

*STUDY SUBJECT DESCRIPTION*

***ENTREPRENEURSHIP DEVELOPMENT PRACTICE***

Title of Study Programme and Code	Type (compulsory/optional)	Cycle	Year of study when the component is delivered (if applicable)
<b><i>BUSINESS MANAGEMENT AND INNOVATIONS</i></b>	Compulsory	1 <sup>st</sup>	3 <sup>rd</sup> year
Semester/trimester when the component is delivered	Number of ECTS credits allocated	Language of instruction	Mode of delivery (face-to-face/e- learning/...)
5 <sup>th</sup>	6 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><b>LO 1</b> To choose a specific search system, finds the needed information, organise it and analyse it</p> <p><b>LO 2</b> To apply the laws and regulations governing the activities of the business enterprise</p> <p><b>LO 3</b> To work with specialised computer programmes and databases.</p> <p><b>LO 4</b> To use communication tools and office equipment.</p> <p><b>LO 5</b> To apply market research methods.</p> <p><b>LO 6</b> To apply managerial solutions in interdepartmental communication.</p> <p><b>LO 7</b> To use business procedures in the operation of specialised departments.</p> <p><b>LO 8</b> To use specialised databases to find new customers.</p> <p><b>LO 9</b> To identify problems, looking for solutions.</p> <p><b>LO 10</b> To uses search system to find information for different departments.</p> <p>To negotiate and communicate with representatives of Lithuanian and</p>		<p>Practical tasks</p> <p>Case study</p> <p>Discussion</p> <p>Creative exercises</p> <p>Case and situation analysis</p> <p>Group work</p> <p>Individual work</p> <p>Consultations</p> <p>Idea generation</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>Practical work</p> <p>Activity reports of different departments</p> <p>Presentation and defence of the practice report</p>

<p><b>LO 11</b> foreign simulation companies in real and virtual space.</p> <p><b>LO 12</b> To understand the peculiarities of communication in business, know how to write business letters in Lithuanian and foreign languages, communicates with buyers and suppliers, and presents products.</p> <p><b>LO 13</b> To know how to use information technology to create a promotional tool and proposal.</p> <p><b>LO 14</b> To communicate and cooperate with specialists from different departments.</p> <p><b>LO 15</b> To communicate and cooperate with business partners, social and community representatives.</p> <p><b>LO 16</b> To create positive change, initiate activities in the specialised department, and activities control</p> <p><b>LO 17</b> To adept at working in a team, making team and personal decisions.</p>		
<p>Prerequisites (these courses must have successfully completed before she/he can take this course)</p>		
<p>Leadership Psychology, Business Foreign Language, 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, Digital Marketing,</p>		
<p>Course content</p>		
<p>HUMAN RESOURCES DEPARTMENT          Functions of the department.          Assessing the potential of employees wishing to join the firm. Management of personnel files.          Writing CVs and cover letters.          Clarifying recruitment and dismissal procedures.          Processing incoming and outgoing correspondence, writing and approving orders.          Conducting meetings and briefings.          Archiving.</p> <p>PROCUREMENT UNIT          Functions of the unit.          Study of demand on the commercial market.          Demand for goods/services, evaluation of competitors.          Techniques and tactics for preparing and conducting negotiations.          Ordering company catalogues. Internet search.          Completion and recording of order documents.</p>		

Participation in trade fairs.

#### SALES DEPARTMENT

Functions of the department.

Formation of an opinion about the company, its product or service and presentation of the product.

Execution of sales orders and completion of documents.

Sales analysis.

Application of domestic and international trade rules. Conducting negotiations with Lithuanian and foreign firms.

Participation in trade fairs.

#### MARKETING DEPARTMENT

Functions of the department

Formulating and applying prices and discounts in line with market developments.

Marketing concept and participation in its formulation.

Market research.

Formulation of assortment policy.

Production of product catalogues, offers, promotional material and its publication in virtual space.

Publicity of the activities of the imitation company in the virtual space and on social networks.

Market research.

Participation in trade fairs.

#### FINANCE AND ACCOUNTING DEPARTMENT

Functions of the department.

Control and coordination of the accounting process.

Identifying, processing, analysing and recording economic transactions in the accounting records.

Working with the computer programme 'Stekas+'.

Payroll accounting.

Timely payment of invoices.

Tax identification and accounting.

#### Recommended or required reading and other learning resources/tools

1. Register of legislation. [www.e-tar.lt](http://www.e-tar.lt)
2. State Tax Inspectorate. [www.vmi.lt](http://www.vmi.lt)
3. Social insurance [www.sodra.lt](http://www.sodra.lt)
4. Electronic delivery creation platform. [www.canvas.co](http://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](http://www.apklausa.lt)
8. Lithuanian Statistical Department. <https://www.stat.gov.lt/>
9. [www.canvas.com](http://www.canvas.com)
10. <https://www.wozber.com/lt>