

*STUDY SUBJECT DESCRIPTION*

***FINAL 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/...)
6 <sup>th</sup>	9 ECTS	Lithuanian	In business company
Learning outcomes		Study methods	Assessment methods
After completion of the study subject, a student should be able:  <b>LO 1</b> to analyse the situation of the business enterprise, presenting potential markets, competitors and growth opportunities  <b>LO 2</b> to evaluate the innovative technologies used in the business enterprise and determines their appropriateness and need  <b>LO 3</b> to analyse the business, the management decisions, the marketing tools used and the competitors  <b>LO 4</b> to interpret, draws conclusions and makes suggestions from the preceding analyses.  <b>LO 5</b> to classify textual and digital information.  <b>LO 6</b> to works with computer programs and databases.  <b>LO 7</b> to describe the company's business information management system.  <b>LO 8</b> to prepare and present a final practice report  <b>LO 9</b> to communicate with the company's administration to collect data for the description of the company's business situation.		Observation Document analysis Practical work Consultation Self-study Guidance with a business mentor Live project	Presentation and defence of the practice report

<b>LO 10</b> to carry out an analysis of the activities, marketing tools and competitors of the business enterprise.		
<b>LO 11</b> to carry out a retrospective analysis of the business enterprise's activities, assesses the need for innovation and prepare a plan of measures for the development of the business enterprise.		
<b>Prerequisites</b> (these courses must have successfully completed before she/he can take this course)		
All subjects of the study programme		
<b>Course content</b>		
<ol style="list-style-type: none"> <li>1. Brief description of the business (field of activity, commercial markets, product range)</li> <li>2. Determination of the leadership style of the manager of the business enterprise</li> <li>3. Description of the work processes in the business enterprise</li> <li>4. Provision of the necessary resources to the enterprise or division</li> <li>5. Assessment of staff selection and career opportunities in the company</li> <li>6. The remuneration and motivation system for employees in the business enterprise.</li> <li>7. Application of quality management and social responsibility principles in the company</li> <li>8. The importance of innovation for successful business development</li> <li>9. Information management system in a business enterprise</li> <li>10. Analysis of the application of marketing tools</li> <li>11. Analysis of the performance of the business enterprise (profitability, liquidity, capital structure, asset valuation)</li> <li>12. Identification of the competitive advantages of the business enterprise</li> <li>13. Identification of opportunities for the development of the business enterprise</li> <li>14. Writing the practice report</li> <li>15. Presentation and defence of the practice report</li> </ol>		
Recommended or required reading and other learning resources/tools		