

BUSINESS AND PUBLIC MANAGEMENT Autumn 2020

Course title	ECTS	Degree	Course code	Prerequisites	Subject area
E-business Management	5	Bachelor	S190B013	Fundamentals in information technologies	Business administration
Social Responsibility of a Company	5	Bachelor	S190B121	Not requested	Business administration
Management	5	Bachelor	S190B143	Not requested	Business administration
Marketing Communications	5	Bachelor	S191B010	Backgrounds of Marketing, Management.	Business administration
Total Quality Management	5	Bachelor	S190B142	Necessary background knowledge of management, marketing, consumers behaviour	Business administration
EU policy and governance	5	Bachelor	S170B132	Structure and development of politics	Public administration
Management of Sustainable Development	6	Master	S190M106	Management	Management
Change Management and Leadership	6	Master	S190M001	Management	Management
Knowledge Management	6	Master	S189M153	Management	Management
Partnership of the Public and the Private Sectors for Regional Innovations	6	Master	S195M001	Management, Macroeconomics	Regional Development and Governance



Subject area: Business Administration

Status	Course code: S190B013 Course title: E-BUSINESS MANAGEMENT Taught by: Beatričė Poškuvienė		
Semester	ECTS credits	Languages	Duration
Autumn	5	English	1 semester
Study hours	Assessment	Prerequisites	Examination
Lectures – 18 h Seminars – 32 h Self-study – 83 h	10-point scale	Fundamentals in information technologies	Mid-term examination – 10% Seminars – 30% Homework – 20% Final examination – 40%
Subject content	The course is for study of e-business management fundamentals. The students will be acquainted with e-business definitions, variety of types and models, the merits and demerits in implementation and development trends, security problems and its solution methods, tools and resources, the Internet marketing basics, e-business projects development and implementation. Introduction to e-business. Scope for e-business on the Internet, advantages, disadvantages and limitations in its development. Outlook of e-business development. Base models and examples. Real business models Business to Business - B2B, Business to Consumer - B2C, their simulation peculiarity. Hardware, software, relations infrastructure resources in e-business management. E-business systems security problems, methods and tools for their solving. Basics of e-marketing: strategy, implementation and practice. E-business projects development.		
Learning Outcomes	Give the practical skills and knowledge in IT implementation for business. Mould and educate system cognition revealing the e-business development outlook. At the end of the course, the students will be able to define e-business models and know its implementation possibilities, give examples. Demonstrate knowledge in using communication software; know internet technologies, hardware and software, security risks.		
Literature	<ol style="list-style-type: none"> 1. Chaffey D. (2007) E-business and e-commerce management: strategy, implementation, and practice. New York: Pearson Education; 2. Chen S. (2005) Strategic management of e-business. Hoboken, N.J.: Wiley; 3. Combe, C. (2006) Introduction to e-business: management and strategy. Amsterdam : Butterworth-Heinemann; 4. Groucutt J., Griseri P. (2004) Mastering e-business. Basingstoke: Palgrave Macmillan; 5. Gottschalk P. (2006) E-business strategy, sourcing, and governance. Hershey, PA: Idea Group Pub; 6. Encyclopedia of e-commerce, e-government, and mobile commerce. Hershey: Idea group reference, 2006. 		

Subject area: Business Administration

Status	Course code: S190B121 Course title: SOCIAL RESPONSIBILITY OF A COMPANY Taught by: prof. dr. Skaidrė Žičkienė		
Semester	ECTS credits	Languages	Duration
Autumn	5	English	1 semester
Study hours	Assessment	Prerequisites	Examination
Lectures – 12 ac. h Seminars – 26 ac. h Self-study – 95 ac. h	10-point scale	Not requested	Essay – 20%; Group Homework and Report – 20%, Case analysis (study) – 20%, Exam – 40%
Subject content	The course is prepared for Business Administration program. Students will know and understand the concept of corporate social responsibility, the evolution of this concept, debating issues, main social responsibility principles and their implementation models. Students will understand the need for social accountability, will know social responsibility management means, management systems (SA8000, OHSAS 18000, ISO 14000). Students will be able to analyze and critically evaluate corporate social responsibility reports, compare reporting guidelines. Students will know the origins of social responsibility will understand the complexity of corporate social responsibility, perceive the benefits for company and stakeholders and will be able to apply the principles of social responsibility in decision making. Problem based learning method is applied. All teaching materials are available in Moodle virtual learning environment.		
Learning Outcomes	<ul style="list-style-type: none"> • Know and understand the concept of social responsibility, and become familiar with the concept evolution. • Understand the benefits of the social responsibility for organization. • Ability to compare and evaluate corporate social responsibility models. • Ability to analyze and evaluate the processes that influence corporate social responsibility. • Ability to analyze, compare and critically evaluate corporate social responsibility reports. • Ability to follow the principles of social responsibility in business decision-making, ability to apply a holistic approach. • Ability to think critically and logically, to work independently and in groups, to present research results, to comply with the academic ethics. 		
Literature	<ol style="list-style-type: none"> 1. Chandler, D. (2013). Strategic corporate social responsibility: stakeholders, globalization, and sustainable value creation. Los Angeles: SAGE 2. Willard, B. (2012). The New Sustainability Advantage: Seven Business Case Benefits of a Triple Bottom Line. New Society Publishers 		

3. Soyka, P., A.. (2012). Creating a sustainable organization : approaches for enhancing corporate value through sustainability
4. Tricker, R. Ian. (2012). Corporate governance: principles, policies and practices
5. Wheelen, T. L. (2012). Concepts in strategic management and business policy : toward global sustainability
6. Buchholtz, A., K., Carroll, A., B. (2010) Business and Society: Ethics, Sustainability, and Stakeholder Management (8th Edition).

Subject area: Business Administration

Status	Course code: S190B143 Course title: MANAGEMENT Taught by: assoc. prof. dr. J. Valuckienė		
Semester	ECTS credits	Languages	Duration
Autumn	5	English	1 semester
Study hours	Assessment	Prerequisites	Examination
Lectures – 20 h Practical – 32 h Consultation – 10 h Self-study – 93 h	10-point scale		Test – 30% Non-traditional task – 30% Final examination – 40%
Subject content	This module is created for students of Bachelor’s degree study programme. Studying this subject students do interactive assignments at academic environment (a lecture hall, a library, a virtual environment) as well as at a selected organisation. Concept map making enables students to understand and personally structure knowledge of the basic managerial functions. Case study allows students to build good knowledge of the basics of organisational management and gain skills in recognising practical managerial models. Doing a case study students learn to raise questions and seek answers by using various sources of information as well as present, support and critically assess their findings. Having completed this course students have good knowledge of management of a modern organisation in ever-changing environment.		
Learning Outcomes	Is to gain basic knowledge of management science, understand the key principles of organisational management as well as decision making ways and methods, know how to manage organisational changes while implementing the basic managerial functions. Know and understand the central theories and concepts of management science, which underpin organisational management and strategic development. Understand and be able to analyse the process of organisational management by using theoretical conceptions of the basic managerial functions. Have good knowledge of communication processes within organisation and be able to identify them at any level of organisation. Know and understand managerial decision making ways and methods, be able to make decisions by applying competences of cooperation and teamwork. Have well-developed competences of study planning, communication and cooperation, group work, and self-assessment.		
Literature	<ol style="list-style-type: none"> 1. Griffin, R.W. (2011). Management Principles and Practices 2. David, Fred R. (2011). Strategic Management: Concepts and Cases. Boston (Mass.): Pearson. 3. Hunger, D. J. (2011). Essentials of strategic management. 5th ed., international ed. Boston (Mass.): Prentice Hall, 206 p. 4. Hayes, J. (2010). The Theory and Practice of Change Management. 3rd ed. Basingstoke: Palgrave Macmillan. 5. A dictionary of business and management. (2009). 5th ed. Oxford : Oxford University Press. 6. Yaeger, T., F. Sorensen, P.F. (2009). Strategic Organization Development – Managing Change for Success. 7. The Essential Drucker: Selections from the Management Works of Peter F. Drucker. (2007). Amsterdam: Elsevier. 		

Subject area: Business Administration

Status	Course code: S191B010 Course title: MARKETING COMMUNICATIONS Taught by: assoc. prof. dr. Milda Damkuvienė		
Semester	ECTS credits	Languages	Duration
Autumn	5	English	1 semester
Study hours	Assessment	Prerequisites	Examination
Lectures – 32 h Seminars – 32 h Self-study – 96 h	10-point scale	Backgrounds of Marketing, Management.	Seminars – 30% Homework – 30% Final examination – 40%
Subject content	The marketing communications process: models of communication. Campaign planning: structure of plan, budget setting methods, writing a brief, evaluation. Identifying target markets: methods of segmentation, customer’s profile message		

	adaptation. Positioning: real and psychological. Media planning: planning integrated multi-media campaigns, impact of new media opportunities, global media, evaluating media. Advertising: objectives; how it works. Sales promotion: the strategic and tactical role of sales promotion in an integrated communications mix; techniques; objectives; planning areas of application. Public Relations: objectives; PR organisation and techniques; crisis management; press relations; corporate identity; sponsorship. Personal selling, other elements of the communications mix: exhibitions, packaging, word of- mouth communications.
Learning Outcomes	Students will gain knowledge about key concepts of marketing communications, will be able critically analyse and evaluate various marketing communication activities, make they are improvement suggestions. Students will understand how to manipulate the marketing communications mix according to specific business requirements; will gain knowledge and necessary skills for developing persuasive messages, effective communication campaigns. Students will understand the ethical situations faced by marketers in making decisions in today's business environment. Students will be able to show improved oral and written persuasive communication skills, demonstrating sound critical thinking, improved team and group work, and intercultural communication skills.
Literature	<ol style="list-style-type: none"> 1. Belch, G. E. (2007). Advertising and Promotion: An Integrated Marketing Communications Perspective, 6th ed. Irwin/McGraw-Hill; 2. Duncan, T. (2005). Principles of Advertising and IMC, 2nd ed. McGraw-Hill Irwin; 3. Smith, P. R. (2002) Marketing Communications: An Integrated Approach, Kogan Page Limited; 4. Kenneth E. Clow, Donald Baack (2002). Integrated advertising, promotion, and marketing communications Upper Saddle River, (NJ): Prentice Hall; 5. Plessis, E. (2005). The advertised mind: ground-breaking insights into how our brains respond to advertising / London: Kogan Page; 6. Lindstrom, M. (2005). Brand sense: how to build powerful brands through touch, taste, smell, sight and sound London: Kogan Page; 7. Ries, A., Ries, L. (2004). The fall of advertising and the rise of PR. New York: HarperBusiness.

Subject area: **Business Administration**

Status	Course code: S190B082 Course title: TOTAL QUALITY MANAGEMENT Taught by: assoc. prof. dr. Jūratė Valuckienė		
Semester	ECTS credits	Languages	Duration
Autumn	5	English	1 semester
Study hours	Assessment	Prerequisites	Examination
Lectures – 32 h Seminars – 16 h Self-study – 72 h	10-point scale	Necessary background knowledge of management, marketing, consumers behaviour	Mid-term examination – 25% Seminars – 30% Homework – 20% Final examination –25%

Subject content	This module is created for students of Bachelor's degree study programme. Students who will attend this course and successfully fulfil practical tasks will be able to use Total Quality Management principles and methods, their transformations in company's practical activity. Students will be able to choose a proper way to improve the quality in organization as well. They will understand the content of ISO standards and requirements of organization's activity certification.
Learning Outcomes	Students will know the theory of Total Quality Management; understand the main quality management's conceptions, the content of ISO standards and requirements of company certification. They will also comprehend the processes of activity quality management and how the decisions are made to improve the quality will be able to analyse and evaluate changes associated with constant quality development which appear in organisation. Students will be able to plan, organise and coordinate employees' and subdivisions' activity in order to achieve organisation's objectives, to prepare implementation plans of Total Quality Management system, working in groups, collectively taking decisions to evaluate quality costs and organise system's implementation.
Literature	Evans, J.R., Dean, J.W. Jr., (2003) Total Quality: Management, Organization and Strategy. Third Ed. Thomson South-Western Pociūtė, J. D. (2002) Quality management /Danguolė Pociūtė ; Vilnius Gediminas technical university..Vilnius : Technika. Additional reading list will be given at the start of semester.

Subject area: **Public administration**

Status	Course code: S170B132 Course title: EU POLICY AND GOVERNANCE Taught by: Jurgita Mikolaitytė/Oksana Mejerė		
Semester	ECTS credits	Languages	Duration
Autumn	5	English	1 semester
Study hours	Assessment	Prerequisites	Examination
Lectures – 32 ac. h Seminars – 28 ac. h Self-study – 73 ac. h	10-point scale	Structure and development of politics	Essay – 30% Group work – 20% Exam – 50%

Subject content	The subject has been developed for bachelor studies. In theoretical classes students are familiarised with theories of European integration and globalisation, the history of the EU, its administrative and legal structure, EU principles for public administration, analyse the single European market, economic, agricultural, regional and other policies of the EU. Studies focus on 6 main themes: The concept of Europe, The history of the EU, Lithuania's accession to the EU, The Parliament of the EU, The Court of Auditors, EU governance. They analyse historical roots of the EU, legal acts and strategic documents of the country and the EU, individual cases and decisions made provided by the teacher. For independent study students choose a theme, analyse theoretical and information sources, provide comments and insights, produce an essay and make a presentation. Module studies are completed by an examination. The subject is studied applying Problem-based learning (PBL) strategies. In seminars students analyse cases within 6 themes: The concept of Europe, The history of the EU, Lithuania's accession to the EU, The Parliament of the EU, The Court of Auditors, EU governance. Working in groups students prepare explanations, provide insights, make presentations and discuss. For independent studies students choose a theme, analyse theoretical and information sources, reveal problem issues, produce an essay in writing and make a presentation. Students are consulted on the methodology of analysis of particular theme individually.
Learning Outcomes	On completion of this module the student: will know the history of the EU, principles and stages of globalisation and integration and will be able to interpret causes, conditions and opportunities for the geopolitical unity of Europe; will understand the principles of the single market of the EU, formation and implementation of economic, agricultural, regional, etc. policies and will be able to reasonably explain the socio-economic and socio-cultural policy of the country in a global context; will know the administrative and legal development aspects of the EU and will be able to explain the principles of functioning of the EU; will analyse cases of decision-making and implementation and will understand the procedure of EU policy formation and implementation.
Literature	European Union politics (2013). Oxford: Oxford University Press. Cornell, Svante E. (2009). The new Eastern Europe: challenges and opportunities for the EU for European Studies. The recent development of the EU: challenges and experience: [the 3rd] scientific volume (2007). Klaipėda University. Faculty of Social Sciences, Regional Policy & Planning Institute, Baltic Sea Region University Network, Institute of Political Sciences & International Relations (VU); [edited by Stasys Vaitekūnas, Ligita Šimanskienė, Tadeusz Palmowski]. Klaipėda : Klaipėdos universiteto leidykla. The role of the regions in EU governance (2011). Carlo Panara, Alexander de Becker, editors. Berlin; Heidelberg: Springer.

Subject area: **Management**

Status	Course code: S190M106 Course title: MANAGEMENT OF SUSTANABLE DEVELOPMENT (Master Degree) Taught by: prof. dr. Skaidrė Žičkienė		
Semester	ECTS credits	Languages	Duration
Autumn	6	English	1 semester
Study hours	Assessment	Prerequisites	Examination
Lectures – 28 h Practice - 28 h Self-study – 104 h	10-point scale	Management	Task No.1 – 15% Task No. 2 – 15% Individual project – 30% Exam – 40%

Subject content	The course is appointed for the Masters study program. Students will know the current economic, social and environmental issues and the possible solution in the context of sustainable development (political decisions in the EU and national level, strategic decisions at the level of organizations). After completing the course students will be able to apply in their professional activities sustainable development and social responsibilities principles, assess organization's development in the context of sustainable development, a frame sustainable development strategy, prepare sustainable development / corporate social responsibility report. Students will gain intercultural competences, systemic and critical thinking, group work skills. The enquiry based learning method is applied during study period, students perform 3 research works.
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Subject area: **Management**

Status	Course code: S190M001 Course title: CHANGE MANAGEMENT AND LEADERSHIP (Master Degree) Taught by: assoc. prof. dr. Milda Damkuvienė		
Semester	ECTS credits	Languages	Duration
Autumn	6	English	1 semester
Study hours	Assessment	Prerequisites	Examination
Lectures – 28 h Practice - 28 h Self-study – 104 h	10-point scale	Management	

Subject content	The course is intended for master students of Management who seek to gain skills of change management and efficient leadership, which are needed at internal and external environments of a dynamic organisation. Inquiry based learning (IBL) method is used in study process. This method engages students into active creation/development of their own knowledge, understanding and competences. Case studies are designed for going deep into specific areas of change management and leadership. Students will work in small groups, implement in-person, group, interactive, classroom and field research activities. Some course activities will be done at distance study environment Moodle). The students will learn
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to raise meaningful questions, use various data sources to seek answers (carry out research), present, reason, and critically assess own findings. This course will help to understand cross-cultural aspects of change management and leadership, to learn to seek and find efficient solutions for change management and leadership, transform change challenges into desirable results of organisation. Having completed this course the students have shaped knowledge (based on their own research) of essence of change processes and leadership, are able to apply principles of efficient and socially responsible leadership at local and international environments.

Subject area: **Management**

Status	Course code: S189M153 Course title: KNOWLEDGE MANAGEMENT (Master Degree) Taught by: assoc. prof. dr. Jūratė Valuckienė		
Semester	ECTS credits	Languages	Duration
Autumn	6	English	1 semester
Study hours	Assessment	Prerequisites	Examination
Lectures – 28 h Practice - 28 h Self-study – 104 h	10-point scale	Management	

Subject content	The subject is intended for the Master's degree students from the study programme of Management. The strategy of IBL / inquiry based learning is applied during the subject, which enables students to become active developers of the own knowledge and skills. During the subject studies students implement interactive tasks, based on the analysis within academic (in auditoriums, libraries, virtual environments) as well as organisational environments. The subject is presented intensively without interrupting studies by other subjects. Preparation of the map of conception enables the student so perceive and personally systematise conceptual approaches of the knowledge management, on the base of which the management and strategic development of intellectual organisations is based. Upon implementation of the case analysis students learn to prepare meaningful questions of the knowledge management and to look for answers on the base of different sources of information as well as to introduce and argue the own achievements, to assess them critically. By the aid of the case analysis, students understand the cycle of the knowledge management in organisation, gain skills to recognise models of the knowledge management and to apply various instruments of the knowledge management in making managerial decisions. Preparation of the portfolio of learning achievements develops/educates the skill to reflect learning achievements, to assess them critically from the point of the own practical managerial activity. Upon implementation of the case analysis students learn to formulate issues on the knowledge management and to look for answers on the base of different sources of information, to present and argue own discoveries, to assess them critically. Having completed the course the students gain theoretical basics of the management and understand the effective management of knowledge and formation of new knowledge with minimal inputs under limited recourses of organisation. Upon analysis of the knowledge management practices the students develop own intercultural competence, increase skills of systemic and critical thinking, research, work in groups and independent learning.
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Subject area: **Regional Development and Governance**

Status	Course code: S195M001 Course title: PARTNERSHIP OF THE PUBLIC AND THE PRIVATE SECTORS FOR REGIONAL INNOVATIONS (Master Degree) Taught by: assoc. prof. dr. Vita Juknevičienė		
Semester	ECTS credits	Languages	Duration
Autumn	6	English	1 semester
Study hours	Assessment	Prerequisites	Examination
Lectures – 20 h Practice - 22 h Consultations – 8 h Self-study – 110 h	10-point scale	Management, Macroeconomics	Colloquium – 40% Group Homework – 30% Non-traditional task – 10% Exam – 20%

Subject content	The subject is intended for master degree students who are interested to develop their knowledge and abilities in public-private partnership for regional innovations. All tasks will be provided and group-personal development will be held in friendly, creative, supportive environment. This subject will help to identify strengths and weaknesses of targeted policies, generated in public and private sectors, regional innovation systems' qualitative and quantitative development opportunities, based on knowledge and innovation, and to render suggestions for the improvement of public and private sectors' innovation performance. After completing conceptual perception of public-private partnership conception and raising challenges for it, students analyze innovation policy aspects and link them with regional development through innovativeness, strategies, openness and absorption, trying to identify opportunities to enable public-private partnership for promoting the sustainability and learning environment in the region. Students prepare the group work, where they are analyzing the case of selected region and/or regional innovation, trying to identify possibilities for specific regional innovation implementation, using the instrument of public-private partnership. This work lets for students to analyze specific case, to share knowledge, to look for common decisions, to plan and implement the presentation of results. Non-traditional task develop students skills for information retrieval, analysis and original ideas presentation. During the colloquiums acquired knowledge are tested.
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	During the exam students present the oral illustrated presentation, answer to questions, demonstrate the knowledge and critical thinking, the capacity to analyse and evaluate. Self-assessment helps for the student to percept self-development.
Learning outcomes	<p>Students will be able to identify links between the aspects of public-private partnership conception and knowledge economy requirements for regions and their development.</p> <p>Students will be able to identify and analyze determinants of specificity of innovative performance's organizing at the regional or local level, and to recognize specifics of the innovation process, features of planning and management, seeking for the region's development.</p> <p>Students will be able to identify a partnership as the innovation system, based on sectorial and institutional networking and clustering, and to provide trends for a public-private partnership development, based on processes of sustainable development and research development.</p> <p>Students will be able to adjust to constantly changing situations of professional performance as well as content of performance, will acquire abilities of analytical, systemic, critical and creative thinking, will be able to solve problems and work in groups.</p>
Literature	<ol style="list-style-type: none"> 1. Cooke, P. (2013). Re-framing Regional Development: Evolution, Innovation and Transition (Regions and Cities). Routledge. 2. Yong, H. K. (2010). Public-Private Partnerships Policy and Practice: A Reference Guide. Commonwealth Secretariat. 3. Maurrasse, D. J. (2013). Strategic Public Private Partnerships: Innovation and Development. Edward Elgar Pub. 4. Cooke, P., Asheim, B., Boschma, R., Martin, R., Schwartz, D., Tödting, F. (2013). Handbook of Regional Innovation and Growth. Edward Elgar Publishing. 5. Pattberg, P., Biermann, F., Chan, S., Mert, A. (2012). Public-Private Partnerships for Sustainable Development: Emergence, Influence and Legitimacy. Edward Elgar Pub. 6. Link, A. N. (2006). Public/Private Partnerships. Innovation Strategies and Policy Alternatives. Springer Science+Business Media, Inc. 7. Porter, O. W. (2008). Public/Private Partnerships for Local Governments. Authorhous. 8. Granieri, M., Renda, A. (2012). Innovation Law and Policy in European Union. Towards Horizon 2020. Springer-Verlad Italia. 9. Moulaert, F. et al. (2013). The international handbook on social innovation: collective action, social learning and transdisciplinary research. Cheltenham: Edward Elgar. 10. Rickne, A., Laestadius S., Etzkowitz H. (2012). Innovation Governance in an Open Economy: Shaping Regional Nodes in a Globalized World (Regions and Cities). Routledge.