

STUDY SUBJECTS TAUGHT IN ENGLISH FOR EXCHANGE STUDENTS

SPRING SEMESTERT 2018/2019

Subject	Credit (ECTS)	Description of study subject
Social Research Methodology*	5	Aim of the course is to give the students' a proper understanding of the benefit and relevance of the research methods for carrying out theoretical and empirical research in the students' professional field. During the studies of the course unit, the students will gain knowledge, expand their personal understanding and develop skills necessary for carrying out applied research independently using quantitative and qualitative research methods. The students will understand the concept of research methods within the context of technology and innovation management, will be able to select appropriate type of research according to the problem of the research, will be able to formulate technology and innovation management research parameters and develop a research design for both – quantitative and qualitative research.
Creation of Tourism Product and Pricing*	5	The aim of the Creation of Tourism Products and Pricing course unit is to provide the students with knowledge of the principles of creation of a tourism product and their pricing policy and strategy in market conditions, to teach them to forecast the changes of the market prices, to know the national price regulation methods, to master preparatory works for creation of a new tourism product, different pricing methods in market conditions, export, contractual, retail, preferential and flexible pricing methods.
Organization and Management of Travel*	5	The aim of the course unit is to gain knowledge about the forms of activity of a tour operator, travel geography and travel risk assessment methods; to learn about the features of drawing up tour operator contracts with the providers of tourism services and the features of travel organisation service package; to gain knowledge about trip itinerary planning methods and assessment criteria.
Tourism Project Management*	5	To gain theoretical and practical knowledge about the aspects of project development and implementation in the field of tourism, to gain knowledge and skills necessary to develop and implement a project of a respective type at the necessary level of quality.
Catering Services*	5	The course unit is designed to introduce the students to the types of companies providing catering services and the legal regulation of their activities. The course unit includes a discussion of the structure and specificity of the activities of catering companies. The course unit reveals the significance of the organization of activities in various units (departments) of a catering company for the image and notoriety of a company. The students learn about the peculiarities of organising catering of hotel guests and tourists and the dietary peculiarities of people from different countries of the world. The course unit deals with the most important aspect of tourists' catering on a trip.
Organization of Hotel Process*	5	To gain knowledge about hotel networks and types, hotel management forms. To learn about the features of organizational structure of hotels, the obligations, responsibilities and functions of hotels employees. To gain knowledge about the types of hotel guests, getting feedback from the hotel guests and guest stay cycles. To learn about the peculiarities of hotel reservations by guests and the application of measures ensuring guest safety in a hotel.
International Business Law*	5	The aim of the Course Unit is to gain knowledge about the basics of the legal system of the Republic of Lithuania, gain knowledge about entities

		legal framework, to be able to conclude a series of agreements and contracts.
International Marketing*	5	The aim of the course International Marketing is to acquire the basic knowledge and tools necessary to understand international problems and issues for marketing; to understand how companies adjust their international strategies based on the global environmental changes; to build skills toward the understanding of cultures of nations by critically analyzing the social, political, legal, and economic forces that affect the business performance of international marketing; skills of planning and organising marketing activities for the global marketing management.
Import and Export Management*	5	Import&Export management unit is designed to deepen the students' knowledge in international business environment, business operations and legal regulations, develop the skills of gathering, selecting, analysing and evaluating information and data from international environment, applying knowledge to practical situations and abilities to make decisions for import and export processes.
Quality Management*	5	The aim of the course unit is to gain key quality management knowledge and be able to implement quality management system as a quality management technique, after implementation of which a company is constantly improving in attempt to satisfy consumer needs better through the improvement of quality of products or services, and reducing the costs, to be able to plan and assess performance quality and solve practical quality issues in an organization.
Lithuanian Language	5	The Course offers international students the opportunity to study one of the oldest languages in the world. The general objective of the course is that after following the requirements and completing the course students should be able to communicate in simple Lithuanian in various situations of personal and social life. During the course students are expected to gain knowledge, practical skills and experience in comprehension and usage of the Lithuanian language on specific themes.
Marketing	5	To provide the students with professional knowledge and practical skills by mastering the main concepts, terms and definitions used in the marketing activities, to develop a systematic understanding of the marketing methods and principles and the basics of their application in practice, to disclose the peculiarities of the marketing activities and the causal relationships between successes and failures.
Business Finance and Accounting	5	The aim of the Business Finance and Accounting course is to provide students with the basic financial accounting knowledge and skills that the students could use while working in real business environment, also to help them to acquire experience in assessment of information, especially accounting information, and ability to use the opportunities provided by such information properly.
Tourism Resources and Geography	5	The aim of the Tourism Resources and Geography course unit is to provide the students with knowledge about the role of territorial resources for the specialization of tourism activities, to introduce to them the natural and cultural tourism issues and challenges, visitor (tourist) distribution patterns and differences.
Tourism Business	5	The aim of the course unit is to provide the students with knowledge and skills enabling to understand the importance of the planning of tourism business and the benefits of planning in the activities of a tourism company; with knowledge about the company establishment and incorporation procedures in Lithuania; to develop skills necessary to conduct a case analysis, enabling to foresee opportunities for the activity of a tourism company, to analyse tourism business resources, to make a business plan, to be able to present and defend it.

Economics for Business Enterprise	5	The aim of the course is to give un understand of the principles of business and business organizations. The students should be able to define the different legal business forms/types and to choose the appropriate one for reaching business goals and develop business partnerships. The participants of the course will get awareness of the stages to establish the business company. The students will learn to draw up a business plan, will be able to calculate the appropriateness of investments, anticipate the necessary resources, to predict business failures and crises.
Quantitative Methods for Business	5	This unit shows how to interpret data involving uncertainty and variability; how to model and analyse the relationships within business data; and how to make correct inferences from the data (and recognise incorrect inferences). The unit will include instruction in the use of software tools (primarily spreadsheets) to analyse and present quantitative data.
Information Technologies	5	Aim - to improve the skills of applying the information technologies; to apply and improve the gained knowledge of information technologies for a wider application; to develop creativity, initiative, innovativeness, ability to make effective decisions when solving certain computer tasks.

* Intense subject, exam is planned at the beginning of April



SMK University of Applied Social Sciences
Vilnius Branch

Institutional Erasmus+ Coordinator
E-mail: kornelija.gulbinskaite@smk.lt
Phone: +370 5 2504806