

BUSINESS AND PUBLIC MANAGEMENT Spring 2021

Course title	ECTS	Degree	Course code	Prerequisites	Subject area
Marketing	5	Bachelor	S191B106	Not requested	Business administration
Innovation Management	5	Bachelor	S180B161	Not requested	Business administration
Sociology	5	Bachelor	S210B103	Not requested	Business administration, Public administration
Information Technologies in Economics and Management	5	Bachelor	S190B120	Not requested	Business administration
Public Policy Development and Analysis	5	Bachelor	S170B118	Not requested	Public administration
Programme and Project Management	4	Bachelor	S189B015	Management, Public administration	Public administration
E-government	4	Bachelor	S190B162	Information Technologies in Public Administration	Public administration
Management of Social Innovation	5	Master	S189M171	Not requested	Management
Management Information Systems	6	Master	S189M128	Management and information technologies	Management
Regionalism and Multi-level Governance in Europe	6	Master	S170M120	Public Policy and Governance, Regional Development Theories	Regional Development and Governance
E.Governance and Democracy	6	Master	S190M113	Public Policy and Governance	Regional Development and Governance
Methodology of Regional Research	6	Master	S274M145	Regional Development and Governance	Regional Development and Governance
Sustainable Regional Development and Management of Programmes	6	Master	S196M100	Regional Development Theories, Regional Economic	Regional Development and Governance

Status	Course code: S191B106 Course title: MARKETING Taught by: assoc. prof. dr. Milda Damkuvienė		
Semester	ECTS credits	Languages	Duration
Spring	5	English	1 semester
Study hours	Assessment	Prerequisites	Examination
Lectures – 26 ac. h Seminars – 24 ac. h Self-study – 83 ac. h	10-point scale		Report – 30% Oral presentation – 40% Exam – 30%
Subject content	The course is for Bachelor's degree students to learn the fundamentals of marketing. After successful completion of this course, students will have a basic understanding of the marketing concept, the marketing mix (product, place, marketing communications and price), segmentation, targeting, positioning, customer value, branding, consumer and business behaviour, ethics and social responsibility in marketing. Students will understand and apply marketing concepts to real life situations from consumer and managerial perspectives. Key concepts will be introduced using lecture, refined through group discussion and applied through exercises, case studies, writing assignments and projects. Heavy emphasis will be on the "real world" applications of the material covered in the text and discussed in class. Seminars are dedicated for marketing case analysis in groups, various applied exercises and other assignments.		
Learning Outcomes	To gain systematic understanding of the marketing principles and methods. Will develop critical thinking skills, communication and collaboration skills; develop the skills and mindset for self-learning. Will develop problem solving, activity planning and organizing skills. Will develop information search and analysis skills. Will develop initiative taking skills, lifelong learning attitude.		
Literature	Kuertz D. L. (2014). Contemporary marketing. Mason (OH) : South-Western. Baker S. (2003). New consumer marketing: managing a living demand system / Susan Baker with Margrit Bass New York: John Wiley. Emery B. (2012). Sustainable marketing. Harlow: Pearson.		

Status	Course code: S180B161 Course title: INNOVATION MANAGEMENT Taught by: prof. dr. Skaidrė Žičkienė		
Semester	ECTS credits	Languages	Duration
Spring	5	English	1 semester
Study hours	Assessment	Prerequisites	Examination
Lectures – 14 h Seminars – 28 h Consultations – 6 h Self-study – 85 h	10-point scale	Not requested	Individual work, group work, presentation – 70% Final examination – 30%
Subject content	The subject is given to bachelors of Business administration study program. The purpose of the study subject is to enable students to understand the importance of innovation for the economy and society, the need for development of new products and services, the importance of creativity and creativity methods. Students will know the complexity of the innovation process, possible risks, and methods of assessing innovation efficiency, the European Union and national innovation policy. The Moodle system is used.		
Learning Outcomes	<ul style="list-style-type: none"> • Knowledge of the concept of innovation and classification systems, understanding about the significance of innovation for the economy and the development of society. • Knowledge about the stages of the innovation process and the ability to apply it in creative activities. • Ability to identify the specificity of each stage of the innovation process, understanding the complexity of the innovation process. • Ability to select indicators for the evaluation of the effectiveness of innovation, identify and analyze innovation process barriers • Ability to analyze and critically evaluate business, government, and public organizations' initiatives and experience in developing and applying innovation, to take a systematic approach to decision making; to think critically, work individually and in groups. 		
Literature	<ol style="list-style-type: none"> 1. Innovation governance in an open economy (2012). Edited by Annika Rickne, Staffan Laestadius and Henry Etzkowitz. Henry Etzkowitz. Abingdon, Oxfordshire (UK): Routledge. 2. Lazzaretti, L. (2013). Creative industries and innovation in Europe. New York: Routledge. 3. Gault, F. (2010). Innovation strategies for a global economy: development, implementation, measurement and management. Northampton: Edward Elgar. 4. Bilton, Ch., Cummings, S. (2010). Creative strategy: reconnecting business and innovation. Hoboken (N.J.): Wiley. 		

Status	Course code: S210B103 Course title: SOCIOLOGY Taught by: Anželika Gumuliauskienė		
Semester	ECTS credits	Languages	Duration
Spring	5	English	1 semester
Study hours	Assessment	Prerequisites	Examination
Lectures –26 h. Seminars – 24 h. Self-study – 83 h	10-point scale		Mid-term examination – 25% Seminars – 10% Homework – 15% Final examination – 50%
Subject content	The course is for Bachelor's degree students to learn the fundamentals of sociology. After successful completion of this course, students will have a basic understanding of the sociology concept, the object of sociology, evolution of sociology, modern theories of sociology, structure of society, socialization process, basic social institutions, definitions and types of social researches, basic social research methods. Key concepts will be introduced using lecture, refined through group discussion and applied through exercises, case studies. Heavy emphasis will be on the "real world" applications of the material covered in the text and discussed in class.		
Learning Outcomes	Students will gain knowledge about main theoretical aspects and conceptions of sociology: nature of social changes, structure of social process, factors of social stratification, settle of social disjuncture, globalization impact to society. Students will be able to organize social research, to identify various types of social problems and will be able to use right research methods. Also there will be developed transferable abilities during this subject: communication and cooperation, team and group work, and intercultural ability to act in the intercultural groups.		
Literature	<ol style="list-style-type: none"> 1. Fulcher J., Scott J. Sociology. Oxford University Press, 2007 2. Stolley, Kathy S. The Basics of Sociology. Westport, Conn.: Greenwood Press, 2005 3. The Basics of Social Research / Earl Babbie. Belmont, California: Thompson/Wadsworth, 2008 		

Subject area: **Public Administration**

Status	Course code: S170B118 Course title: PUBLIC POLICY DEVELOPMENT AND ANALYSIS Taught by: Anželika Gumuliauskienė		
Semester	ECTS credits	Languages	Duration
Spring	6	English	1 semester
Study hours	Assessment	Prerequisites	Examination
Lectures –32 h. Seminars – 32 h. Self-study – 96 h	10-point scale	Not requested	
Subject content	The objective of the course – to get acquainted with the concept of public policy, the process of policy formation (problems definition, agenda setting, policy formulation, policy imposition, policy implementation, policy evaluation), possible ways of policy analysis, the main models of public policy analysis, the process of policy analysis (structuring of political issues, forecasting of expected effects of policy, recommendation of chosen policy, monitoring of the observed effects of policy, evaluation of the effectiveness of the policy, the development of the arguments of policy, the presentation of policy analysis)		
Learning Outcomes	Specific course objectives include ensuring that students can: demonstrate the understanding of public policy concept, models and different public policy types; describe and compare the processes of public policy formation and analysis, models of agenda setting, decision making and policy implementation; demonstrate the understanding of citizens, stakeholders and public community role in public policy development processes; describe and determine techniques of their engagement; demonstrate use of public policy analysis methodology by identifying political problems, developing and analysing alternative solutions and selecting the preferred policy; communicate with public policy actors and stakeholders, to divide and take the responsibilities working on practical tasks in group; reflectively present the analysis of public policy by using ICT.		
Literature	<ol style="list-style-type: none"> 1. Public policy: politics, analysis, and alternatives / Michael E. Kraft and Scott R. Furlong. 3rd ed. Washington (Wash.) : CQ Press, 2010. 2. Handbook of public policy / edited by B. Guy Peters and Jon Pierre. Los Angeles (Calif.) : Sage, 2010 3. Public policy and administration: a broad ranging journal for those with an interest in administration and policy. London : Sage publications. 		

Subject area: **Business administration**

Status	Course code: S190B120 Course title: INFORMATION TECHNOLOGIES IN ECONOMICS AND MANAGEMENT		
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	Taught by: Beatričė Poškuvienė		
Semester	ECTS credits	Languages	Duration
Spring	5	English	1 semester
Study hours	Assessment	Prerequisites	Examination
Laboratory work – 46 ac. h. Consultations – 2 ac.h. Self-study – 85 ac. h	10-point scale	Not required	Laboratory work –30% Homework –20% Exam – 50%
Subject content	This course is prepared to learn how to use spread sheets or worksheets for solving the relevant economics and management problems; to get essential competence in information technologies implementation for the modern organisations. The spread sheets or worksheets application in economics and management problems (table editing, formatting and printing, formulas for the data analysis, functions groups and their syntax, worksheets view, diagrams and charts, business modelling, basic financial accounting functions, financial documents and high finance analysis). The Internet options for the economics-management. Electronic documents 'exchange.		
Learning Outcomes	To be competitive applying information technologies hardware and software for solving relevant economics and management problems.		
Literature	Walkenbach, J. (2010). Excel 2010 Bible. Wiley Publishing, Inc. Whigham D. (2007). Business data analysis using Excel. New York: Oxford University Press.		

Subject area: **Public Administration**

Status	Course code: S189B015 Course title: PROGRAM AND PROJECT MANAGEMENT Taught by: Jurgita Mikolaitytė/ Oksana Mejerė		
Semester	ECTS credits	Languages	Duration
Spring	4	English	1 semester
Study hours	Assessment	Prerequisites	Examination
Lectures – 36 h Seminars – 69 h Self-study – 162 h	10-point scale	Management, Public administration	Control work – 20% Non-traditional task– 50% Final examination – 30%
Subject content	The subject has been developed for undergraduate studies. Students familiarise themselves with project initiation, planning, management and implementation processes, project development methodology, project management cycle, analyse national and international programs that address public policy issues, develop a project framework and action plan and describe project activities. Working in teams and collaborating with the chosen public sector organisation students set goals, identify benefits, stakeholders, resources, etc. and regularly consult the teacher. At the end of the semester they present the developed project to the organisation. Students study the principles of quality, human resource and risk management, in teams analyse action plans and quality management of the presented, implemented and current projects and develop communication and risk management plans. The subject is studied applying Problem-based learning (PBL) strategies.		
Learning Outcomes	Students will be able to: choose national and international programs for project funding; explain a project management and administration framework, project selection and acceptance processes; identify and compare the main phases of the project management cycle; identify and define the main principles of project quality, human resource, time, change and risk management; prepare project communication and risk management plans taking into consideration the activities and the structure of a particular organisation; monitor project activities and their quality; identify and analyse social issues and foresee ways of addressing them through project funding; identify potential partners, draw up a project matrix and a detailed action plan; design a communication with the stakeholders and others plan, a job sharing scheme, take responsibility and coordinate project activities. Students will develop leadership, presentation, communication, mediation, argumentation, ICT use and other transferable skills.		
Literature	1. Successful project management / Trevor L. Young. London; Philadelphia : Kogan Page, 2010 2. Project management theory and practice/ Richardson, Gary L. Boca Raton (Fla.) : Auerbach Publications, 2010 3. Biafore, Bonnie. Successful project management: applying best practices and real-world techniques with Microsoft Project . Sebastopol [Calif.] : O'Reilly, 2011 4. Wysocki, Robert K Effective project management : traditional, agile, extreme. Indianapolis : Wiley, 2012.		

Subject area: **Public administration**

Status	Course code: S190B421 Course title: E-GOVERNMENT		
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	Taught by: Beatričė Poškuvienė		
Semester	ECTS credits	Languages	Duration
Spring	4	English	1 semester
Study hours	Assessment	Prerequisites	Examination
Lectures – 20 ac. h Seminars – 20 ac. h Self-study – 67 ac. h	10-point scale	Information Technologies in Public Administration	Group Work –25% Homework –40% Exam – 35%

Subject content	The subject has been developed for undergraduate public administration studies. In lectures students gain understanding of e-government, e-democracy, e-participation, online public services, analyse examples of e-government models, implementation strategies and concepts in different countries and foresee a wider access to online public services. In seminars students search information sources and analyse problems related to e-government implementation, classification. For self-study students in groups choose and analyse e-government examples, study information sources, familiarise themselves with the legislative and regulatory framework of e-government, EU documents and policies on e-government, digital security issues and ways and methods of solving them, hardware and software for networking and digital communications infrastructure. Module study is completed by taking a test on the theory and presenting the prepared analytical project in which students demonstrate competences to identify the advantages and limitations of online public services and foresee and substantiate tendencies of their development. Students analyse digital, paper sources and publications on e-government implementation issues, classify problems, design methodology for an analytical project, analyse examples of e-government services, and identify their benefits and limitations. In consultations students search for sources, analyse the course of work, solve of arising problems and substantiate suggestions for development.
Learning Outcomes	Students will know the concepts, models, theoretical aspects and implementation of e-government, e-democracy, e-election, e-participation strategies, the legislative and regulatory framework for e-government, EU policy on e-government, data protection and safety issues and: - will be able to apply ICT in public administration; - will be able to analyse and evaluate examples of e-government; - will be able to apply theoretical knowledge and analysed examples and identify the benefits, limitations, improvement and development of e-government - will develop systems thinking skills revealing the potential of e-government development; - will develop lifelong learning competences, communication, information management skills and ethical and innovative approaches to activities.
Literature	Chen, H., et al. (2008). Digital government: e-government research, case studies and implementation. New York: Springer. Davidavičienė, V., et al. (2009). Elektroninis verslas: vadovėlis. Vilnius: Technika. (p. 384-459) Griffin, D., Trevorrow, P., Halpin, E. (2007). Developments in e-government: a critical analysis. Amsterdam: IOS Press Encyclopedia of e-commerce, e-government, and mobile commerce. (2006). Hershey: Idea group reference. Prins, J.E.J. (2007). Designing e-Government. Alphen aan den Rijn: Kluwer Law International.

Subject area: **Management**

Status	Course code: S189M171 Course title: MANAGEMENT OF SOCIAL INNOVATION (Master degree) Taught by: prof. dr. Skaidrė Žičkienė		
Semester	ECTS credits	Languages	Duration
Spring	5	English	2 semester
Study hours	Assessment	Prerequisites	Examination
Lectures – 18 ac. h Seminars – 24 ac. h Consultations – 6 ac. h Self-study – 112 ac. h	10-point scale		Individual homework – 20% Literature review -20 Oral presentation – 20% Exam –40%

Subject content	The study subject is appointed for the Master's degree programs. Globalization, intensive migration and population diversity, changing patterns of work, unemployment, aging population, environmental issues and other changes in social processes show that more and more problems are of a social nature or have a significant impact on the social sphere. The course deals with the concepts of innovation and social innovation, the process of innovation management, different systems of classification of social innovation, and focuses on the implementation of social innovations choosing diverse business strategies. During practical classes, the benefits of social innovation are discussed not only in context of societal problems, but also in assessing the economic and environmental benefits; students are able to select and justify the criteria and indicators for assessing the effectiveness of innovation (social innovation). Students are aware of international and national social innovation policy. During studies, a research-based learning approach is used, students perform small-scale tasks and research tasks, prepare oral presentation. During the studies, students use the Moodle environment, which includes theoretical material, topic forums, video lectures, and additional literature for deepening knowledge. Students have the opportunity to improve their individual and group works, taking into account the comments and suggestions made by the lecturer and colleagues.
Learning Outcomes	Knowledge of the trends of innovative activity in the 20th century, ability to discuss the changes in global and national contexts. Understanding of the historical development of innovative processes, ability to classify and identify the types of innovations. Understanding of the methods of innovation creation and ability to apply them in modelling the innovation process. Ability to analyse the impact of social innovations on the development of society using different business strategies. Ability to select and justify the criteria and indicators for assessing the effectiveness of innovation (social innovation).

Ability to analyse and critically evaluate the initiatives and experiences of business, government, public organizations in realizing social innovation, to take a systematic approach to decision making, to apply holistic access; think critically, and work responsibly, thoroughly, independently.

Literature

Frank, M. (2013). The international handbook on social innovation. Cheltenham: Edward Elgar.
Lazzaretti, L. (2013). Creative industries and innovation in Europe. New York: Routledge.
Steidle, G. (2017) Leading from Within: Conscious Social Change and Mindfulness for Social Innovation. MIT Press Ltd

Subject area: **Management**

Status	Course code: S189M128 Course title: MANAGEMENT INFORMATION SYSTEMS (Master degree) Taught by: prof. dr. Diana Šaparnienė		
Semester	ECTS credits	Languages	Duration
Spring	6	English	1 semester
Study hours	Assessment	Prerequisites	Examination
Lectures – 32h Seminars – 16 h Self-study – 112 h	10-point scale	Management and information technologies	Course paper – 40% Final examination – 60%

Subject content

During the studies Master students will obtain knowledge and perception about management information systems (MIS), their development in Lithuania and in the world, will analyse the aspect of existence, designing and simulation of MIS, will analyse the performed functions, will investigate various information systems existing in practice, will develop analytical abilities (to identify, analyse and evaluate MIS demand, opportunities and existing problems), will develop abilities of interactive interaction and team work. As the result of subject's studies Master students will be able to solve the issues of MIS management and development selecting appropriate means and instruments, applying principles of quality management in the implementation process, following the principles of ethical activities

Subject area: **Regional Development and Governance**

Status	Course code: S170M120 Course title: REGIONALISM AND MULTI-LEVEL GOVERNANCE IN EUROPE (Master degree) Taught by: prof. dr. Aistė Lazauskienė		
Semester	ECTS credits	Languages	Duration
Spring	6	English	1 semester
Study hours	Assessment	Prerequisites	Examination
Lectures – 24h Seminars – 32 h Self-study – 104 h	10-point scale	Public Policy and Governance, Regional Development Theories	Course paper – 40% Discussion on presented topics – 20% Final examination – 40%

Subject content

The course is designed for master programme. After completing the course students will be able to analyze Multilevel Governance and to explore the role of the Regions in interactions with the European Union. The course covers the EU, national, regional and local level of governance from a multi-level perspective and highlights the different mechanisms which facilitate the exercise of regional competences in a multilevel framework. Students get acquainted with theories of government and regionalism, classification of local government systems, the concept of multilevel governance and democratic accountability. The cases based on europeanisation and regionalisation in Central and Eastern Europe, public reforms and institutional changes of local and regional government are analysed. Topics of European Cohesion Policy in a historic perspective emergence of sub-national and supra-national actors in the European policy-making process are discussed.

The cumulative evaluation system is used for evaluation of learning outcomes. Students prepare a course paper which consists of the theoretical and empirical parts, providing discussions in the practical sessions. The final exam is providing in a written form.

Subject area: **Regional Development and Governance**

Status	Course code: S190M113 Course title: E.GOVERNANCE AND DEMOCRACY (Master degree) Taught by: prof. dr. Diana Šaparnienė		
Semester	ECTS credits	Languages	Duration
Spring	6	English	1 semester
Study hours	Assessment	Prerequisites	Examination
Lectures – 18h Seminars – 22 h Self-study – 120 h	10-point scale	Public Policy and Governance	Individual work - 20 % Group work - 30 % Virtual forums - 20 % Final examination – 30%

Subject content	<p>Course is intended for Master students who are interested to develop their knowledge and abilities in electronic governance and democracy field. The course is based on analysis of interaction of digital system, political system and governance, obtaining understanding of the impact of the digital revolution on democratic process in the regions. In the context of the course, completing individual work, case studies and participating in case discussions, students identify problems of democratic e-governance development, generating hypothetic ideas and mechanisms to solve them, analyse, assess and model situations of democratic governance using ICT as at the level of public administration organisations, as well as at the national or regional levels of governance. The Moodle learning environment is used for enhancing the involvement of students and collecting of study material.</p> <p>The system of ten grades and gathered evaluation system are being employed. Students' individual and group works will be presented and discussed at seminars, virtual forums, will be presented and discussed in the Moodle system. The examination is in an oral discussion form.</p>
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Subject area: **Regional Development and Governance**

Status	Course code: S274M145 Course title: METHODOLOGY OF REGIONAL RESEARCH (Master degree) Taught by: prof. dr. Diana Šaparnienė		
Semester	ECTS credits	Languages	Duration
Spring	6	English	1 semester
Study hours	Assessment	Prerequisites	Examination
Lectures – 20 h Seminars – 32 h Self-study – 108 h	10-point scale	Regional Development and Governance	Individual work, group work, virtual forum - 70% Final examination – 30%

Subject content	<p>Course is intended for Master students who are interested to develop their knowledge and abilities in regional research methodology. The course is based on development general and special abilities, which are necessary for identification and investigation of problems in regional socioeconomic policy and their implementation, on evaluation of methodological research quality. The students gain higher level of social researcher competence, based on knowledge and abilities to analyse national and international empirical research results, evaluate implemented programs and reflecting personal research experience. Students, investigating and analysing practical situations, presenting possible variants for the solutions, actively participating in discussions, combining individual and team work, follow principles of ethical activities. The Moodle system is used</p>
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Subject area: **Regional Development and Governance**

Status	Course code: S196M100 Course title: SUSTAINABLE REGIONAL DEVELOPMENT AND MANAGEMENT OF PROGRAMMES (Master degree) Taught by: prof. dr. Teodoras Tamošiūnas, lect. Vilma Tubutienė		
Semester	ECTS credits	Languages	Duration
Spring	6	English	1 semester
Study hours	Assessment	Prerequisites	Examination
Lectures – 20h Seminars – 22 h Self-study – 118 h	10-point scale	Regional Development Theories, Regional Economic	Colloquium - 30% Analytical research paper (project) - 30% Final examination – 40%

Subject content	<p>Course is intended for Master students who are interested to develop their knowledge and abilities in sustainable regional development. The course is based on theoretical and case studies, analysis of sustainability indicators and regional strategic planning measures of EU regions. After completing conceptual framework of Sustainability, Conceptions of Regional Sustainable development, students analyse Indicators of economic, social and environment Sustainability of Regions and familiarises with Strategic Management as a tool for Sustainable development of Regions. Seminars and individual work are designed for preparing analytical paper on chosen EU region development. Analytical work is based on the case studies of sustainability indicators and measures of strategic planning of chosen EU region and introduction prepositions for regional development. Finally students provide the presentation of analytical research paper (project) and theoretical discussion. Final mark is cumulating of 3 coherent and obligatory assignments that have different weigh: Colloquium, Analytical research paper (project) and Final Exam.</p>
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