

## ELECTIVE COURSES

Spring Semester 2022

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## ADVERTISING AND SALES PROMOTION

(Reklama ir pardavimų skatinimas)

<b>Course code</b>	<i>MNG245</i>
<b>Course name</b>	<i>Advertising and Sales Promotion</i>
<b>ECTS</b>	<i>6</i>
<b>Course prerequisites</b>	<i>Marketing Principles</i>
<b>Language of instruction</b>	<i>English</i>
<b>Study programme</b>	<i>International Business and Communication</i>
<b>Year</b>	<i>3<sup>rd</sup></i>
<b>Foreseen lecturer</b>	<i>Assoc. Prof. Dr. Ricardo Fontes Correia</i>

### Course description

Currently new media and communication platforms keep emerging in an astonishing pace. Smart phones, smart watches and other portable devices go along with the incredible growth of social networks. The relevant media is today far beyond TV and this completely changes advertising and promotion. Simultaneously more and more new brands and products appear and they need to find alternative ways to be “listen” by the market. While advertising is an integral part of our modern, media-dominated society, it is also reinventing itself. The purpose of this course is to lead students in an exploration of fundamental advertising principles and the role advertising plays in the promotional mix. The course provides an overview of contemporary principles and tools of marketing communications, and considers how managers develop sound communications strategies to achieve marketing objectives.

## ASMENYBĖS IR KARJEROS VYSTYMAS (Personal and Career Development)

Course code	HUM164
Course name	Asmenybės ir karjeros vystymas
ECTS	6
Course prerequisites	-
Language of instruction	Lietuvių
Study programme	Ekonomika ir duomenų analitika, Verslo vadyba ir rinkodara
Year	1
Foreseen lecturer	Lect. Anicetas Suchockis

### Dalyko anotacija

Šiame kurse asmenybė yra suvokiama, kaip įgūdžių rinkinys ir kūrybiškumas yra laikomas vienu iš asmenybės įgūdžių. Teorinių paskaitų ir pratybų metu studentai supažindami su pagrindinėmis asmenybės psichologijos teorijomis; kūrybiškumo pagrindais; motyvacija, kaip kūrybos varikliu; psichosocialinio proceso ypatumais. Kurso metu nagrinėjami verbalinės ir neverbalinės komunikacijos elementai, jausmų psichologijos dėsningumai, grupinio ir komandinio bendravimo aspektai; taip pat gilinamasi į kūrybos procesą individualiu bei socialiniu aspektu, kūrybiškumą skatinančius / slopinančius veiksnius bei kūrybiškumo lavinimo būdus.

Pratybų metu studentai praktiškai išbando komunikacijos įgūdžius ir aptaria jų svarbą kasdienėje veikloje, nagrinėja kaip pasireiškia vienas ar kitas socialinės psichologijos dėsnis. Pratybų metu nemažai dėmesio skiriama studentų individualių asmeninių savybių ir pasitikėjimo savimi nustatymui, individualiam (ir grupiniam) įvertinimui (ir įsivertinimui) bei analizei; asmeninės veiklos valdymo būdų pasirinkimui; komandinio elgesio įgūdžių lavinimui. Žinios ir patyrimas suteikia galimybę gilesniam ir platesniam savo asmeniniam ir profesiniam augimui bei tobulėjimui, aiškesniam ateities planų, karjeros matymui, išmoktų kūrybiškumo principų pritaikymui praktinėse veiklose. Šiame kurse ypatingas dėmesys skiriamas bendravimo etikos tobulinimui ir kūrybiškumo skatinimui socialinės psichologijos kontekste.

## DIGITAL MARKETING (Skaitmeninė rinkodara)

<b>Course code</b>	<i>MNG234</i>
<b>Course name</b>	<i>Digital Marketing</i>
<b>ECTS</b>	<i>6</i>
<b>Course prerequisites</b>	<i>Marketing Principles</i>
<b>Language of instruction</b>	<i>English</i>
<b>Study programme</b>	<i>Business Management and Analytics, International Business and Communication</i>
<b>Year</b>	<i>3<sup>rd</sup></i>
<b>Foreseen lecturer</b>	<i>Dr. Marius Raugalas</i>

### Course description

Digital marketing is the discipline of using the internet and other digital technologies to reach customers and to meet their needs profitably. It is a core function of any business and while its core principles are the same as those of marketing in general, it requires specific and always evolving knowledge and skills to be performed successfully. In this elective course, you will learn the key frameworks for analyzing, planning and optimizing your digital marketing activities. This includes situation/market data analysis, formulation of goals, strategy and value proposition, budget, channel and schedule decisions, creative implementation, and finally measurement and optimization processes. You will understand how to think about the online customer journey and what role different earned, owned and paid online channels play in supporting your objectives. It covers optimisation of your own website, social networks such as Facebook, organic and paid search ads through Google, Programmatic and Direct Display and Video ads, Emails, Affiliates and many other channels. The course equips students with cutting edge theory combined with practical skills gained through analysing case studies, listening to guest lectures from leading industry professionals, participating in simulation game(s) and/or real life project(s).

## DIRECTED STUDY (Taikomasis tyrimas)

Course code	MNG225
Course name	Directed Study
ECTS	6
Course prerequisites	-
Language of instruction	English
Study programme	International Business and Communication, Finance
Year	3 <sup>rd</sup>
Coordinating lecturer	<i>Students have to agree with preferable faculty members in advance.</i>
Note	<i>To enroll to this course, the average grade of the student must not be lower than 8.</i>

### Course description

A directed study is a research/project based course supervised by a faculty member, resulting in a report which is a written document. It offers the student an opportunity to conduct research in a specific area suggested by and under the guidance of a faculty member. The subject matter of the course may relate to the student's research interests as well as the faculty member's area of expertise and research inquiry. The course is designed for both basic and applied research.

### Learning outcomes

After completion of the course the students will be able to:

- develop academic written communication skills;
- develop research methods and independent study skills, which allow for the in-depth learning of self-selected topics within the area of study;
- develop and practice creative thinking and creative problem-solving skills with a variety of complex topics within an area of study in order to generate original ideas and products.

*"For those who are interested, Directed Study which I particularly had gave me a feeling of ownership of the work I was doing, enriched my knowledge about the general academic research process and Lithuanian relations with its neighbours. I believe that the fact that you are assisting a professor directly is very important, as you can get the answers straight away and it's a great feeling that you can learn so much in such a short time from a person who is competent in his field. Another important aspect: there are no official schedules, the only requirement is to complete the tasks on time, so you do you. Thus, if one feels that he would prefer to learn this way, I highly recommend this course!" – ISM student.*

## DOING BUSINESS IN THE EAEU (Verslo vystymas EAES šalyse)

<b>Course code</b>	<i>MNG231</i>
<b>Course name</b>	<i>Doing Business in the EAEU</i>
<b>ECTS</b>	6
<b>Course prerequisites</b>	-
<b>Language of instruction</b>	<i>English</i>
<b>Study programme</b>	<i>International Business Communication</i>
<b>Year</b>	3 <sup>rd</sup>
<b>Foreseen lecturer</b>	<i>Dr. Vladimir Kolchanov</i>

### Course description

More and more countries nowadays are getting involved into the process of internationalisation and begin to recognise themselves as a part of the “bigger world”. The Eurasian Economic Union is a newly-formed trade bloc which, aside from Russia, includes Armenia, Belarus, Kazakhstan and Kyrgyzstan. The Eurasian Economic Union has an integrated market of 180 million people and a gross domestic product of about 4,7 trillion U.S. dollars (PPP). In spite of political tensions between Russia and the European Union, related to annexation of Crimean peninsula in 2014, there is a lot of business potential in the markets of the EAEU.

At the same time, foreign enterprises are still rather careful in pursuing business opportunities in the EAEU. The three main reasons for that are as follows:

- lack of transparency and complexity of many processes related to business activities (regulations in general, taxation, proprietary rights, etc.)
- lack of reliable information about product markets (volume, growth, competition, etc.)
- existing fear of “too complex” and even hostile environment and different mentality
- sanctions against Russia imposed by the EU and USA, Russia’s countersanctions

This course is designed to give students a basic but clear and comprehensive knowledge and understanding of key economic, social, legal, cultural and market related issues important for doing business in the EAEU countries with a certain emphasis on Russia, Kazakhstan and Belarus. It combines pieces of theory with quite pragmatic cases and exercises of applied character. During the course, students are very welcome with their questions and comments.

## ENTREPRENEURSHIP (Verslininkystė)

<b>Course code</b>	<i>MNG110</i>
<b>Course name</b>	<i>Entrepreneurship</i>
<b>ECTS</b>	6
<b>Course prerequisites</b>	-
<b>Language of instruction</b>	<i>English</i>
<b>Study programme</b>	<i>International Business and Communication</i>
<b>Year</b>	3 <sup>rd</sup>
<b>Foreseen lecturer</b>	<i>Dr. Eigirdas Žemaitis</i>

### Course description

Entrepreneurship is very important in today rapidly evolving digital environment. Digital technologies allow small, start-up firms to compete and win against much larger firms.

Very important element in today entrepreneurial activities is the right mindset and personal skills. A huge part of the success as an entrepreneur is creation of the right product, for the right person at the right price in a rapidly changing environment. Entrepreneurial process consists of main steps, which needs to be implemented: (1) problem definition and opportunity identification (2) Customer research and immersion into problem field (3) innovation and idea generation to solve customer problems (4) rapid prototyping and idea validation, (5) implementation and marketing activities. The process of design thinking plays important role to identify main problems and address them with innovative ideas.

It is important to understand that today landscape of business is shaped by innovative and exponential technologies. In this course focus on technology trends and developments is important to broaden opportunities field and search for the innovative ideas. Entrepreneurial skills such as communication of ideas and search for financial investments are also addressed in this course.

## FINANCIAL GEOGRAPHY (Tarptautinės organizacijos)

<b>Course code</b>	<i>FIN126</i>
<b>Course name</b>	<i>Financial Geography</i>
<b>ECTS</b>	6
<b>Course prerequisites</b>	-
<b>Language of instruction</b>	<i>English</i>
<b>Study programme</b>	<i>Finance, Economics and Politics</i>
<b>Year</b>	3 <sup>rd</sup>
<b>Foreseen lecturer</b>	<i>Assoc. Prof. Dr. Tom Hashimoto</i>

### Course description

This course follows *Capitals of Capital: The Rise and Fall of International Financial Centres 1780-2009* (Cambridge University Press) by Youssef Cassis, and investigates how the regional and global network of cities occupies a crucial position in understanding the development of financial markets. Our historical narrative is such that we primarily focus on the banking sector in Europe, while we constantly draw a comparison with the current situation. As a theoretical framework, Financial History allows us to flexibly examine the roles played by states, institutions, firms, and individuals, and to analyse the game-theoretical interaction among them. The knowledge (including methodology) obtained in this course shall be complementary to any modules offered within politics, economics, and finance.

Prof. Cassis of European University institute has kindly agreed to name this course after his eye-opening masterpiece.



## GLOBAL ISSUES AND FUTURES THINKING

(Globalūs iššūkiai ir ateities mąstymas)

<b>Course code</b>	<i>HUM165</i>
<b>Course name</b>	<i>Global Issues and Futures Thinking</i>
<b>ECTS</b>	6
<b>Course prerequisites</b>	-
<b>Language of instruction</b>	<i>English</i>
<b>Study programme</b>	<i>Economics, Economics and Politics, International Business and Communication, Business Management and Marketing, Finance, Industrial Technology Management</i>
<b>Year</b>	<i>1<sup>st</sup></i>
<b>Foreseen lecturer</b>	<i>Dr. Jonathan Boyd</i>

### Course description

Futures Thinking is a multidisciplinary method for thinking constructively and creatively about the future, starting from the assumption that the future is not something that will happen to us tomorrow but is being created by us today. Students will be introduced to the major changes that will occur in the next 10, 20 or more years, including global warming, inequality, global health, the future of work, among others. In each area, students will understand how experts have created scenarios to cope with uncertainty, identify dynamics, develop policy choices, assess alternatives, and ultimately, make decisions. Students will be immersed in Futures Thinking through discussing and debating influential reports – for example, by the Intergovernmental Panel on Climate Change, the OECD, the World Health Organisation, and McKinsey Global Institute. Students will then work collaboratively to assess the potential local impact of these global trends and evaluate local examples of Futures Thinking.

## INDUSTRIAL ORGANISATION (Industrinė Organizacija)

<b>Course code</b>	<i>ECO130</i>
<b>Course name</b>	<i>Industrial Organisation</i>
<b>ECTS</b>	6
<b>Course prerequisites</b>	<i>Microeconomics</i>
<b>Language of instruction</b>	<i>English</i>
<b>Study programme</b>	<i>Economics, Economics and Politics</i>
<b>Year</b>	<i>3<sup>rd</sup></i>
<b>Foreseen lecturer</b>	<i>Gytautas Karklius</i>

### Course description

Industrial Organization course studies firms with market power and how they compete with each other. Some mathematical techniques are used in this course, but the main emphasis is put on understanding the intuition of microeconomic models as well as the application of the theory to the real world scenarios. The course will cover main oligopoly models, mergers, vertical relations, as well as various pricing (e.g. two-part tariffs) and non-pricing (e.g. exclusive distribution) practices. At the end of the course, students are expected to (i) understand the relation between the assumptions and the implications of the industrial organisation models, (ii) apply game theory based methods for the analysis of competition and strategic behaviour of the firms, and (iii) understand how industrial organization informs policy-making, e.g. merger control.

## INTERMEDIATE MACROECONOMICS (Makroekonomika II)

<b>Course code</b>	<i>ECO129</i>
<b>Course name</b>	<i>Intermediate Macroeconomics</i>
<b>ECTS</b>	<i>6</i>
<b>Course prerequisites</b>	<i>Macroeconomics</i>
<b>Language of instruction</b>	<i>English</i>
<b>Study programme</b>	<i>Finance</i>
<b>Year</b>	<i>3<sup>rd</sup></i>
<b>Foreseen lecturer</b>	<i>PhD Cand. Marius Kušlys</i>

### Course description

It is an intermediate course in macroeconomics. The students will learn about economic growth theories, business cycle theories. The second part of the course will be devoted to the determinants of consumptions, investment, and unemployment. Finally, fiscal and monetary policies will be discussed.

This is a course in intermediate macroeconomics, designated for students with knowledge in basic economics. Its objective is to present theoretical knowledge and practical skills required for studying the overall economic development of a country. Students will know how to analyse the most important macroeconomic phenomena from different aspects, and the impact of governmental macroeconomic policies on participants in the economy. This course trains skills in comprehension and analysis of macroeconomics policies.

## PERSONAL AND CAREER DEVELOPMENT (Asmenybės ir karjeros vystymas)

<b>Course code</b>	<i>HUM164</i>
<b>Course name</b>	<i>Personal and Career Development</i>
<b>ECTS</b>	6
<b>Course prerequisites</b>	-
<b>Language of instruction</b>	<i>English</i>
<b>Study programme</b>	<i>Economics and Politics, International Business and Communication, Finance, Industrial Technology Management</i>
<b>Year</b>	1 <sup>st</sup>
<b>Foreseen lecturer</b>	<i>Dr. Yannick Joye</i>

### Course description

To reach excellence as a student and as a (future) leader, it is not only necessary to develop hard skills, but also to master soft skills through which we can develop and improve ourselves, and our relationships with others and that are valued by and sought of by the employers. Taking on an explicit psychological perspective, this course will provide students with the necessary theoretical knowhow and practical tools that should enable them to both understand and apply pathways to (inter)personal, and intellectual success and to emotional flourishing. Topics that will be covered are: “self and personality”, “self-efficacy and motivation”, “creativity”, “critical thinking”, “self-management” and “self-branding”. At the end of this course students are expected to have become acquainted with and have mastered a range of soft skills that are quintessential for personal and career development.

## LEADERSHIP (Lyderystė)

<b>Course code</b>	<i>MNG118</i>
<b>Course name</b>	<i>Leadership</i>
<b>ECTS</b>	<i>6</i>
<b>Course prerequisites</b>	<i>-</i>
<b>Language of instruction</b>	<i>English</i>
<b>Study programme</b>	<i>Economics, Economics and Politics, Business Management and Analytics, International Business and Communication, Finance</i>
<b>Year</b>	<i>3<sup>rd</sup></i>
<b>Foreseen lecturer</b>	<i>Dr. Olga Štangej / Dr. Dalius Misiūnas</i>

### Course description

In recent years, business leaders have started to give more and more focus on taking action on and defining success by the contribution the core business makes towards addressing today's most pressing societal challenges. Many organizations are actively engaging into innovative partnerships with numerous business stakeholders to create mutual value. The current business environment is typified by an increased level of complexity and interconnectedness and it requires a different kind of leadership. There has been a major trend among organizational theorists to shift the focus from leadership as a person or role, to leadership as a process. Throughout the course, students are encouraged to examine the choices each leader made, the path he or she travelled, the values and objectives he or she nurtured, and the larger stage on which that person acted. This perspective provides a broad understanding of the long-term impact of leadership and innovation on business, government, and society. In looking closely at the agency of other individuals who have exerted lasting influence, students are challenged to consider their own agency, along with their ambitions and ideas about leadership.

## MARKETING FOR SUSTAINABILITY (NEW)

(Tvarumo rinkodara)

<b>Course code</b>	<i>MNG253</i>
<b>Course name</b>	<i>Marketing for Sustainability</i>
<b>ECTS</b>	6
<b>Course prerequisites</b>	-
<b>Language of instruction</b>	<i>English</i>
<b>Study programme</b>	<i>Business Management and Analytics, International Business and Communication</i>
<b>Year</b>	<i>3<sup>rd</sup></i>
<b>Foreseen lecturer</b>	<i>Assoc. Prof. Dr. Lineta Ramonienė</i>

### Course description

A rising wave of global interest from consumers and corporations in solutions to sustainable issues is creating opportunities for sustainable brands and products in all business sectors. Marketing has a vital and unique role to play in this by forming a more sustainable society as most of consumers' material needs and many of their psychological needs are met through marketing systems. Sustainable marketing is the process of creating, communicating, and delivering value to customers in such a way that both environment and human capital are preserved or enhanced throughout.

The ability to adapt marketing strategies to sustainable products and services is becoming an important skill set for entrepreneurs, marketers and future business leaders. This course will focus on the marketing skills needed to meet sustainable market needs and opportunities. The course is focused on the concepts, challenges and approaches for global marketing of sustainable products, services and brands. The course includes principles of sustainability strategy, green consumption, green branding, greenwashing, etc.

## THE ROLE OF CONTEXTS IN SOCIETAL CHANGE (NEW)

(Kontekstų vaidmuo visuomenių kaitoje)

<b>Course code</b>	<i>HUM166</i>
<b>Course name</b>	<i>The Role of Contexts in Societal Change</i>
<b>ECTS</b>	6
<b>Course prerequisites</b>	-
<b>Language of instruction</b>	<i>English</i>
<b>Study programme</b>	<i>International Business and Communication; Business Management and Marketing; Industrial Technology Management; Finance; Economics and Data Analytics; Economics and Politics.</i>
<b>Year</b>	1st
<b>Foreseen lecturer</b>	<i>Assoc. Prof. Dr. Pijus Krūminas</i>

### Course description

*The Role of Contexts in Societal Change* course introduces students to societal contexts that affect social behaviour. This knowledge is crucial for better understanding how we, as humans, are influenced by numerous areas of social life and how they inform our actions. The course looks at topics as varied as science, human nature-nurture debate, religion, history, culture, law, and others. By looking at specific examples the course will extend the participants' knowledge, allowing to make better informed decisions whether when engaging public information, carrying study or research activities, or under other circumstances.

## TECHNOLOGY PROJECT (Technologinis projektas)

<b>Course code</b>	<i>MNG211</i>
<b>Course name</b>	<i>Technology Project</i>
<b>ECTS</b>	6
<b>Course prerequisites</b>	-
<b>Language of instruction</b>	<i>English</i>
<b>Study programme</b>	<i>Economics</i>
<b>Year</b>	<i>3<sup>rd</sup></i>
<b>Foreseen lecturer</b>	<i>Dr. Jelena Angelis</i>

### Course description

This course presents an introduction to the development of a technology based product and turning it into the commercially attractive proposition (either via a company or as a service). It covers various elements such as identification of potentially interesting idea/technology, putting a project plan around that idea, assessing competitive positioning and stakeholders, deciding on the additional services and putting an appealing proposition. The course focuses on what resource allocation and development means to firms in today's competitive environment, and how firms should manage innovation-related activities at the strategic, organisational and managerial levels in order to remain competitive in a fast changing economic and technological scenario.