

4. DESCRIPTION OF THE STUDY PROGRAMMES

4.1. DESCRIPTION OF THE STUDY PROGRAMME OF COMPANY AND INSTITUTION ADMINISTRATION

LAW

Semester: 6

Number of Credits: 2

Course Coordinator: Vitalija Šimkienė

Objectives:

- To analyse a legal person.
- To analyse the order of company or institution establishment.
- To analyse the documents of personnel according to the requirements of the acts of law.
- To describe documents regulating time record of work.

Contents:

- Formation, realisation, termination of labour contract.
- Concept of work time.
- Overtime.
- Annual vacation.

Teaching methods:

- lectures,
- practicums,
- self-study.

Course literature:

1. Lietuvos Respublikos Konstitucija.
 2. Lietuvos Respublikos administracinių teisės pažeidimų kodeksas.
 3. Lietuvos Respublikos civilinis kodeksas.
 4. Lietuvos Respublikos darbo kodeksas.
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COMMUNICATION PSYCHOLOGY

Semester: 1

Number of Credits: 3

Course Coordinator: Jūratė Tuominienė

Objectives:

- To analyse the methods of conflict and stress management.
- To control and solve conflict situations with visitors, co-workers.
- To induct the factors influencing the significance of communication culture and ethic climate.

Contents:

- Psychological nature of conflicts. Causes, types and consequences of a conflict.

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- Methods of conflict solving.
- Conflicts in communication situations.
- Factors influencing psychological and ethic climate.

Teaching methods:

- Lectures,
- Situation analysis,
- Imitation,
- Role-play,
- Discussions.

Course literature:

1. Anužienė, B. (2005). *Karjeros planavimo vadovas*. Kaunas.
 2. Hindle, T. (2000). *Derybų menas*. Vilnius.
 3. Lydeka, A. (2004). *Etiketas visiems*. Vilnius.
 4. Vijeikienė, B., Vijeikis, J. (2000). *Komandinio darbo pagrindai*. Vilnius.
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MANAGEMENT

Semester: 3

Number of Credits: 4

Course Coordinator: Žydrė Petrylaitė

Objectives:

- To define strategic plans of a company or institution.
- To perform the analysis of external and internal environment of an organisation.
- To analyse the hierarchy of plans.
- To prepare a plan of a subdivision.
- To define organisational structure of management.
- To define the methods, system, means of activity control of a subdivision.
- To find out the methods of conflict and stress management.
- To prepare the system of internal communication.

Contents:

- Essence of management. Functions of management.
- Objectives of an organisation.
- Planning.
- Leadership.
- Motivation of employees.
- Relations and communication in an institution.
- Conflict, stress and their influence on the internal environment of an institution.
- Negotiation.
- Control and regulation.

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Teaching methods:

- Lectures,
- Situation analysis,
- Self-study.

Course literature:

1. Butkus, E. et al. (2005). *Organizacijų vadyba*. Technologija.
 2. Dessler, G. (2001). *Personalo valdymo pagrindai*. Kaunas.
 3. Stoner, J.A.F.R., Freeman, E. et al. (2006). *Vadyba*. Kaunas.
 4. Ulrich, D., Brockbank, W. (2007). *Personalo vadyba: vertės pasiūlymas*. Vilnius.
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APPLIED MATHEMATICS

Semester: 1

Number of Credits: 3

Course Coordinator: Lijana Stancevičiūtė

Objectives:

- To evaluate the significance of mathematics in economics.
- To analyse the elements of economics and their relations.
- To define the concepts of matrix and vector.
- To apply the skills in the solution of economic tasks.
- To apply the methods of system solution for data filing and analysis.

Contents:

- Basics of business mathematics.
- Matrix and vectors.
- Set and functions.
- Fluxion.
- Integrals.
- Series of numbers and functions.

Teaching methods:

- Lectures,
- Practical training.

Course literature:

1. Apynis, A., Stankus, E. (2000). *Taikomoji matematika*. Vilnius.
 2. Pekarskas, V. (1996). *Diferencialinis ir integralinis skaičiavimas*. Kaunas.
 3. Pekarskas, V. (2000). *Diferencialinis ir integralinis skaičiavimas*. Kaunas.
 4. Šedžiuvienė, N. (1999). *Verslo matematika*. Šiauliai.
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PUBLIC INSTITUTIONS ADMINISTRATION

Semester: 4

Number of Credits: 4

Course Coordinators: Palmira Papšienė

Objectives:

- To define the order of public institution establishment.
- To analyse the structure of public sector institution management.
- To form the image of an institution.
- To define ethic codes.
- To develop public relations.
- To plan press-conferences.

Contents:

- Public administration and society.
- Strategic planning in public institutions.
- Public administration and society.
- Public relations.
- Ethic code.
- Business communication.
- Arrangement of meetings, conferences.

Teaching methods:

- Lectures,
- Group work,
- Discussions,
- Self-study.

Course literature:

1. Lane, J.E. (2001). *Viešasis sektorius*. Vilnius.
 2. Melnikas, B. (1999). *Viešasis administravimas*. LTA.
 3. Norbert, T., Adrian, R. (2004). *Viešojo vadyba. Inovaciniai viešojo sektoriaus valdymo metmenys*. Vilnius.
 4. Puškorius, S. (2002). *Viešojo sektoriaus institucijų administravimas*. Vilnius.
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BASICS OF ACCOUNTING

Semester: 2

Number of Credits: 4

Course Coordinator: Erika Jonuškienė

Objectives:

- To analyse the methods of information formation in accounting.

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- To compare the peculiarities of accounting of trade institutions and manufacturing institutions.
- To prepare the main forms of financial accountability.
- To explain credit forms.

Contents:

- Policy of accounting of economy subject.
- Primary accounting documents. Register of accounting.
- Procedures of the end of accounting cycle.
- Financial accountability.
- Inventory and its documentation.
- Banks and their functions.

Teaching methods:

- Lectures,
- Situation analysis,
- Self-study,
- Practicums.

Course literature:

1. Barysaitė, A. (2007). *Apskaitos pagrindai*. Šiauliai.
 2. Jefimovas, B. (2008). *Apskaitos pagrindai*. Technologija.
 3. Kalčinskas, G. (2007). *Buhalterinės apskaitos pagrindai*. Vilnius.
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MARKETING

Semester: 4

Number of Credits: 3

Course Coordinator: Raimonda Pilipavičienė

Objectives:

- To prepare a strategic plan of marketing.
- To analyse internal and external environment.
- To plan marketing budget, control it.
- To prepare a report of a research.
- To prepare a plan of image sustention.
- To foresee the means of advertisement spread.
- To prepare information of company, institution presentation.
- To apply the methods of personal sale communicating with visitors of different demand.

Contents:

- Tasks, objectives and functions of marketing.

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- Macro and micro environment of marketing.
- Strategic planning of marketing.
- Planning and control of marketing activities.
- Marketing information and analysis.
- Personal sale. Advertisement. Stimulation of sales. Direct marketing.
- International marketing.

Teaching methods:

- Lectures,
- Discussion,
- Situation analysis,
- Self-study,
- Group work.

Course literature:

1. Bagdonienė, L., Hopenienė, R. (2009). *Paslaugų marketingas ir vadyba*. Kaunas.
 2. Čereška, B. (2004). *Reklama: teorija ir praktika*. Vilnius.
 3. Kotler, Ph., Keller, L.K. (2007). *Marketingo valdymo pagrindai*. Klaipėda.
 4. Vengrienė, B. (2006). *Paslaugų vadyba*. Vilnius.
 5. Virvilaitė, R. (2009). *Marketingo valdymas*. Kaunas.
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PUBLIC RELATIONS MANAGEMENT

Semester: 4

Number of Credits: 3

Course Coordinator: Lina Tamutienė

Objectives:

- To describe the role of internal and external communication in business environment.
- To prepare the review of information.
- To analyse the situations of conflict and stress management.
- To analyse the role of internal and external communication in business environment.
- To prepare the structure of internal and external communication.
- To analyse image structure of a company, institution, subdivision.
- To prepare a plan of information spread.
- To prepare presentation of a company, institution.

Contents:

- Concept of public relations.
- Models of public relations.

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- Conveyance of information by public relation means.
- Communication of crisis.
- Institution image and reputation. Image formation.
- Program of public relations.

Teaching methods:

- Lectures,
- Discussion,
- Group work,
- Situation analysis,
- Self-study.

Course literature:

1. Matkevičienė, R. (2005). *Ryšiai su visuomene*. Vilnius.
 2. Paliulis, N., Chlivickas, E., Pabedinskaitė, A. (2004). *Valdymas ir informacija*. Vilnius.
 3. Sūdžius, V. (2002). *Įmonės reputacijos ir įvaizdžio kūrimo priemonės*.
 4. Ulevičius, L. (2006). *Kaip tapti žinomam: etiški ryšiai su visuomene*. Kaunas.
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PROJECT MANAGEMENT

Semester: 5

Number of Credits: 3

Course Coordinator: Eslanda Mockevičienė

Objectives:

- To analyse the aspects of project risk management.
- To analyse human resources of a project.
- To prepare project administration timetable.
- To analyse the peculiarities of international projects.
- To prepare project advertising material.
- To prepare presentation of a project.

Contents:

- Concept of project.
- Project management.
- Processes of project management.
- Project quality management.
- Management of project human resources.
- Peculiarities of international projects.
- Requisition of a project.
- Project preparation.

Teaching methods:

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- Lectures,
- Discussion,
- Situation analysis,
- Presentation of a project,
- Self-study.

Course literature:

1. Būda, V., Chmieliauskas, A. (2006). *Projektų valdymas*. Kaunas.
 2. Kučinskienė, R., Kučinskas, V. (2005). *Socialinių projektų rengimas ir valdymas*. Klaipėda.
 3. Neverauskas, B. et al. (2007). *Projektų valdymas*. Kaunas.
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