

ELECTIVE COURSES

Spring Semester 2024

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INTERPERSONAL PSYCHOLOGY

(Bendravimo psichologija)

Course code	<i>HUM101</i>
Course name	<i>Interpersonal Psychology</i>
ECTS	6
Course prerequisites	-
Language of instruction	<i>English</i>
Study programme	<i>International Business and Communication, Finance, Economics and Politics</i>
Year	<i>1st</i>
Foreseen lecturer	<i>Lect. Rytis Komičius</i>

Course description

This university-level course delves into the multifaceted realm of general psychology, with a distinctive emphasis on interpersonal communication. Drawing from an interdisciplinary framework, students will explore the intricacies of human behavior through the lenses of research methodology, biological processes, cognitive mechanisms, and social dynamics. The course is designed to provide a comprehensive understanding of the factors that shape individual and collective behavior, with a particular focus on communication and interpersonal relationships.

BENDRAVIMO PSICHOLOGIJA (Interpersonal Psychology)

Dalyko kodas	<i>HUM101</i>
Dalyko pavadinimas	<i>Bendravimo psichologija</i>
ECTS	6
Privalomojo pasirengimo dalykai	-
Dėstymo kalba	<i>Lietuvių</i>
Studijų programa	<i>Ekonomika ir duomenų analitika, Verslo vadyba ir rinkodara</i>
Studijų metai	<i>Pirmi</i>
Numatomas dėstytojas	<i>Lect. Anicetas Suchockis</i>

Dalyko anotacija

Bendravimo psichologijos kurso teorinėse paskaitose ir pratybų metu klausytojai supažindami su pagrindiniais bendravimo psichologijos teiginiais ir teorijomis. Studentai supažindinami su psichologinio-socialinio suvokimo proceso ypatumais bendravimo procese; nagrinėja žodinio bendravimo ypatumus, jausmų psichologijos dėsningumus, nežodinio bendravimo ypatumus; grupinius ir komandinius aspektus. Dalyviai aptaria bendravimo įgūdžių svarbą kasdienėje veikloje; analizuoja įvairias manipuliacijas bendravimo metu. Nagrinėjant konfliktų temą akcentuojamas konfliktų sprendimo gebėjimų vystymas.

PERSONAL BRANDING

(Asmeninis prekės ženklas)

Course code	<i>MNG289</i>
Course name	<i>Personal Branding</i>
ECTS	6
Course prerequisites	-
Language of instruction	<i>English</i>
Study programme	<i>Economics and Data Analytics, Economics and Politics, International Business and Communication, Business Management and Marketing, Finance</i>
Year	<i>1st</i>
Foreseen lecturer	<i>Dr. Dominyka Venciūtė</i>

Course description

Personal Branding course equips students with essential skills to strategically develop and manage their personal brands. Covering the fundamentals of personal branding, the course explores its necessity in today's competitive landscape. Students learn to craft a unique brand identity through strategic communication, content creation, and network expansion. The curriculum emphasizes practical applications, guiding participants in leveraging social media and professional networks to articulate their brand effectively. By course completion, students gain the knowledge and tools to enhance their professional presence, communicate authentically, and build a robust network, positioning themselves for sustained success in their chosen field.

GLOBAL ISSUES AND FUTURES THINKING

(Globalūs iššūkiai ir ateities mąstymas)

Course code	<i>HUM165</i>
Course name	<i>Global Issues and Futures Thinking</i>
ECTS	6
Course prerequisites	-
Language of instruction	<i>English</i>
Study programme	<i>Economics and Data Analytics, Economics and Politics, International Business and Communication, Business Management and Marketing, Finance</i>
Year	<i>1st</i>
Foreseen lecturer	<i>Assoc. Prof. Dr. Jonathan Boyd</i>

Course description

Futures Thinking is a multidisciplinary method for thinking constructively and creatively about the future, starting from the assumption that the future is not something that will happen to us tomorrow but is being created by us today. Students will be introduced to the major changes that will occur in the next 10, 20 or more years, including global warming, inequality, global health, the future of work, among others. In each area, students will understand how experts have created scenarios to cope with uncertainty, identify dynamics, develop policy choices, assess alternatives, and ultimately, make decisions. Students will be immersed in Futures Thinking through discussing and debating influential reports – for example, by the Intergovernmental Panel on Climate Change, the OECD, the World Health Organisation, and McKinsey Global Institute. Students will then work collaboratively to assess the potential local impact of these global trends and evaluate local examples of Futures Thinking.

THE ROLE OF CONTEXTS IN SOCIETAL CHANGE

(Kontekstų vaidmuo visuomenių kaitoje)

Course code	<i>HUM166</i>
Course name	<i>The Role of Contexts in Societal Change</i>
ECTS	6
Course prerequisites	-
Language of instruction	<i>English</i>
Study programme	<i>Economics and Data Analytics, Economics and Politics, International Business and Communication, Business Management and Marketing, Finance</i>
Year	1 st
Foreseen lecturer	<i>Dr. Joe Milburn</i>

Course description

In this course we will look at some of the changes in modern identity that have occurred in the past 200 years and how these impact the possibility of positive social change. While the modern era has seen advancements in science, technology, arts, culture, and human rights, there is a growing concern that these advancements will undo themselves; scientific and technological advancements, while they have brought about great wealth and prosperity, also pose grave environmental and social threats. Likewise cultural advances that have brought about greater individual liberties threaten social cohesion and the possibility of experiencing life as part of a more meaningful whole. As a result, modern individuals often seem to find themselves in what Charles Taylor calls "An Iron Cage". In this course, we will critically engage the work of philosophers and intellectuals such as Taylor, Alisdair MacIntyre, Bernard Williams, and Martha Nussbaum, to see how we might embrace our modern identities in a way conducive to positive social change.

CULTURE AND ART (Kultūra ir menas)

Course code	<i>HUM132</i>
Course name	<i>Culture and Art</i>
ECTS	6
Course prerequisites	-
Language of instruction	<i>English</i>
Study programme	<i>Economics and Data Analytics, Economics and Politics, International Business and Communication, Business Management and Marketing, Finance</i>
Year	1 st
Foreseen lecturer	<i>Lect. Ornėla Ramaškauskaitė</i>

Course description

This course introduces the consistent development of art processes and culture, their analysis, using modern methodological tools of art studies, aesthetics, culture and philosophy of art. Analysis of a work of art. The purpose of this part is to learn how to analyze a work of art, to reveal the assumptions and structure of its creation; determine its meaning and lasting value. With the help of analysis methodology, one gets acquainted with the development of art from primitive to modern art, where European culture is compared with the East. Culture. The concept of culture and the human being, the question of identity: description and normativity; modern concept of culture; cultural origins: humanitarian and sociological models; modernization and postmodernization of society. Getting to know creative acts and cultures - and one of those goals is communication - will help to integrate more intensively into the cultural space of the age of informatics.