

CATALOGUE OF PRELIMINARY STUDY SUBJECTS TAUGHT IN ENGLISH FOR EXCHANGE STUDENTS

AUTUMN SEMESTER 2025

SUBJECT	Credit (ECTS)	DESCRIPTION OF STUDY SUBJECT
Business Economics	5	Aim of the subjects is to introduce to the conditions and mechanisms of the acting of economic systems, to help understand market laws, to analyze different types of market structure and to assess the influence of state regulation on economics.
Management	5	The main objective of the course is to gain understanding of the role and functions of management within a business. By performing the given tasks students will be able to assess the use of management and organizational strategies in various environmental situations, identify the key elements of planning and decision-making, analyse how management can influence individual and group performance.
Business English	6	The purpose of the course unit of Business English is to refresh students' communication skills in business world covering the most important areas of contemporary business as well as developing essential business skills; to expand students' vocabulary and develop skills of correct use of the language in oral and written form; to develop students' skills in critical evaluation of different texts to develop generic competences (to work with various information sources, to organize work activity autonomously, to work in a team, etc).
Basics of International Business	6	The course will provide students with analytical techniques, conceptual approaches and empirical evidence relevant to understanding the role of international business in the global world. The module introduces students to forces (e.g. globalization / regionalization) and actors (e.g. governments and international economics institutions) that help to shape the macro environment for international business. It examines how these forces may shape business strategy and operations in the modern global world.
Business Processes Management	4	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.
Business Communication	4	Aim of the course unit of Business Communication - to develop communication competence in the activity of an organization, abilities to assess communication activity of self and others, to stimulate reflection and critical thinking as well as application of effective communication in the business and personal life; to form

		the skills of language usage, correct public, spoken and written language, to give knowledge on the process of Business communication, its elements and conditions.
Fundamentals of Law	4	The aim of the course is to acquire knowledge enabling us to understand the concept of tourism and to gain a sound knowledge of a diversity of tourism and tourism activities.
Theoretical Research Methodology	3	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 types 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.
Human Resource Management	5	The aim of the Human Resource Management course is to provide student with knowledge about the principles, methods and functions of human resource management: to be able to carry out human resource research, to plan, organize, manage and control personnel activities, to submit offers to the management of the company on human resource policy and strategic personnel management. The course unit forms students' comprehension about an effective cooperation, leadership and a successful achievement of the organizational goals, at the same time fulfilling the needs of self-realization.
International Business Projects Management	5	The aim of the course unit is to provide the students with theoretical and practical knowledge about the aspects of project management in the field of international business, forming the students' knowledge and developing skills necessary for the preparation and implementation of a certain type of project at the necessary quality level.
Trade Management	5	The course is designed to deepen the students' knowledge in the international business environment, business operations and legal regulations, develop the skills of gathering, selecting, analyzing and evaluating information and data from the international environment, applying knowledge to practical situations and abilities to make decisions for import and export processes.
Brand Management	6	The aim of the course 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 organizing marketing activities for the global marketing management.
Business Negotiation	5	The aim of the course is to equip students with the skills and strategies necessary to effectively negotiate in various business contexts. This includes understanding negotiation theories, developing practical negotiation tactics, and applying these skills to achieve mutually beneficial outcomes. The course emphasizes the importance of principled negotiation, focusing on interests rather than positions, and encourages the development of solutions that satisfy the needs of all parties involved.

Emerging Markets	6	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.
Quality Management	5	The studies of Quality Management course unit help the students to gain key quality management knowledge and skills necessary for the implementation of quality management system in an organization and for striving for constant improvement of company activities and better satisfaction of consumer needs.
Sustainable Business	5	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.
International Business Strategies and Risks Management	5	Course unit helps to develop skills allowing us to prepare the strategy of introducing new products and innovations, aiming at a company's competitiveness and sustainable growth in the global environment. Course unit enables us to understand the challenges and the international environment in which the business operates and how the chosen strategy can make the international business company to be more competitive in the industry.
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 problems, and concentrate on 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.
Customer Management	5	The aim of the course is to equip students with the knowledge and skills necessary to effectively manage and enhance customer relationships within a business context. This includes understanding customer relationship management strategies, customer experience management, and customer success management. Students will learn to develop and implement customer-centric strategies that foster loyalty, satisfaction, and long-term engagement, ultimately contributing to the organization's success.
Finances and Accounting	5	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.
Entrepreneurship and Creativity	5	The aim of the course is to provide students with knowledge and abilities in the field of organizational creativity, enabling them to make creative, innovative value-creating decisions in different business contexts, as well as to creatively solve various business problems.

Composition and Color Science	6	Get to know the diverse creative possibilities of graphic design, the basic principles of creating a composition from ideation to execution, learn to apply the practical basics of two-dimensional composition and graphic design, which allow you to professionally solve the tasks of visual communication design, create design works with a unified graphic expression, emphasizing the meaning of visualization, expediency, aesthetics aspects; learn to design graphic design objects according to functional, aesthetic, technological criteria.
Communicational Psychology	4	The program of the subject of communication psychology is designed to acquaint students with the psychological regularities of communication, to enable purposeful management of interpersonal interaction, to participate flexibly and creatively in the context of constantly changing conditions of interpersonal communication. The theoretical part of the course introduces the essential factors of the communication process, reveals the peculiarities of the expression of communication elements in different social interaction situations. The psychological aspects of the communication processes in a group, team, organization are also discussed. The significance of personal development and self-regulation in everyday communication, work environment is analyzed, and programs continuous self-improvement is studied. During the practical sessions, students learn to know the expression of their own and those surrounding personal characteristics in behavior (emotional intelligence, self-awareness, value system, patterns of voluntary action).
Consumer Behavior	5	The aim of the course is to provide students with a comprehensive understanding of the processes consumers use to select, utilize, and dispose of products and services. This encompasses the study of consumers' emotional, mental, and behavioral responses throughout these processes. By examining the factors that influence purchasing decisions, consumption patterns, and disposal behaviors, students will gain insights into how to effectively analyze and predict consumer actions, which is essential for developing successful marketing strategies.
Visual Communication	5	During the subject of visual communication, the peculiarities of marketing and advertising communication and communication tools are delved into. The course includes an overview of the creative communication creative process, during which it gets acquainted with the forms and means of modern advertising, their specifics, advantages and disadvantages. During the practical session, students will learn to create and analyze advertising messages, combine image and text in the communication process, prepare advertising presentations, generate visual advertising ideas.
Intellectual property law and data protection	4	The content of the subject of intellectual property rights and data protection consists of an important and extensive area of private law - copyright, consumer rights, legal protection of individual objects of industrial property - patents, trademarks, industrial design and other objects. The subject is devoted to examining the legal regulation of advertising and intellectual property protection, analyzing the content of these rights, limitations, and participation in civil circulation. The subject of legal regulation of advertising and intellectual property is also devoted to examining and clarifying issues of legal protection of objects of industrial property - registration of these objects, content of rights granted by legal protection, their protection, presentation in public information media. The legal regulation of advertising in international agreements and legal acts of the European Union is examined. The main operational issues of the legal protection systems created and operating for individual types of advertising in the European Union, the Community trademark protection system, the design protection system and others are analyzed.
Management of Innovations and Changes	5	This subject is designed to dispense students with the conceptual frameworks and an understanding of the best practices related to developing, implementing, and

		managing large and small scale change initiatives, both as an internal change agent and as an organizational development consultant.
E-Commerce	5	During the e-commerce course, the purpose, principles, possibilities and their impact on business development and their impact on business development and for increasing competitiveness, the peculiarities of online marketing, the importance of information protection in electronic commerce are introduced
Basics of Lithuanian Language	7	The goal is to familiarize students with the structure, grammar, and vocabulary of the Lithuanian language, develop their communication skills in everyday situations, and increase their socialization through language learning. Great attention is paid to practical tasks. Based on the theoretical part of the course, students receive practical tasks, simulate and analyze real situations
Anatomy and Physiology	6	The subject is designed to educate, help to deepen the knowledge of human anatomy and physiology, to form the perception of a person as a harmoniously functioning whole, and to apply the acquired knowledge in nursing practice.
First Aid	4	The subject is intended to teach first aid in the event of accidents in the work environment and/or society.
Professional Ethics and Law	3	The studies of the subject analyze the main theories of professional ethics, great attention is paid to the main ethical values and principles of nursing
General Psychology	3	When studying the subject, basic psychological concepts are examined, personality structure, mental personality characteristics, emotions and motives are analyzed, communication components are discussed and factors affecting communication are analyzed, conflict resolution, effective communication, stress management and team work skills are developed.
Nursing Philosophy	3	After studying the subject, students will define the concept of nursing, the functions and duties of a nurse, understand the essence of modern nursing practice, apply nursing models, nursing orienting models and principles of philosophy to the patient's needs and expectations, communicating with patients and their relatives, promoting human dignity, expressing respect for human rights, for the life, past and present of the patient and his relatives.
Basics of Tourism and Recreation	5	The Basics of Tourism and Recreation introduces students to the concept of tourism and recreation, its historical development, and reveals the factors affecting the development of tourism. The subject analyzes various classification groups of tourism, reveals their distinctive features, discusses possible activities, and envisions development opportunities; introduces the motivation of tourists and factors encouraging them to travel; reveals the general features of business organization of tourism and recreation services: participants, variety of services, obligations, and rights.
Software Solution Testing	4	The aim of the study subject is to be able to explain the Software Solution Testing process; to explain Test team roles and responsibilities. Be able to explain how testing can be organized in different companies. Be able to explain what it is and why it is needed Software Solution Testing methodologies, standards, certification. Be able to explain what it is test case, test scenarios, defects and tools can be used to manage testing process
Fundamentals of Programming	5	Students who have completed the studies of the basics of programming will know the requirements, methods and tools of program development in various programming languages; will be able to follow the principles of programming, algorithm creation, apply programming equipment and tools for program

		development; will be able to prepare a program algorithm for a specific task; will be able to create a program to solve a specific task; will be able to correct program errors; will be able to document the program and prepare instructions for the user
Object Oriented Programming	5	Students who have completed object-oriented programming studies will be able to develop a problem-solving model, apply object-oriented programming tools and object-oriented programming methodology, test programs, correct program errors, document the program and prepare instructions for the user, will be able to solve real company tasks
Basics of Economics and Management	5	Studies in the subject of business economics and management help to acquire essential knowledge and skills of management and economic theory and practice, necessary for developing the organization's activities in a competitive environment, for solving managerial-economic problems that exist in practice. Students will study the topics of economic functioning and regulation, organizational culture, planning, organization, decision-making and implementation, leadership and motivation, control and quality management.
Principles and Methods of Innovation Creation	5	The aim of the study subject: equip students with the ability to distinguish innovation from invention, apply design thinking and creativity techniques to generate solutions, develop and assess prototypes through customer empathy, analyze and create disruptive business strategies, and embrace failure as a valuable part of the innovation process.
Future Mindset	5	The aim of the study subject: equip students with the skills to apply futuristic thinking, analyze trends and global challenges, utilize scenario planning to explore alternative futures, critically assess the ethical implications of future developments, and design innovative solutions to address emerging challenges and opportunities.
Basics of Advertisement	5	The course provides an in-depth examination of the fundamental principles that underpin the field of advertising. The course thus introduces students to the fundamental concepts, principles, and theories of advertising, as well as the various ways in which advertising is interpreted from a historical, ethical, sociological, psychological, cultural, economic, media-centered, and professional perspective.
Marketing	5	The aim of the course is to introduce students to the fundamental principles of marketing and their application in business contexts. Students will explore key concepts such as market planning, market research, consumer behavior, advertising and promotion, branding, and marketing strategy. By understanding these core areas, students will learn how to create value for customers and effectively address their needs, thereby contributing to the success of business organizations.
Communication Theories	5	The taught course examines the basics of communication theory, presents schools of communication studies: message transmission and meaning making; introduces the concept of communication, communication theories historical development, analyzes communication models and their specifics, the concept of information and its transmission features in different contexts, processes and characteristics of mass communication. The subject helps students to understand communication as a multifaceted dissemination and expression of information for which characterized by creativity and innovativeness.
Story Creation and Telling	5	To become familiar with the structure of story creation and storytelling, learn to recognize and apply it in various creative solutions, and present other possibilities for using this ability.
Public Relation	5	To introduce students to the core principles and practices of public relations; to develop strategic thinking and practical skills in PR campaign creation and

		management; to enhance the ability to evaluate PR tactics and present professional projects.
Obstetrics Care	4	<p>Students of the general practice nursing program studying this subject will gain knowledge about complications of pregnancy and childbirth, the reasons for their development; will understand that in most cases, pregnancy and childbirth is not a disease, but a special physiological state of the woman's body. Students will recognize threatening conditions for a pregnant woman and the fetus, will be able to assess the complaint of the pregnant woman and her functional condition, and perform a general examination of the pregnant woman and the mother. Will be able to apply the principles of team work organization.</p> <p>During the practice of professional activities, there will be an opportunity to apply the special knowledge of midwifery nursing about complications of pregnancy and childbirth, the reasons for their development</p>
Sound Directing	5	To explore the application of sound directing knowledge in professional practice; develop practical skills in recording and editing sound, selecting and adapting music for creative projects; assessing technological capabilities, sound and music quality; logically and persuasively presenting creative and professional sound application positions.
Content and Social Media Marketing and Management	5	In this course, students delve into the contemporary landscape of content and social media marketing. Participants will acquire the essential knowledge and competencies required for proficiently leveraging social media platforms to promote a business or establish a professional online presence and content. Also, this course will walk students through what, why and how of content marketing and how to begin to define a marketing strategy. Attention will be focused on efforts used through the Internet to connect and network with customers and other businesses through digital channels.
Palliative Care	5	The subject is intended to teach palliative care patients, to be able to provide appropriate assistance to them and their relatives.
Pediatric Nursing	4	During the study of the subject, the student will plan child care, perform and evaluate child care actions and procedures, use nursing and medical technologies in complex child care situations, work in a team, apply a scientific approach to improve nursing practice.
Surgical Nursing	4	Students are introduced to the main surgical nursing procedures, their implementation methodology, aseptics and antiseptics, hygiene standards and their requirements.
Intensive Care	4	During lectures and practicals, students analyze such topics as essential and emergency medical aid, first medical aid provided in cases of life-threatening conditions, recognition of critical conditions, assessment, immediate actions; heart rate and pulse analysis; recognition of sudden death; adult initial resuscitation; initial resuscitation of children; adult specialized resuscitation; life-threatening rhythm disorders; administration of medicinal products; pediatric specialized resuscitation, ethical aspects of resuscitation; assessment of a child in critical condition.
Basics of Filming	6	The purpose of the subject is to develop the basics of filming, to introduce various filming and light equipment, to help students create their own camerawork.
Script Writing	5	The purpose of the subject is to develop the basics of filming, to introduce various filming and light equipment, to help students create their own camerawork.

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