

STUDY SUBJECT DESCRIPTION

PROFESSIONAL SKILL DEVELOPMENT PRACTICE IN A COMPANY

Title of Study Programme and Code	Type (compulsory/optional)	Cycle	Year of study when the component is delivered (if applicable)
<i>BUSINESS MANAGEMENT AND INNOVATIONS</i>	Compulsory	1 st	2 nd year
Semester/trimester when the component is delivered	Number of ECTS credits allocated	Language of instruction	Mode of delivery (face-to-face/e- learning/...)
4 th	12 ECTS	Lithuanian	face-to-face, e-learning
Learning outcomes		Study methods	Assessment methods
<p>After completion of the study subject, a student should be able:</p> <p>LO 1 to analyse the internal and external factors of the business environment and the market situation</p> <p>LO 2 to apply management and economic theory in practice.</p> <p>LO 3 to describe the application of social responsibility and ethical principles in business.</p> <p>LO 4 to understand modern technology and its application in business.</p> <p>LO 5 to identify the target market of a business and its needs.</p> <p>LO 6 to conduct marketing research to solve a specific contemporary business problem.</p> <p>LO 7 to organise textual and digital information and to use computer programmes to process research data</p> <p>LO 8 to know the activities and functions of the company's departments.</p> <p>LO 9 to understand the needs of the company to provide the necessary tools</p>		<p>Observation</p> <p>Document analysis</p> <p>Practical work</p> <p>Consultation</p> <p>Self-study</p> <p>Guidance with a business mentor</p> <p>Live project</p>	<p>Presentation and defence of the practice report</p>

<p>LO 10 to use information management systems</p> <p>LO 11 to know how to apply appropriate marketing tools.</p> <p>LO 12 to describe the planning and organisation of work processes in a business enterprise.</p> <p>LO 13 to describe the accounting and tax policies of a business enterprise</p> <p>LO 14 to analyse the use of marketing tools by a business enterprise</p> <p>LO 15 to describe the recruitment and career opportunities within the company.</p> <p>LO 16 to describe the remuneration and motivation systems in the company.</p> <p>LO 17 to prepare and present a practice report.</p> <p>LO 18 to interact with specialists from different areas of the business and with department heads.</p> <p>LO 19 to analyse and critically evaluate the company's business strategies and make suggestions for improving performance.</p>		
Prerequisites (these courses must have successfully completed before she/he can take this course)		
Leadership Psychology, Business Foreign Language, Micro-Macroeconomics, Business Ethics, Communication and Negotiation, Marketing, Management, Business Law, Business Languages, Marketing Research and IT, Establishment of Enterprise, Business Accounting and Taxation Fundamentals, Enterprise Finance and Investment, Human Resources Management		
Course content		
<ol style="list-style-type: none"> 1. Business enterprise/organisation activities 2. Functions and activities of the business units 3. Analysis of internal and external factors influencing the company's activities, SWOT analysis 4. Target market of the company, application of marketing measures 5. Conducting a marketing study based on the problems identified in the company 6. Document management, customer management and other electronic systems used by the company 7. Work processes in the company 		

8. Employee selection, career opportunities, motivation and remuneration system in the company
9. Application of social responsibility principles in the company
10. Provision of the necessary resources in the business company
11. Company accounting and tax policy
12. Preparation of the traineeship report
13. Preparation of the presentation of the internship report and preparation for the defence

Recommended or required reading and other learning resources/tools

1. Register of legislation. www.e-tar.lt
2. State Tax Inspectorate. www.vmi.lt
3. Social insurance www.sodra.lt
4. Electronic delivery creation platform. www.canvas.co
5. Centre of Registers. <https://www.registrucentras.lt/>
6. Electronic Government Gateway. <https://www.epaslaugos.lt/>
7. Electronic questionnaire creation platform. www.apklausa.lt
8. Lithuanian Statistical Department. <https://www.stat.gov.lt/>