

DESCRIPTION OF DEGREE PROGRAMME (admission year: 2021-2022)

1.

Title of the degree programme	National Code
Global Business and Modern Marketing Bachelor`s Degree Programme (in English)	6121LX053

2.

Official name of the awarding institution(s)	Language of instruction
Mykolas Romeris University	Lithuanian

3.

Kind of study	Cycle of studies	Level of qualification
University studies	I cycle	VI level

4.

Mode of study and length of programme in years	Length of the degree programme in ECTS credits	Student's workload	Contact work hours	Independent work hours
Full-time study 3 years	180	4860	1400	3460

5.

Group of Study Fields	Field of the programme
Business and Public Administration	Business Studies

6.

Degree and/or qualification awarded
Bachelor of Business Management

7.

Programme Director	Contact information
Prof. Dr. Tadas Limba	tlimba@mruni.eu

8.

Accreditation organization	Period of reference
Centre for Quality Assessment in Higher Education	2021.12.31

9.

Purpose of the programme
The objective of the programme is to develop bachelors in business and management who would be able to think conceptually, possess sufficient knowledge in different areas of science and skills to create, manage and develop collaboration-based business systems, evaluate their situation in the market, implement business projects in the environment of different business problems, to maintain and develop links with users and partners through the initiation of market research and by building on modern business concepts and communications, to take innovative solutions increasing competitive advantage and the value of business enterprises.

10.

Profile of the programme		
Study content: discipline(s)/subject area(s)	Orientation of the programme	Distinctive features
<p>General subjects of university studies make 18 credits.</p> <p>Subjects of the field of studies are theoretical and professional subjects of special education providing knowledge and abilities necessary for the acquisition of the higher education qualification in the quantity of 180 credits.</p> <p>Subjects elected by a student and specified by the University are those which students freely select from the lists drawn by the University; they make up 12 credits.</p>	General and business specialist focus	<p>The Programme is centred on the identification of the most topical contemporary business systems and management problems, their investigation and determination of rational ways of solution and development of entrepreneurship. The Programme foresees a practical satisfaction of the needs of the business sector while preparing high-level specialists of business processes management.</p> <p>Students studying Business Systems Creation and Management study programme are provided with the possibility to choose parallel studies (except in the fields of economics and business). More information available at: http://www.mruni.eu/lt/studijos/studiju_programos/gretutines_studijos/</p>

Qualification requirements and regulations

According to the Description of the Lithuanian Qualifications Framework level VI qualifications are acquired by way of undergraduate (I cycle) studies at universities.

The qualification is related to complex activities which are characterized by a variety of tasks and contents. In solving problems in different areas of professional activities, a variety of means and methods is applied. The performance implies application of broad theoretical knowledge built on the results of recent fundamental and applied research or knowledge needed for implementation of innovations.

The activities are performed independently, with a free choice of methods of performance and with managing task groups for the implementation of the task. That is the reason why qualification of this level includes the ability to plan activities with consideration of the tasks set, to analyse and record the results of one's own activity outcomes, as well as to submit reports to the coordinating persons; to correct one's activities with regard to the analysis of the activity results and recommendations of experts and to implement varied project activities.

The environment of the activities requires adapting to continuous and unpredictable change, which is caused by the progress of knowledge and technology in a specific area of professional field. The qualification allows to improve and develop knowledge in the professional area and, following the self-assessment, to learn individually (to develop cognitive competences), as caused by the constant change of professional activities.

11.

Admission requirements	Specific arrangements for recognition of prior learning	Specific requirements for graduation
Enrolment into undergraduate studies is carried out on the basis of competition, with high education attainment, academic achievements and results of entrance exams (in those cases that those exams are organised) and other criteria formulated by MRU taken into	Procedure for Recognition of Academic Credits at Mykolas Romeris University "https://intranet.mruni.eu/mru_lt_dokumentai/centrai/akademiniu_reikalu_centras/teises_aktai/Studiju%20kreditu%20prip.tv._ENG%20porfolio.pdf" establishes the principles and	<ul style="list-style-type: none"> - Collect 180 credits (compulsory subjects 22 (132 credits) and 8 subjects selected alternative and free (48 credits); - Carry out practice; - Develop and defend Bachelor's thesis.

<p>consideration. Higher education organisations (together with the Ministry of Education and Science) identify principles of composition of a score for competition according to directions of studies and also identify the main subject. Information on regulations and the composition of a competitive score is available: http://www.mruni.eu/en/ects/information_package_course_catalogue/information_on_the_institution/general_admission_requirements/</p>	<p>procedure for the recognition of learning outcomes achieved by a person in other Lithuanian and foreign higher education institutions and in the non-formal and informal learning competencies, related to higher education, and the recognition of study credits at Mykolas Romeris University.</p>	
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12.

Access to further studies
Access to the second cycle studies

13.

Occupational profiles of graduates with examples
<p>Graduates of the Study Programme may work at national and regional business institutions, set up or manage Lithuanian and foreign business enterprises and their units that function in different business areas, as well as to be heads of, or work in, the functional business systems and networks units of management, economic analysis, planning, management, finances, accounting, marketing, international relations or information. Our Graduates currently successfully are working in the different Lithuanian banks, like SEB, Swedbank, DNB, Finasta, Lithuanian Bank; in the Western Union enterprise of financial facilities, companies of audit, like KPMG, DELOITTE; various enterprises, like GIRTEKA, BALTPPOOL, , Storebrand Baltic UAB.</p>

14.

Teaching and learning methods	Assessment methods
<p>Lectures; Seminars/training exercises; Studies of scientific literature or empiric data; Laboratory works; Interactive learning methods; Group discussion Problem-based learning; Case studies;</p>	<p>Exam/final test; Colloquium/test; Written papers; Activeness during the lectures/seminar; Individual/group homework; Individual/group project; Presentation(-s); Reports of laboratory works</p>

15.

Generic competences		Programme learning outcomes	
1.	Skills to apply modern technologies and methods of analysis for critical assessment and creative problem solving in various professional situations, related to the creation and management of national and international business systems.	1.1	Will be able to creatively plan and organize the activities of various elements of business systems, and to apply critical thinking for identification, evaluation and development of different possibilities in business by taking into account economic changes and globalization trends.
		1.2	Will be able to recognize problems arising in business systems by using appropriate social, mathematical and statistical analysis methods, and to record, select, analyze and generalize data from different purposefully chosen and approved sources.
		1.3	Will be able to use specialized information technology tools for the creation and management of business systems, and to exercise communication and information management skills to visually present reasoned quantitative and qualitative information about business processes.
		1.4	Will be able to communicate with business partners and consumers in ethical and tolerant manner by taking into account the existing cultural and contextual differences of business systems in other countries.
		1.5	Will be able to demonstrate personal initiative in the formation, working and leading of the team work, and to take responsibility in solving various business problems.
		1.6	Will be able independently organize personal learning process by applying various skills for research work
		1.7	Will gain knowledge and skills for personal career management and successful integration in to the labour market
		1.8	Will be able to understand the impact of cultural diversity on the social interaction, apply inter-cultural communication principles in practice and effectively act in different cultural environment
		1.9	Will be able to cultivate capabilities of healthy lifestyle and physical culture, and enhance personal motivation to maintain a good health

Subject specific competences		Programme learning outcomes	
2.	Skills to apply fundamental knowledge of business systems creation and management for establishment, development and leadership in Lithuanian and international business organizations.	2.1	Will be able to apply general knowledge of humanitarian and social education for understanding and evaluation of managerial, social and political phenomena.
		2.2	Will be able to apply fundamental knowledge about different social and business systems and their processes for the critical and creative analysis, evaluation and decision making in constantly changing internal and external environment of business systems.
		2.3	Will be able to apply knowledge of management and business administration to establish, lead and develop Lithuanian and foreign business enterprises and their departments in the organizational and entrepreneurship manner.
		2.4	Will be able to apply knowledge in marketing, accounting and finance, human resources, law and other domains in establishing business enterprises and improving their activities in Lithuania and abroad.
		2.5	Will be able to apply special knowledge about the essence of business systems, their creation and networking of enterprises, principles of the development and change of business relations, creation of the value chain, models and risk management peculiarities in various business organizations.
3.	Skills to analyse and evaluate the impact of national and international political, economical, social and technological phenomena on the creation and management of business systems.	3.1	Will be able to understand and to apply theories, concepts, paradigms, models and analysis methods of fundamental, social sciences and humanities in responsible and creative manner while examining and evaluating business systems and related social-economical phenomena in constantly changing national and international environment.
		3.2	Will be able to understand and independently analyze changes in the business environment, carry out the business design and modeling, identify and critically evaluate processes of the business enterprise when introducing innovations relevant to the economic development trends at the macro, mezzo or micro levels.
		3.3	Will be able to create a contemporary human resources motivation system, and to apply information technologies for gathering, storage and systematization of information necessary for the decision making, risk management and effective functioning of business systems.

4.	Skills for practical implementation of various business systems creation and management projects.	4.1	Will be able to analyze economic and financial operations of business entities, calculate different indicators, and explain their interaction and impact on the effective performance of business systems.
		4.2	Will be able to prepare instruments for the analysis and assessment of business systems processes based on the trends of international business development and competitiveness.
		4.3	Will be able to collect information about business systems using the latest information technologies, to apply there embedded quantitative and qualitative methods of social phenomena research, and to make decisions in a constantly changing environment.
		4.4	Will be able to generate business ideas, foresee or improve business performance strategy, to create and implement business projects.
		4.5	Will be able to investigate possibilities of acquisition and rational utilization of business resources, analyze opportunities for maintenance and development of relationships with partners and customers, and to identify possible needs of consumers.
		4.6	Will be able to evaluate operational risk of business enterprises, adapt to the requirements posed by the markets and consumers, and to compete in domestic and foreign markets.
		4.7	Will be able to communicate and present findings of the performed business investigations based on the different market research and insight methods and sources of information.
		4.8	Will be able to carry out the accounting of business enterprises, to apply knowledge of accumulation, selection and analysis of accounting data using accounting information systems.

