

INTERNATIONAL BUSINESS MATHEMATICS AND STATISTICS

International Business Mathematics and Statistics course is prepared to teach students to the mathematical and statistical aspects of the applied and fundamental concepts. Students will become familiar with the financial arithmetic, linear algebra, vector algebra, analytic geometry and functional analysis topics. Able to count the different size of the determinants and perform operations with matrices. Acquainted with the economic system and economic model of the balance of system productivity. Know how to solve the economic linear programming problems. Be able to perform operation with vectors and the perception of their geometrical meaning. Become familiar with the functions, their analysis, differentiation, extreme discovery. Ability to perform mathematical tasks that require analysis. Students understand the importance of statistics for the business work activities, to know the statistical characteristics of the data, to be able to use computer programs and statistical data analysis packages, to be able to analyze and evaluate research data and graphically represent them. Working with mathematical and statistical information improves students' logical and critical thinking, teach proper understanding encountered in mathematics and statistics, students acquire the necessary theoretical knowledge and statistical terminology.

Course (module) content

1.	Percentage. Simple and compound interest.
2.	Determinants. Their properties. Methods of computing determinants. Cramer's method.
3.	Matrices. Operations on matrices.
4.	Solving linear equations system by Gaussian method.
5.	Minor. Cofactor. Inverse matrix method.
6.	Leontief balance model of the economic system.
7.	The main concepts of vectors. Scalar product, vector product and scalar triple product of the vectors. Economic interpretation of the vectors.
8.	Linear functions. Slope-intercept form and general form of the equation of a line.
9.	Mathematical models of the economic tasks. Linear Programming problem.
10.	Function derivative. Its geometric meaning. Differentiation in Economics.
11.	Extreme points and inflection points of the function.
12.	Basic concepts of Statistics. Population, sample, sampling distribution. Representativeness of the sample. Data grouping and graphic representation.
13.	Measures of Central Tendency: Median, Mean, Mode, Quartiles and Range. Measures of Statistical Dispersion: Variance and Standard Deviation. Measures of the Shape of the Distribution: Skewness and Kurtosis. Descriptive statistics of financial accounting data.
14.	Point and Interval Estimation (Parameter Estimation). Sample size determination.

INTERNATIONAL BUSINESS MANAGEMENT

The purpose of the program "International Business Management" is to provide the scientific basis to know the dynamic international business environment and develop the knowledge and skills necessary to succeed in the international business management practices, as well as to train specialists who are able to develop international businesses, to understand international business development and development patterns and relations with management, economics, law, to analyze the international environment and the international market, to plan and prepare for international business strategies, to assess economic and corporate governance processes, changes in business innovation, to seek solutions in a constantly changing international business environment and realize them.

Course (module) content

1.	Introduction to international business.
2.	International business content.
3.	International business development.
4.	International business in the form of international trade.
5.	Lithuanian foreign trade.
6.	International business environment: economic and political.
7.	International business environment: legal and ecological.

8.	International business environment: demographic and technological.
9.	International business environment: competitive and cultural.
10.	International business in the form of strategic alliances.
11.	International business control.
12.	Revision. presentation of individual work. Preparation for the exam.

INTERNATIONAL FINANCE

The course provides with the detailed inside to the structure of the financial system. The financial markets are presented in detailed and are defined by their market characteristics and variety of services provided as the exchange-traded currency futures, swaps and options. More focus attempted on the consideration of fixed and floating exchange rate regimes differences. Next, the course presents the concept of the balance of payments and accounting: explains how the government should maintain its "economic house", otherwise it will face a current account deficit, which will damage on the domestic currency value. There is represented the theory of purchasing power parity, showing the relationship between the two countries, in exchange rate changes and relative inflation rates. Students on their practical work will present the European monetary system, the International Monetary Fund, the Bretton Woods system, the countries' financial ranking systems and the international financial crisis concepts.

Course (module) content

1.	International Financial system, institutions and regulation.
2.	Financial markets and their classification.
3.	International securities market.
4.	Foreign exchange markets. Interest rates.
5.	International markets for financial instruments.
6.	Purchasing Power Parity.
7.	The Balance of Payment Accounts.
8.	International ranking and investment.
9.	International financial crises.

BUSINESS RESEARCH

This course introduces students to the principles of business research and different techniques of empirical research. While covering different strategies and methods of quantitative and qualitative research, students are encouraged to formulate research questions, develop a research design, select an appropriate method of data collection, as well as develop a research instrument. Students also learn how to choose a required sample, how to collect and process qualitative and quantitative data. Students are able to practically assess theoretical knowledge while working on a research project in teams.

Course (module) content

1.	The nature of business research and its principles.
2.	Research process.
3.	Data in business research. Primary and secondary data sources.
4.	Development of a research design.
5.	Different research paradigms for business. Qualitative and quantitative research methods.
6.	Introduction to qualitative research methodology and methods
7.	Qualitative research methods: in-depth and focus group interview, observation
8.	Qualitative data coding and analysis

9.	Introduction into quantitative research methods
10.	Sampling strategies
11.	Basic rules of questionnaire design
12.	Strategies of analysis of quantitative research data
13.	Writing a research report. Assessing quality of social research: validity and reliability

INTERNATIONAL BUSINESS STRATEGIES

The program content is formed at the focal positive information and learning through repetition, and the critical thinking skills. The strategy is about how to be different and to create value, and therefore the subject curriculum is oriented to creativity and innovation. The students are introduced to the strategic management historical roots, strategic management purposes in creating a competitive advantage, external and organizational contexts, content strategy, multi-level strategy. Preparation and implementation of strategies are taught in the international business context.

Course (module) content

1.	Strategy as a process, its purpose and role in company management
2.	Historical strategic development and analysis
3.	Strategic management process
4.	Strategic analysis of the situation
5.	Strategic international business solutions
6.	Strategic management and control
7.	Revision. Self-work presentation. Examination

INTERNATIONAL PROJECT MANAGEMENT

International project management subject and examine the evolution of e-marketing, law and strategy. Defined e-marketing concept and essence. Investigation of electronic marketing is analyzed as a process which created and maintained relationships with the client using Internet technologies to facilitate information, products and services that meet the requirements of both sides reach.

Course (module) content

1.	Project management framework, key terminology, project management context, and specifics of international project management
2.	Project management processes, project life cycle: conceptual, definition, production, operational, divestment phase.
3.	Project initiation: developing the concept, work brake down structure, milestone planning, cost evaluation. PERT chart as planning tool.
4.	Project initiation: human resource planning, ensuring the project results, risk management and communication with interest groups.
5.	Project implementation: Project team building and development, project execution.
6.	Project implementation: partnerships and intercultural communication
7.	Project control: quality control, monitoring. Change management in project
8.	Risk management in projects.
9.	Innovations in project management. International project management standards
10.	Leadership and effective partnerships

ECOLOGY IN BUSINESS

Students, who have completed the subject Ecology in Business, acquire new knowledge about eco-business (food and non-food products and services) occurrence and development in Lithuania and foreign countries. When they identify the application methods and areas of ecological certification and labelling, consider the most important aspects of green public procurement ('buying green') and "Greenwashing" strategy, also recycling capabilities of waste-packages they are able to analyze and critically assess the impact of business processes, products and services on human health and welfare, also environmental condition, climate and resources. Also, by studying this subject, they develop social and personal skills, i.e. individual work with scientific and popular references and participation in discussions acquire new knowledge, learn to express thoughts in writing and orally. Acquired competences will help to organize a modern business activity, carry out the control of the company in harmony with the environment; create and provide to the market healthier, more natural, environmentally friendly products and environmentally safe services.

Course (module) content

1.	Conception of ecology and business; interaction ecology and between sector; Eco-business in Lithuania and worldwide
2.	Concept of sustainable development for greener / eco- business
3.	Benefits of eco-production and consumption for business/economy and society/person
4.	Effects of irresponsible production and consumption on human health/welfare and environment, climate and resources; nature contamination; hazardous materials
5.	Communication tools/methods or information dissemination for users about the impact of products/production processes and services on environment
6.	Ecological certification / labelling in Lithuania and the World
7.	Ecological food and non-food products (cosmetics, detergents, textiles, house construction);
8.	Ecological services (eco-tourism)
9.	Green public procurement ('buying green'); misleading market strategies („Greenwashing”)
10.	Packaging, eco-packaging, wastes; sorting, recycling and safe disposal