, and prepare a research report. |
| **S003B403** | Statistics and Data Analytics | 4 ECTS | Students will learn to organise a statistical study, process the obtained statistical data using SPSS and MS Excel programs, perform grouping of statistical data, summarise them graphically, calculate and summarise statistical indicators, perform forecasting of various economic indicators, and determine their dependencies. During the studies of the subject, students will also become familiar with data analytics tools |
| **S003B406** | Consumer and Buyer Behaviour | 3 ECTS | Students will analyse the importance of consumer and buyer behaviour in the marketing context, different types of consumers and their behavioral patterns, taking into account cultural, national and social characteristics of consumers, and the characteristics of consumer decision-making |
| **S003B408** | Business Microeconomics *(Enterprise Economics + Microeconomics)* | 6 ECTS | When studying microeconomics, students examine the functioning of individual economic sectors and the behaviour of individual economic entities (producers and consumers) in market conditions. During the course of business economics, students will learn to calculate the costs and revenues of goods, set prices and plan the company's profit, and evaluate the company's economic indicators |
| | Free Elective Subjects – FES | 3–6 ECTS | |

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| | *Choose from the FES list one option | | |
| **Study programme: TOURISM MANAGEMENT, 1st year** | | | |
| **H000B721** | Business English 2 | 5 ECTS | Students' abilities to use English in business, professional and international environments are developed, developing oral and written language comprehension (reception), oral and written expression (production), interaction and mediation skills. The study module aims to enable students to communicate in English in a work environment, select, compare, analyse and critically evaluate sources of information in the field of study, understand and reasonedly convey essential information and perform other tasks provided for in the study programme, in accordance with the provisions of the EU Common Framework for Learning, Teaching and Assessment of Languages (CEFL). |
| **S003B392** | Creativity and Tourism Product Development (Creativity + Tourism Product Development) | 7 ECTS | The study subject integrates the principles of creative thinking and tourism product design. The subject analyzes creativity models, methods of generating and evaluating ideas, and their application in organizational situations. Students learn to create tourism products, prepare their programs, set prices, select distribution channels, and justify the product's compliance with consumer needs and market trends. |
| **S003B402** | Applied Tourism Programmes | 3 ECTS | The study subject is intended to familiarize students with the functions of the global distribution system (GDS) "Amadeus" and their application in the tourism sector. During the study, students learn to search for flights, create and administer reservations, analyze fares, issue tickets and apply the system in the activities of a tourism organization. The subject is focused on the formation of practical skills while working in a real information system. |
| **S003B005** | Management in Tourism Sector | 6 ECTS | The study subject introduces the concept of management, the development of classical and modern management theories and the influence of the organizational environment on management decisions. The main management functions (planning, organizing, leading, controlling), organizational culture and communication, risk management, tourism policy and strategy of tourism companies are examined. During the studies, the students develop the skills to analyze managerial situations and apply management principles in practical situations in the tourism sector. |

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| **S003B006** | Human Resources Management and Leadership | 4 ECTS | The study subject examines the main processes of personnel management in tourism and hospitality organizations. The principles of human resource planning, search and selection, performance evaluation, development, career planning and motivation are analyzed, as well as the role of leadership in the activities of the organization. During the studies, the abilities to apply modern management theories in practice and make informed personnel management decisions are developed. |
| | Free Elective Subjects – FES<br>*Choose from the FES list one option | 3–6 ECTS | |
| **Study programme: HOTELS AND RESTAURANTS MANAGEMENT, 1st year** | | | |
| **H000B735** | Business English 2 | 5 ECTS | Students' abilities to use English in business, professional and international environments are developed, developing oral and written language comprehension (reception), oral and written expression (production), interaction and mediation skills. The study module aims to enable students to communicate in English in a work environment, select, compare, analyse and critically evaluate sources of information in the field of study, understand and reasonedly convey essential information and perform other tasks provided for in the study programme, in accordance with the provisions of the EU Common Framework for Learning, Teaching and Assessment of Languages (CEFL). |
| **S003B410** | Organising Food Production and Supply | 4 ECTS | During the organization of food production and supply, the following are analyzed: organization of production and supply, organization of food preparation. The structure of catering companies is familiarized with, the requirements for the installation of workplaces are analyzed, the process and importance of selecting suppliers are analyzed, the requirements of Good Hygiene Practice for catering companies are analyzed. The range of dishes of catering companies is analyzed, the peculiarities of dish production, the documents necessary for the production of dishes are prepared, dishes are prepared and their quality is assessed. |
| **S003B035** | Organising Restaurant and Bar Operations | 3 ECTS | The study subject is dedicated to the basics of restaurant and bar work organization. The processes of restaurant and bar activities are examined: service organization, job planning, principles of menu and beverage supply, personnel work organization, hygiene and food safety requirements, inventory and supply management, service |

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| | | | quality assurance, customer service standards and the application of sustainability in hospitality activities. During the studies, students solve practical situations, perform calculations (cost, losses, order planning), and prepare proposals for improving activities. |
| **S003B067** | Management in Tourism Sector | 6 ECTS | The course introduces the concept of management, the development of classical and modern management theories, and the influence of the organisational environment on management decisions. It examines the main management functions (planning, organising, leading, and controlling), organisational culture and communication, risk management, tourism policy, and the strategy of tourism enterprises. During the course, students develop the ability to analyse managerial situations and apply management principles in practical situations within the hospitality sector. |
| **S003B091** | Human Resources Management and Leadership | 4 ECTS | The course examines the main human resource management processes in tourism and hospitality organizations. It analyses the principles of human resource planning, recruitment and selection, performance evaluation, employee development, career planning, and motivation, as well as the role of leadership in organizational activities. During the course, students develop the ability to apply modern management theories in practice and make well-founded human resource management decisions. |
| **S003B047** | Business Psychology | 3 ECTS | During business psychology lectures and practical sessions, students will become familiar with the most important psychological factors influencing hospitality business management. They will be able to explain the key characteristics and principles of business psychology, analyse and describe the uniqueness of personality traits, and evaluate their role in hospitality business management activities. Students will also demonstrate the ability to analyse, apply, and evaluate the acquired knowledge of business psychology in order to successfully manage and improve processes taking place in the hospitality business environment. |
| | Free Elective Subjects – FES<br>*Choose from the FES list one option | 3–6 ECTS | |

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| **Study programme: CREATIVITY AND BUSINESS INNOVATIONS, 2nd year** | | | |
| **S190B125** | **Innovative Individual and Organization:** Individual Creativity (5 ECTS); Organizational Creativity (5 ECTS) | 10 ECTS | Innovative Individual and Organization module is focused on guiding individuals to combine their thinking, knowledge, skills and values in imaginative ways to work inside complex environments and solve diverse business problems. Being innovative is critical for individuals and organizations to ensure a competitive advantage. The goal of this module is to provide a variety of methods, tools and experiences that focus on fostering your own innovative abilities and how to apply them in teams and inside organizations. |
| **S190B155** | Professional Internship | 10 ECTS | The main aim of this internship is to gain in depth understanding of the enterprise, examine and analyse enterprise's business conditions. To be able to apply theoretical knowledge while contributing to accomplishment of practical tasks, the ability to adapt to a new environment, to communicate and cooperate in the international and intercultural space, use the creative problems resolving methods, propose the creative solutions for real problems of the company, and carry out tasks properly and on time. |
| **Study programme: INTERNATIONAL BUSINESS, 2nd year** | | | |
| **S190B227** | **Sustainable Development**: Socially Responsible Business (4 ECTS); Business Ethics and Etiquette (3 ECTS); Labour Protection and Civil Security (3 ECTS) | 10 ECTS | The module is structured in three study subjects: Socially Responsible Business (SRB), Business Ethics (BE), Labour Protection and Civil Security (LP&CS). The essence of the concepts of sustainable development and social responsibility, the ecological and social consequences of unsustainable economic development in the context of Industry 4.0 are examined. Cases (practical examples) of the implementation of social responsibility in organizations' supply chain and marketing, the benefits of social responsibility for business and society are analyzed. The main ethical concepts in the business are reviewed; ethical problems and their solutions are analyzed. The legal aspects of occupational health and safety, managing occupational safety at work place, the impact of the environment on safe work, the legal bases/aspects of the civil protection and rescue system, responsible decisions regarding human safety are examined. |
| **S000B486** | Professional Internship | 20 ECTS | Following the three-party agreements, student internship practice is hosted by Lithuanian and international enterprises (retail sales stores or centralised distribution centres of goods)<br>During the professional practice, students get to know the process of work organization, business operations of a store or distribution centre and complete other assignments. |
| **Study programme: TOURISM MANAGEMENT, 2nd year** | | | |

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| **S003B200** | **Communication:**<br>Speciality Language (3 ECTS);<br>Intercultural Communication and Networking (4 ECTS);<br>Public Speaking (3 ECTS) | 10 ECTS | The module consists of intercultural communication and networking (IC), specialized language (SCL) and public speaking (PS). IC examines models of cultural classification, features of communication and cooperation with representatives of different cultures; PS teaches students how to prepare a public speech, deliver it persuasively, manage the audience's attention and one's own anxiety; PS reviews professional terms, the most common errors in written and spoken language and sources for their correction, and the features of writing a scientific specialized text. |
| **S190B070** | Professional Internship | 20 ECTS | The Internship is carried out in Lithuanian or foreign tourism companies under tripartite internship agreements. |
| **Study programme: HOTEL AND RESTAURANT BUSINESS, 2nd year** | | | |
| **S180B262** | **Economics and Finance:**<br>Economics Theory: Microeconomics (3 ECTS), Macroeconomics (3 ECTS);<br>Finance (2 ECTS)<br>Fundamentals of Financial Accounting (2 ECTS) | 10 ECTS | The content of the module consists of Microeconomics (MIC), Macroeconomics (MAK), Finance (F), Financial Accounting Fundamentals (FAF).<br>When studying microeconomics and macroeconomics, students examine the functioning of individual economic sectors and markets and the behavior of individual economic entities (producers and consumers) in market economy conditions, reveal the mechanism of market operation and determine the consequences and results of the behavior of market entities in different markets. During ET, students also analyze the operation of general economic laws and regularities and examine concepts (national product and aggregate expenditure, unemployment, inflation, economic efficiency, monetary policy, economic growth, etc.). When studying finance (F), students will acquire the necessary theoretical knowledge about the financial system, the concept of finance. Students will acquire theoretical and practical knowledge to analyze indicators of the financial condition of a company, describe and assess risk, perform financial calculations, analyze the cost of capital, and company quotations on the stock exchange. By studying the basics of financial accounting (FA), students will acquire the necessary theoretical knowledge and practical skills to identify, register and accumulate economic facts of hospitality service companies. |
| **T430B008** | Professional Internship | 20 ECTS | The internship takes place in Lithuanian or international hospitality companies, in accordance with tripartite internship agreements. It involves the student's hands-on activities in both accommodation and catering departments. |

| *Free Elective Subjects | | | |
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| **B710B241** | Healthy Lifestyle and Physical Activity | 5 ECTS | During this course, students will gain knowledge about physical activity and healthy eating, and will learn how to balance health-promoting physical activity with rest. Students will become familiar with various forms of physical activity, traditional and non-traditional sports, and the organization of active leisure activities; they will promote health-enhancing physical activity, develop their physical abilities, and strive for harmony between physical, mental, and social capacities. During practical sessions, students will improve their physical fitness, try out various forms of physical activity, and explore ways to express their full potential. Students will learn to assess and self-evaluate the recommended level of physical activity for health promotion. They will gain theoretical and practical knowledge about creating active leisure activities in various environments. Lectures will take place in the sports and fitness hall of the Faculty of Business Management. This elective course is offered to students on both the regular and session schedules. |
| **S155B002** | EU Policy and International Relations (Faculty of Civil Engineering) | 3 ECTS | The course is designed to introduce students to the fundamentals of the European Union's external policy, the EU's role in the international system, and the main theories and principles of international politics. During the course, students will become familiar with the EU's Common Foreign and Security Policy, the EU's relations with international organizations and third countries, forms of international cooperation, global political processes, and security challenges. The course is completed with an independently prepared student assignment. |
| **P175B273** | Artificial Intelligence in Interdisciplinary Projects (Faculty of Electronics and Informatics) | 6 ECTS | The course introduces the principles of artificial intelligence, its tools, and applications in interdisciplinary projects. Students explore the use of AI in creativity, data analysis, problem solving, and innovation development. The course is based on project-based learning, encouraging interdisciplinary collaboration, critical thinking, and responsible use of artificial intelligence. During practical assignments, students develop and implement projects integrating AI solutions within their field of study. |