



Management

- **MARKETING AND GLOBAL BUSINESS**
- **BUSINESS ADMINISTRATION**



Bachelor in Business Management

4 years, full-time



Vilnius University is among the top 500 universities worldwide



Choose #1VU and win "Vilnius University 440" scholarship

For graduates from Lithuania:

0,4

Mathematics

0,2

Either History, IT or Geography

0,2

Other subject

0,2

Lithuanian Language and Literature

National Exams

National exams or yearly average grades

PROGRAMME OVERVIEW:

- > students can choose one of two specialisations: Marketing and Global Business or Business Administration;
- > students can spend up to two years at the best universities in Europe by participating in the Erasmus+ programme or using various bilateral agreements;
- > students work in an international team of qualified professors and fellow colleagues;
- > students develop practical and theoretical skills, useful in recognising and dealing with a number of problems that modern businesses face daily.

The programme is aimed at one of the most popular areas of activity – management, as each organization should have competent managers possessing knowledge and practical skills in the major business functions. The first two years of studies are devoted to the general university education and the fundamentals in economics, management and business administration. The third and fourth years are aimed at one of the two available specialisations: Marketing and Global Business or Business Administration.

CAREER OPPORTUNITIES:

- > Sales Manager;
- > Marketing Expert;
- > Business Manager;
- > Business Developer.

L'Oreal

Ernst & Young Baltic

Western Union Lietuva

Euromonitor International

Bored Panda

Alna Group

70 %

30 %

- Number of employed students six months after graduation in Lithuania.
- Lithuanian graduates who are pursuing a Master's degree or are self-employed, leaving to study/work abroad, etc.

"Choosing Vilnius University was one of the best decisions of my life! I fell in love with the lectures and the professors' approach to teaching: the studies were very interesting and after one semester, I felt that it was easier to concentrate on them. Moreover, the university staff is very nice and helpful: they are always ready to help you, no matter what kind of problems you have. I also really enjoyed the atmosphere in my group: we had both Lithuanian and international students from all over the world, so I learned a lot about other countries and cultures.

And Vilnius is an amazing city to live in: it quickly becomes your home and then you can't imagine your life without coming back here. I highly recommend to study in VU: it is a place that will change your life!"

Lidziya Lysiankova,
graduate from Belarus

Programme structure

Course	Credits
1 semester	30.0
Compulsory courses	30.0
Theory of Economics (Microeconomics)	5.0
Business Mathematics	5.0
Corporate Social Responsibility and Ethics	5.0
Business Creation and Management	5.0
Foreign Language	5.0
Scientific Text Writing and Presentation	5.0
2 semester	30.0
Compulsory courses	25.0
Theory of Economics (Macroeconomics)	5.0
Business Statistics	5.0
Business Law	5.0
Management	5.0
Foreign Language	5.0
General Courses of the University Education	5.0
3 semester	30.0
Compulsory courses	20.0
Global Business	5.0
Business Informatics	5.0
Organizational Behaviour	5.0
Entrepreneurship	5.0
Elective courses	5.0
Fundamentals of Intercultural Management / Information Systems	5.0
General Courses of the University Education	5.0
4 semester	30.0
Compulsory courses	20.0
Personnel Management	5.0
Fundamentals of Accounting	5.0
Marketing	5.0
Business Processes	5.0
Elective courses	5.0
Fundamentals of Finance / Second Foreign Language / Fundamentals of Business Negotiation and Psychology	5.0
General Courses of the University Education	5.0

Course	Credits
5-8 semesters are studied in the chosen specializations:	
Business Administration	
This specialisation is designed for students, who want to develop and manage small or medium-sized businesses of international enterprises in the future. They study Innovation Management, Quality Management, Knowledge Management, Project Management, Company Performance Evaluation, and other similar courses. Students learn to analyse business cases, understand business development and its processes, develop business strategies, and prepare supporting projects and business plans.	
Marketing and Global Business	
This specialisation is designed for students, who want to learn to analyse and manage marketing resources in a global business environment. They study Marketing Management, Retail Marketing and Management, International Advertising Business, and other similar courses. Students will know how to use a variety of contemporary communication tools, and learn to assess consumer needs by analysing examples from international businesses.	