

ELECTIVE COURSES

Spring Semester 2025

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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.

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>PhD Cand. Ornela Ramašauskaitė</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.

LEADERSHIP (Lyderystė)

Course code	<i>MNG118</i>
Course name	<i>Leadership</i>
ECTS	<i>6</i>
Course prerequisites	<i>-</i>
Language of instruction	<i>English</i>
Study programme	<i>International Business and Communication, Business Management and Marketing, Entrepreneurship and Innovation</i>
Year	<i>2nd, 3rd</i>
Foreseen lecturer	<i>Dr. Isaac Wanasika</i>

Course description

In recent years, business leaders have started to give more and more focus on taking action on and defining success by the contribution the core business makes towards addressing today's most pressing societal challenges. Many organizations are actively engaging into innovative partnerships with numerous business stakeholders to create mutual value. The current business environment is typified by an increased level of complexity and interconnectedness, and it requires a different kind of leadership. There has been a major trend among organizational theorists to shift the focus from leadership as a person or role, to leadership as a process. Throughout the course, students are encouraged to examine the choices each leader made, the path he or she travelled, the values and objectives he or she nurtured, and the larger stage on which that person acted. This perspective provides a broad understanding of the long-term impact of leadership and innovation on business, government, and society. In looking closely at the agency of other individuals who have exerted lasting influence, students are challenged to consider their own agency, along with their ambitions and ideas about leadership.

B2B MARKETING (B2B Rinkodara)

Course code	<i>MNG228</i>
Course name	<i>B2B Marketing</i>
ECTS	6
Course prerequisites	-
Language of instruction	<i>English</i>
Study programme	<i>International Business and Communication, Business Management and Marketing, Entrepreneurship and Innovation</i>
Year	<i>2nd, 3rd</i>
Foreseen lecturer	<i>Dr. Ricardo Fontes Correia</i>

Course description

In this course students will explore the unique world of marketing when businesses sell to other businesses. Students will uncover the vital distinctions between B2B and B2C marketing, emphasizing the enduring importance of building strong customer relationships and creating compelling business offers. Students will discover that “no business is an island” through exploring the intricate web of business networks, all while delving into the latest research and global trends that provide a solid grasp of the ever-evolving B2B landscape.

DISTRIBUTION CHANNELS

(Paskirstymo kanalai)

Course code	<i>MNG288</i>
Course name	<i>Distribution Channels</i>
ECTS	6
Course prerequisites	-
Language of instruction	<i>English</i>
Study programme	<i>International Business and Communication, Business Management and Marketing, Entrepreneurship and Innovation</i>
Year	<i>2nd, 3rd</i>
Foreseen lecturer	<i>Dr. Filipa Fernandes</i>

Course description

In this course students gain valuable insights into the ever-evolving landscape of distribution channels and how they shape sales, marketing, and overall company strategy. The course will cover the omnichannel world, encompassing both offline and online components, and emphasizing the significance of data analytics. Students will also learn about logistics functions, including just-in-time and just-for-you approaches, and the interplay between physical distribution and marketing management. They will gain a comprehensive understanding of modern management techniques at the point of sale, highlighting the role of technology.

PROJECT MANAGEMENT (Projektų valdymas)

Course code	<i>MNG163</i>
Course name	<i>Project Management</i>
ECTS	<i>6</i>
Course prerequisites	<i>-</i>
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>3rd</i>
Foreseen lecturer	<i>Assoc. Prof. Dr. Alfredas Chmieliauskas</i>

Course description

The course focuses on operational project management issues (scope, time, cost, quality, human resources, communication, risk, procurement, stakeholders) and gives an overview of strategic project management aspects in organizations. Multiple learning formats are used throughout the course, including lectures, workshops, homework assignments and classroom presentations. During the on-line part, in an intensive group work environment students develop real-life project plans. Results of the group work are presented and discussed in a predefined format during workshops. Learning process also includes analyzing and discussing contemporary project management practices described in academic and professional publications.

FAMILY BUSINESS MANAGEMENT (Šeimos verslo vadyba)

Course code	<i>MNG156</i>
Course name	<i>Family Business Management</i>
ECTS	<i>6</i>
Course prerequisites	<i>-</i>
Language of instruction	<i>English</i>
Study programme	<i>International Business and Communication, Business Management and Marketing, Entrepreneurship and Innovation</i>
Year	<i>3rd</i>
Foreseen lecturer	<i>Lect. Manish Singh</i>

Course description

This course is designed to offer insights into the intricacies of managing family businesses, which represent a significant segment of the global economy. Recognizing the distinct dynamics and challenges in family businesses, this course fuses traditional business management principles with the nuances that come into play with the involvement of family actors in the business. The course begins with defining the concept of family business. It covers the key family business topics of governance structures, succession planning, including ownership and leadership succession planning, among others. Intergenerational dynamics, often complex and emotionally charged, are dissected to provide students with strategies to foster cooperation among diverse family members. Emphasizing the delicate balance between upholding business objectives and recognizing the family's social and emotional needs, the course guides students in strategizing for the business's long-term sustainability while ensuring familial relationships remain unaffected. Augmenting the core curriculum, students will be engaged in case studies and role-playing activities, offering insights into real-world challenges faced by family businesses. By the end of this course, students will have familiarity with navigating the landscape of family businesses, balancing both business aims and family needs.

OPERATIONS MANAGEMENT

(Procesų valdymas)

Course code	<i>MNG152</i>
Course name	<i>Operations Management</i>
ECTS	<i>6</i>
Course prerequisites	<i>-</i>
Language of instruction	<i>English</i>
Study programme	<i>International Business and Communication, Business Management and Marketing</i>
Year	<i>3rd</i>
Foreseen lecturer	<i>Dr. Juan De Dios Ocampo Pena</i>

Course description

This course provides a general introduction to operations management, which is the management of the recurring activities of a firm. Together with finance and marketing, operations is one of the three primary functions of any firm. Students are familiarised with conceptual analyses of business processes and methods for improvement in all major areas of operations, starting with operations planning, implementation, and control, and ending with operational improvements.

The aim of this course is to familiarise students with the principal operational issues that managers confront, and provide students with language, concepts, and tools to deal with these issues in order to gain competitive advantage through operations. Also, this course aims to develop skills for modelling and analysis for performance improvement of business processes.

FINANCIAL RISK MANAGEMENT (Finansinės rizikos valdymas)

Course code	<i>FIN108</i>
Course name	<i>Financial Risk Management</i>
ECTS	<i>6</i>
Course prerequisites	<i>Principles of Finance</i>
Language of instruction	<i>English</i>
Study programme	<i>Economics and Data Analytics, Economics and Politics, Finance</i>
Year	<i>3rd</i>
Foreseen lecturer	<i>Dr. Silviu Ursu</i>

Course description

This course aims to provide you with an overview of the financial risks that every firm, particularly those in the financial services industry, and people working in these firms face in their activities. Using effective learning approaches such as case studies from PRMIA, FRM and other world-leading certifications for finance and risk management, along with various stories on the lessons of the past narrated by financial historians in famous books or documentaries about finance and risk, and most recent regulatory standards, you will gain an understanding on the evolution and current practices of companies to measure and manage the most important risks they are exposed to: market risk, credit risk, liquidity risk, and operational risk. Upon successful completion of this course, you will be able to answer each of the following questions: How do individuals define, perceive and deal with risk, and what does this imply for financial risk management? How does a good risk management process help firms, particularly those from the financial services industry, and what can be the consequences of the inadequate risk management? Which are the main financial risks and what are the techniques and tools to measure and manage them? What are some of the most important cases and history lessons with respect to financial risk management failures and what do they teach us?

BUSINESS LAW IN PRACTICE

(Verslo teisė praktikoje)

Course code	<i>MNG281</i>
Course name	<i>Business Law in Practice</i>
ECTS	6
Course prerequisites	-
Language of instruction	<i>English</i>
Study programme	<i>Economics and Politics, International Business and Communication, Finance</i>
Year	<i>3rd</i>
Foreseen lecturer	<i>Lect. Andrius Ivanauskas</i>

Course description

Legal regulation defines a level playing field for local and international business. All legal systems need to answer certain questions. Just a few of them are: Should the business always compete and to what extent can they cooperate? When should the government intervene to restrict market power? Are businesses free to treat certain creditors preferentially against others? Can employees be dismissed without their fault? What legal forms of business are available, and should they provide limited liability to its founders? How about corporate groups? Should 1% of shares always give right to 1% of votes and dividend? When creditors should be able to take over management of a potentially insolvent business? What businesses are so important that they should be licensed and constantly supervised? Should payments be transferred within one day? Should raising of funds in financial or crypto markets be regulated? To what extent tenants are to be protected against landlords?

Understanding these questions is crucial in managing a business. Moreover, an informed and creative cooperation with local and foreign legal advisers may be basis for gaining a competitive advantage against other entrepreneurs.

A group of experienced WALLESS lawyers will introduce key concepts of business law with the selection based on their practice in various business areas. Skipping the nitty-gritty and never forgetting 'where is the money behind this legal rule' is the perspective of the course. Picking up from the Lithuanian and EU business regulation, the legal rules will be put in international context in order the students are ready to establish and run their businesses in Lithuania and expand globally.

HUMAN RESOURCE MANAGEMENT: INTERNATIONAL APPROACH

(Žmogiškųjų išteklių valdymas: tarptautinis požiūris)

Course code	MNG220
Course name	<i>Human Resource Management: International Approach</i>
ECTS	6
Course prerequisites	-
Language of instruction	<i>English</i>
Study programme	<i>International Business and Communication, Business Management and Marketing, Entrepreneurship and Innovation</i>
Year	3 rd
Foreseen lecturer	<i>Dr. Bahman Peyravi</i>

Course description

In today's interconnected global business landscape, managing human resources across borders is a critical aspect of organizational success. This course is designed to provide students with a comprehensive understanding of International Human Resources Management (IHRM), focusing on both theoretical foundations and practical applications. The journey begins with an exploration of the economic, social, and behavioral underpinnings of IHRM, emphasizing the dynamic relationship between individuals and organizations on a global scale. We will examine how national and international contexts shape the strategies, policies, and practices associated with managing a diverse and multicultural workforce. Throughout this course, you will delve into the intricate interplay of social engineering and behavioral sciences in the realm of IHRM. We will investigate how human resources practices are influenced by national and cross-border cultural differences, and how these factors impact the strategies employed by multinational corporations.

ECONOMETRIC METHODS AND APPLICATIONS

(Ekonometriniai metodai ir taikymai)

Course code	<i>ECO139</i>
Course name	<i>Econometric Methods and Applications</i>
ECTS	<i>6</i>
Course prerequisites	<i>Econometrics</i>
Language of instruction	<i>English</i>
Study programme	<i>Economics and Data Analytics, Economics and Politics, Finance</i>
Year	<i>3rd</i>
Foreseen lecturer	<i>Dr. Simonas Čepėnas</i>

Course description

This course will examine cross-sectional, time-series, and panel models to facilitate a deeper understanding of their underlying principles and applications to real-world datasets. The focus of this course is less on the error-correction aspect of econometrics and more on the substance behind the models studied. The primary objective is to equip students with the knowledge of selecting empirically sound models that actually test their hypotheses. The curriculum will emphasise Generalised Linear Models (GLMs) and Panel Models.

The course will start with a review of Ordinary Least Squares (OLS) regression, followed by GLMs, such as Logit, Probit, Negative Binomial, and Poisson regressions. Furthermore, it will revisit selected time-series models (e.g., AR(I)MA(X) and Vector Autoregression). The substantial portion of the syllabus will be devoted to Panel Methods, such as Pooled OLS, Fixed-Effects, Random Effects, Panel VARs, Panel GLMs, and Meta-Analysis. Subject to available time and student preferences, the inclusion of survival methods as an alternative topic may be considered.

The technical language that we will use throughout the course is R. Familiarity with R and R Studio is not required but highly recommended.

PUBLIC RELATIONS (Viešieji ryšiai)

Course code	<i>MNG229</i>
Course name	<i>Public Relations</i>
ECTS	<i>6</i>
Course prerequisites	<i>-</i>
Language of instruction	<i>English</i>
Study programme	<i>International Business and Communication, Business Management and Marketing, Entrepreneurship and Innovation</i>
Year	<i>3rd</i>
Foreseen lecturer	<i>Dr. Cen (April) Yue</i>

Course description

In Principles of Public Relations, you will learn about the theory and practice of public relations, how public relations operates in organizations, its impact on publics, and its functions in society. You will study the professional development of the field; concepts, issues, and principles in the practice; and models and theories guiding the practice. For those planning public relations careers, this course provides a foundation for the public relations major. The course also meets the needs of those planning other professional and managerial careers that can benefit from an understanding of public relations concepts and management practices.

BEHAVIORAL ECONOMICS (Elgsenos ekonomika)

Course code	<i>ECO134</i>
Course name	<i>Behavioral Economics</i>
ECTS	<i>6</i>
Course prerequisites	<i>Microeconomics, Macroeconomics</i>
Language of instruction	<i>English</i>
Study programme	<i>Economics and Data Analytics, Economics and Politics, Finance</i>
Year	<i>3rd</i>
Foreseen lecturer	<i>PhD Cand. Nomeda Lisauskienė</i>

Course description

This course delves into the interdisciplinary field of behavioral economics, exploring the psychological factors that influence economic decision-making. Students will examine how individuals deviate from traditional economic models and explore various behavioral phenomena, decision-making biases, and their implications for economic outcomes. Also, students will acquire a combination of theoretical knowledge (i.e. foundational principles in economics and psychology, decision-making models) and practical skills (i.e. experimental methods, empirical applications, policy implications and ethical considerations) related to understanding and analyzing economic behavior in real-world settings. The general framework is based on the three fundamental trade-offs humans face (in economics): Risk vs. return, today vs. tomorrow, self vs. others. A special emphasis is put on explicitly identifying the underlying assumptions behind commonly used concepts. Interactive components will help students identify ways in which they violate basic assumptions and explore reasons for doing so, as well as ways to overcome easily exploitable choice biases. Topics covered include heuristics and biases, prospect theory, intertemporal choice, social preferences, and the implications of behavioral economics for public policy.

INTERNATIONAL RELATIONS

(Tarptautiniai santykiai: karas, taika ir verslas)

Course code	<i>POL104</i>
Course name	<i>International Relations</i>
ECTS	<i>6</i>
Course prerequisites	<i>-</i>
Language of instruction	<i>English</i>
Study programme	<i>Economics and Data Analytics, Economics and Politics, Finance</i>
Year	<i>3rd</i>
Foreseen lecturer	<i>Assoc. Prof. Dr. Jonathan Boyd</i>

Course description

In a world shaped by conflict, shifting alliances, economic interdependence, and ideological divides, this course offers a structured investigation into the forces that shape our global order. International Relations explores critical themes such as the causes of war and civil conflict, peace negotiations, nuclear weapons, the evolution of international norms, and the enduring impact of human rights. Through a blend of theoretical frameworks and real-world cases, students engage with pivotal issues, from statecraft and military strategy to international organisations and law.

For students in political science, economics, and finance, this course provides analytical tools to decode how global events influence national economies, investment risks, and policy-making. Designed to hone critical insights into world affairs, International Relations is a comprehensive study that reveals not only the complexities of global politics but also their concrete implications for decision-makers, investors, and citizens alike.

SIMULATION DEVELOPMENT (Simuliacijų kūrimas ir taikymas)

Course code	<i>POL142</i>
Course name	<i>Simulation Development</i>
ECTS	<i>6</i>
Course prerequisites	<i>-</i>
Language of instruction	<i>English</i>
Study programme	<i>Economics and Data Analytics, Economics and Politics, Finance</i>
Year	<i>3rd</i>
Foreseen lecturer	<i>Assoc. Prof. Dr. Pijus Krūminas</i>

Course description

The course focuses on applying simulation game-based learning to analysing politics, economics, and public policy, often through the lens of conflict. While scientific theories offer an understanding of political and economic processes and standard modelling tools such as game theory help explain these processes, simulation games build upon this knowledge by applying it to real (or expected) events. During the course, student groups will select a political and/or economic topic of their choice and develop analogue simulation games for it. By combining theory, literature analysis and other tools, the course will help understand how simulation games can serve as a means for research, education, and analysis through the lenses of modelling and agency.

In addition to lectures, the course will strongly focus on trying out various simulation games to help develop students their own games. Therefore, there will be classes, where the focus will be on hands-on work rather than on theory. In this case, students may be required to pre-read texts dealing with the topics of games used in class to better understand how modelling works in these cases. The selection of games to be run in the classroom remains at the discretion of the lecturer but will be done in consultation with students and will depend on the topic choices for their projects. Non-obligatory activities for trying simulation games outside of classroom will also be arranged.