

Group II

Social and Entrepreneurial Competences

These modules are designed to acquire and/or develop organisational management, financial and legal literacy, economic thinking and responsible decision-making competences

- Basics of Business (Kristina Burneikienė) LT, ENG, R, P.**
The module provides the basics of business creation, developing the ability to analyse business environments and risks, and practical skills in evaluating and making business decisions.
- Organization of Small and Medium Business (Regina Motienė) LT, R, P.**
This module provides knowledge of SMB organisation, enabling understanding of the commercial environment of engineering activities, development of skills in assessing business environments, preparing strategic business plans, and understanding financing and international market integration opportunities.
- Personnel Management (Skaistė Mencevičienė) LT, R.**
The module introduces principles of personnel organisation and management in engineering activities, fostering responsible business management skills.
- Personal and Corporate Finance (Skaistė Mencevičienė) LT, ENG, R.**
The module develops understanding of the importance of personal and corporate finance, financial planning skills, independent selection of borrowing and savings products, investment and consumption decision-making, and responsible financial management.
- Fundamentals of Advertising (Regina Motienė) LT, R.**
This module provides knowledge of the types of advertising, the criteria for their selection, the processes of information dissemination and legal regulation, as well as factors influencing sales promotion. In the practical component of the module, students complete specific tasks related to sales promotion strategies and the selection of advertising tools, taking into account relevant legal considerations.
- Legal Regulation of Labour Activities (Kęstutis Vitkauskas) LT, R.**
Students are introduced to the principal legal acts governing employment relations. The module emphasises the application of labour, social security, civil and administrative law within professional activities. During lectures, legal aspects of employment contracts, remuneration, labour discipline and employee liability are examined.
- Business Development and Management (Eglė Morkūnienė) LT, ENG, R, P.**
The module introduces students to the fundamentals of business idea generation, business establishment, organisation and management. Studies include analysis of business environment factors, business models, business planning, and the basics of finance, marketing and human resource management. Significant emphasis is placed on the practical application of knowledge and the development of entrepreneurial competences.