

STUDY SUBJECTS TAUGHT IN ENGLISH FOR EXCHANGE STUDENTS

SPRING SEMESTERT 2022/2023

Subject	Credit (ECTS)	Description of study subject
Marketing	5	The study of the subject is designed to acquaint students with the marketing activities and solutions of international companies seeking to take advantage of international markets. The course includes analysis of cultural, legal, political, ethical factors, overview of international markets, research of international markets, selection of target markets and determination of the company's strategic marketing directions. During the studies, students analyze the problems of product and brand development for the international market, applicable support measures, distribution, pricing problems and apply the acquired knowledge in practice when planning marketing activities.
Finance and Accounting	4	Studies of the subject of finance and accounting acquaint with the requirements for primary accounting documentation, basic accounting principles; economic facts are identified, classified, valued and registered and financial statements are prepared; the financial goals of companies, financial resources and the process of their formation are analyzed; various methods of financial analysis are applied; developing the ability to calculate taxes. Students will be able to register economic operations, calculate the company's operating result, prepare financial reports, apply financial analysis methods, understand the dependence of economic indicators, will be able to assess the company's financial condition, know tax calculation and declaration requirements; know how to finance a business.
International Markets Research	4	The study program of market and advertising research is designed to teach students to collect market information from secondary and primary sources, to be able to use all means to market research, to study and process the reflections of advertising consumers and to draw correct conclusions.
Basics of Law	3	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.
Management of Business Process	3	The course is designed to gain knowledge of the management of business processes and to be able to apply them when designing and managing processes. When studying this course unit the following main topics will be analyzed: process conception, a conception of the strategy of process management and its composite parts, creation of a system of business processes and factors determining the system of business processes, types of processes of providing / producing services and their creation, process analysis and the main characteristics, creating a structure of processes and determining interaction, process efficiency: usefulness and efficiency, models and methods of managing business processes.
Sustainable Business	4	This course unit is designed to enhance the students' interest in the principles of sustainable business development, international practice of the application of such principles, to develop students' ability to understand and assess critically the concepts of sustainable business development, their applicability and problem in the society, to develop skills necessary for environment, business and social development analysis; to apply "green management", its models and sustainable business development process, management instruments and indicators
Global Career Awareness	4	This course is designed for students who want to improve their employability and pursue an international career. The course will help to plan and manage international careers more effectively, improve

		prospects for studying, doing practice or working abroad. In this course students will explore how cultural diversity affects the business world and learn the importance of developing their intercultural skills to pursue an international career. Students will learn how to collect and manage information on international opportunities, how to prepare for smooth reallocation and intergration in diverse and global environments.
International Business Law	4	International business law studies cover the following main topics: The concept and sources of international business law; Principles of International Business Law and their Classification, Objects and Entities of International Business Law; Types of legal entities, registration and establishment in separate foreign countries, formation of names of legal entities in accordance with Lithuanian legal acts and international agreements, Registration, protection and legal regulation of a trademark. International and national organizations, International commercial agreements, their conclusion, Legal relations of international settlements, Legal regulation of international cargo transportation, Legal restrictions of international business (antitrust laws, cartel associations, etc.), International commercial customs and usual commercial practices, Dispute resolution methods, International Commercial Arbitration.
Sales Management	4	The aim of the course unit is to gain knowledge about the sales process scheme, planning techniques and active sales, to do sales situation modelling tasks, application of SPIN method in practice, argument analysis schemes, analysis of objections / claims, actions after the sale.
Public Speaking	4	In this subject students are introduced to the modern concept of rhetoric science, relation between public speaking and other oratory fields are discussed. Effective public communication process, relationship between persuasive speech and active listening is introduced. Students are taught to choose the right topic, formulate problem, and concentrate arguments. Principles of public speech composition are introduced, paying a lot of attention to the logical basis of speech and argumentation. Various types of public languages are presented.
Emerging Markets	5	The subject aim is to provide the students with knowledge about emerging markets: India, China. During lectures students will be familiarized with emerging markets exports, imports, risks that arise in cooperation with emerging markets.
Story Creation and Telling	5	Story creation and telling are an increasingly common form of communication in which experiences play a crucial role in conveying knowledge to an audience: they not only help to memorize information, but also encourage decision-making. As a result, story creation and telling are playing an increasingly important role in a variety of business organizations: this method has been used extensively in marketing instead of traditional advertising strategies since the last decade, but the possibilities for story creation and telling are much wider. The potential for the application of this ability is enormous and deeper research is just beginning, with the establishment of special centers in various parts of the world.
Computer Graphics and Design	5	The subject is intended to provide basic theoretical and practical knowledge of computer graphics and its application about graphic software, graphical object modeling, visualization, rendering of rendering reality to displayed objects (surface removal, transparency, textures). Students who have completed the basic subject of computer graphics have knowledge of the basic terms of computer graphics, use graphics creation programs, are able to choose appropriate computer graphics development tools to effectively achieve the goal; are able to independently create and apply graphic objects in practice, are able to work independently, develop general abilities (logic, creativity, attention, etc.). During the lectures, the computer graphics program Adobe Photoshop is introduced. The possibility and use for creating advertising on the Internet and in the press is shown and emphasized. Adobe

	Photoshop is used for artistic processing of photographs (editing, retouching, creation of photomontages), advertising publications (booklets, flyers, leaflets, posters, advertisements).
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* Intense subject, exam is planned at the end of April



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