



VILNIUS UNIVERSITY
BUSINESS SCHOOL

INTERNATIONAL BUSINESS PROGRAM CURRICULUM

HARD SKILLS



SOFT SKILLS



Integruotas Verslo
iššūkio projektas



"Hard" skills and knowledge refer to modules that provide **fundamental, historically and scientifically grounded knowledge and clearly defined skills** essential for **starting, managing, developing, and expanding a business.**

These skills focus on **goal-oriented, rational,** and empirically-based application of knowledge to solve business-related tasks. By studying this type of content, students are **prepared for specific tasks or activities** that require **precise knowledge application and analytical thinking.**



"Soft" skills and knowledge include **interpersonal, communication, creative, and emotional intelligence-based abilities** that often do not have clear-cut answers and are **developed through practice, reflection, and behavioral experience.**

Studying such modules **strengthens students' ability to work in teams, communicate** with various **stakeholder groups, adapt to change, resolve conflicts, and lead effectively.**



Why is balance important?

By **integrating "hard" and "soft" skills** into a unified study program:

Students **develop complex, holistic competencies** — not only **knowing what to do,** but also **how to implement** it effectively with people.

Graduates become **more competitive in the job market,** as they are capable of **analyzing data, working in teams, and presenting ideas to an audience.**

Better preparation for workplace dynamics, where theoretical knowledge and human-centered skills work in synergy—especially **in leadership, consulting, or startup environments.**

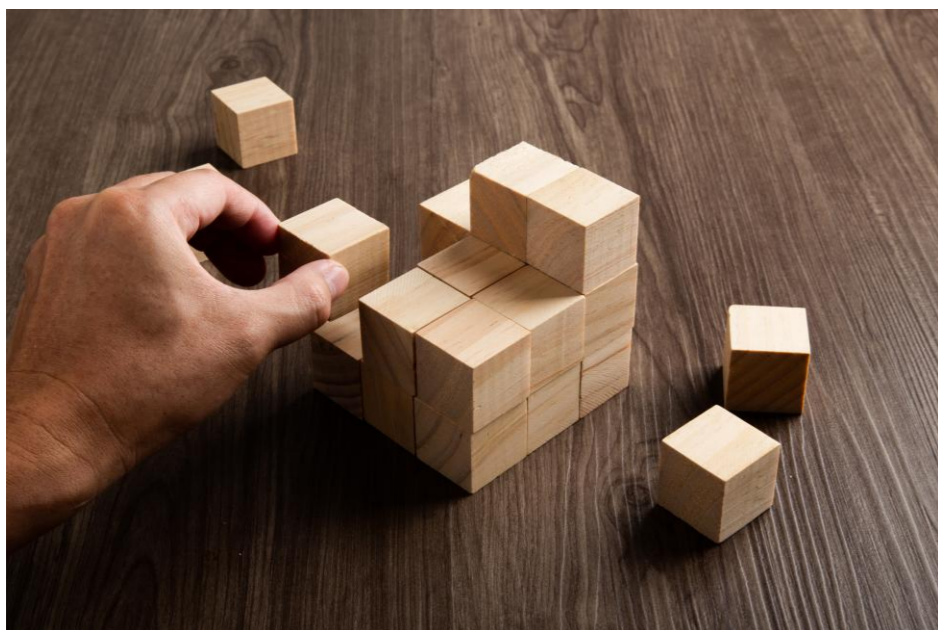
Semester 1

Competencies of Entrepreneurship (10cr)

Entrepreneurship and Learning Competencies,
Introduction to Challenge-based Learning (CBL),
Business Foreign and Academic Language



Gain “Soft” Skills



Studying the **Competencies of Entrepreneurship** can help you gain the knowledge and skills you need to become an effective and successful entrepreneur, and contribute to the economy and society in a meaningful way.

Mastering Challenge-based Learning is a valuable approach to learning that can help you develop a range of important skills (critical thinking, collaboration and teamwork, independence and self-motivation, application of knowledge).

Studying a Foreign Language and using it in a business setting can help you communicate more effectively with others, access new markets and opportunities, and improve your problem-solving skills, all of which can be valuable in the business world.

Academic language is the language used in academic settings, such as schools, universities, and research institutions. It helps you communicate effectively, think critically, and succeed in academic settings.

Business Environment (10cr)

Business and Intellectual Law,
Business Psychology and Emotional
Intelligence



Gain “Soft” Skills

Studying the **Business Environment** helps you understand the various factors that can impact a business and its operations.

Business and intellectual law helps businesses and organizations understand their rights and obligations under the law. This includes understanding how to protect intellectual property (such as patents, trademarks, and copyrights), how to enter into contracts, and how to comply with various regulations and laws.

Studying Business Psychology and emotional intelligence is important because it can help individuals and businesses improve communication and interpersonal skills, make more effective decisions, develop strong leadership skills, and increase self-awareness.

Sustainable Economy (10cr)

Microeconomics, Macroeconomics,
International Economics and
Trade **CBL project**



Gain “Hard” Skills

Studying **Sustainable Economy** is important because it helps individuals and businesses understand how to promote economic development in a way that is environmentally responsible, promotes long-term economic growth, meets social and ethical responsibilities, and addresses global challenges.

Microeconomics is the study of how companies make decisions and how they interact in specific markets.

Macroeconomics is the study of the economy as a whole, including topics such as inflation, unemployment, and economic growth.

It helps businesses understand how the economy functions at the micro and macro level, and how to make informed economic decisions, enhances competitiveness, informs policy-making, and improves economic literacy.

International economics and trade is the study of how countries interact through trade and investment, and how this impact the global economy.



CBL Project

Semester 2

Business Communication (10cr)

Intercultural Communication and Management,
Public Relations, Public Speaking



Gain “Soft” Skills



Studying **Business Communication** helps individuals improve their communication skills, enhance teamwork and collaboration, improve leadership skills, and increase professionalism.

Studying Intercultural Communication and Management helps individuals and businesses improve communication, enhance teamwork and collaboration, improve leadership skills, develop cultural competency, navigate cultural differences in a globalized world.

Public Relations is the study of how to effectively communicate with the public and manage the reputation of organizations which are essential for success in today's business world.

Public Speaking is the study of how to effectively communicate with an audience. It helps individuals develop the skills and confidence needed to effectively communicate with others in a public setting, which is essential for success in both personal and professional contexts.

Entrepreneurship Management (10cr)

Management and Change Management,
Talent and Diversity Management
CBL project



Gain “Soft” Skills



CBL Project

Mathematics for Business (10cr)

Business Mathematics and Quantitative
Management Solutions,
Accounting



Gain “Hard” Skills

Entrepreneurship management helps individuals and businesses make more informed and strategic decisions, enhance competitiveness, improve leadership skills, and increase innovation.

Management is the study of how to effectively plan, organize, and control resources in order to achieve the goals of an organization. Change management is the study of how to effectively plan and implement changes within an organization.

Talent management is the process of identifying, developing, and retaining top talent within an organization. It involves identifying the skills and competencies needed to achieve the organization's goals, and developing programs and practices to attract, retain, and develop top talent. Diversity management is the process of creating and maintaining a diverse and inclusive workplace, where all employees are treated with respect and dignity, and have equal opportunities to succeed. It involves developing policies and practices that promote diversity and inclusion, and creating a positive and inclusive work environment for employees of all backgrounds.

Understanding **Mathematics for Business** is important for entrepreneurs because it helps them make informed and data-driven decisions, enhance competitiveness, improve financial management, and increase efficiency.

Business Mathematics and Quantitative Management Solutions are important fields of study because they help individuals and businesses understand how to use mathematical tools and techniques to solve business problems and make informed decisions.

Accounting is the process of recording, classifying, and summarizing financial transactions to provide information that is useful in making business decisions. It involves the use of financial statements, such as balance sheets, income statements, and statements of cash flows, to provide an overview of a business's financial position and performance.

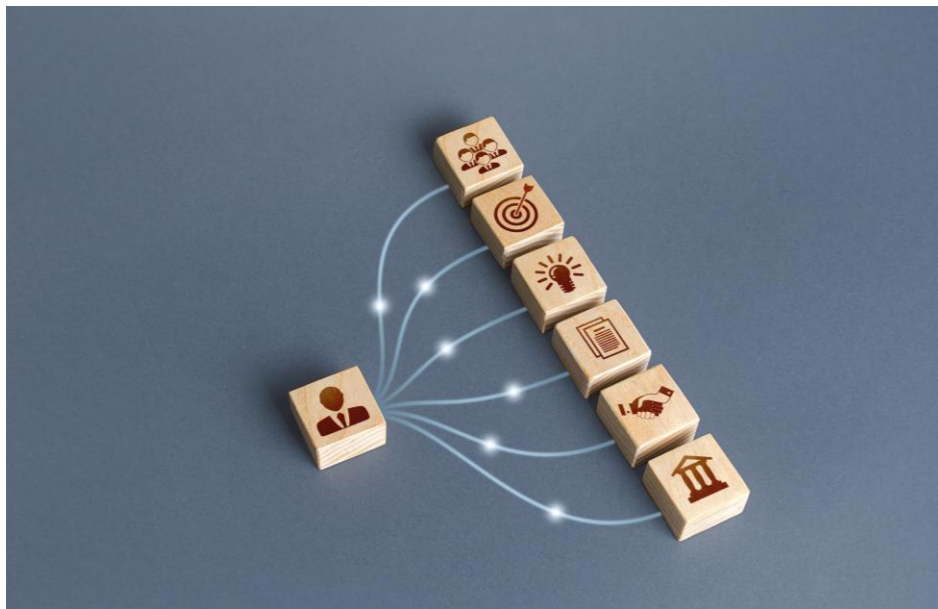
Semester 3

Sales Strategies (10cr)

Sales, Consumer Behaviour,
The Art of Negotiation



Gain “Soft” Skills



Studying **Sales Strategies** is important because it helps businesses improve their sales performance, enhance competitiveness, improve customer relationships, and increase revenue.

Sales is an important part of any business, as it is the primary way that businesses generate revenue. Effective sales strategies and techniques can help businesses increase their sales and achieve their financial goals.

Understanding Consumer Behavior is important for businesses because it helps them understand how consumers make purchasing decisions, how to effectively market and sell their products or services, understand consumer needs and preferences, and develop products and services that meet customer’s needs.

The Art of Negotiation refers to the process of reaching an agreement or compromise between two or more parties through discussion and compromise. It involves understanding the needs and interests of all parties involved, and finding a mutually beneficial solution. Negotiation is an important skill in both personal and professional contexts, as it allows individuals and organizations to effectively resolve conflicts and reach agreements that meet the needs of all parties involved

Entrepreneurship Marketing (10cr)

Marketing,

Marketing 4.0 (Digital Marketing, Search Engines, Google Ads, Remarketing),

Marketing 5.0 (AI, Blockchain, Big Data)



Gain “Soft” Skills

Studying **Entrepreneurship Marketing** is important because it helps businesses improve their sales performance, enhance competitiveness, improve customer relationships, and increase revenue.

Marketing is the process of identifying, anticipating, and satisfying customer needs and wants. It involves the development and promotion of products or services, and the use of various marketing strategies and techniques to reach and persuade potential customers.

Marketing 4.0 is the latest evolution of marketing, which emphasizes the use of digital technologies and data analytics to connect with customers in a more personalized and relevant way. It involves using data-driven marketing techniques, such as targeted advertising, personalization, and predictive analytics, to understand and anticipate customer needs and preferences, and deliver customized and relevant marketing messages.

Marketing 5.0 is a concept that refers to the next evolution of marketing, which is expected to focus on using artificial intelligence (AI), Blockchain, Big Data and other advanced technologies to enhance marketing efforts and create even more personalized and relevant customer experiences. It may involve the use of AI to analyze customer data and predict customer needs and preferences, as well as the use of other emerging technologies, such as virtual and augmented reality, to create immersive and interactive marketing experiences.

Entrepreneurship Research (10cr)

Business Statistics,
Market Research,
Business Data Analysis
CBL project



Gain “Hard” Skills



CBL Project

Entrepreneurship Research are important because they provide a standardized and systematic way of collecting, analyzing, and interpreting data. This helps researchers to answer research questions accurately and with a high degree of reliability and validity.

Business Statistics is the study of statistical methods and techniques that are used to analyze data and inform business decisions. It involves the use of statistical tools and techniques, such as data collection, data analysis, and statistical inference, to understand and interpret data, and make informed business decisions.

Market Research is the process of collecting and analyzing data about markets, customers, and competitors, in order to inform marketing and business decisions. It is an important field of study because it helps individuals and businesses understand how to effectively gather and analyze data about their markets and customers, and make informed decisions based on that data.

Business Data Analysis is the process of collecting, organizing, and analyzing data to inform business decisions. Business data analysis is important because it helps businesses understand how to use data and analytics to inform business decisions, and make more informed and data-driven decisions. It is used in a variety of business contexts, including market research, financial analysis, and operations management.

Semester 4

Sustainable Business Development (10cr)

Business Ethics, Business Resilience,
Sustainable Business



Gain “Soft” Skills



Sustainable Business Development refers to the process of creating and implementing strategies and practices that enable businesses and organizations to grow and succeed in a way that is environmentally, socially, and economically sustainable. It involves considering the long-term impacts of business decisions and actions on people, the planet, and profits, and striving to balance these three pillars of sustainability.

Business Ethics is the study of ethical principles and moral values as they apply to the conduct of businesses and organizations. It involves examining the ethical implications of business decisions and actions, as well as the values and principles that guide business behavior.

Business Resilience refers to the ability of a business or organization to withstand and recover from external shocks, such as natural disasters, economic downturns, or technological disruptions. It involves having systems, processes, and strategies in place to mitigate the impact of these shocks and ensure the continuity of business operations.

Sustainable Business involves considering the social, environmental, and economic impacts of business decisions and actions, and striving to balance these three pillars of sustainability. Studying sustainable business helps businesses and organizations to understand and implement practices that meet the needs of the present while also protecting the environment and promoting social and economic sustainability, which can ultimately lead to long-term success.

Business Financing (10cr)

Business Finance,
Financial Markets and Investments



Gain “Hard” Skills

Business financing refers to the process of obtaining funds to support the operations and growth of a business or organization. It involves identifying the financial needs of the business, and seeking out sources of financing that can meet those needs.

Business Finance is the study of financial principles and practices as they apply to businesses and organizations. It involves understanding financial concepts and tools, and using them to make informed financial decisions that support the long-term success of the organization.

Financial Markets and Investments refer to the systems, institutions, and processes through which financial assets, such as stocks, bonds, and currencies, are bought and sold. Financial markets play a critical role in the global economy, as they provide a platform for individuals and organizations to invest their money, raise capital, and manage risks.

Strategic Development (10cr)

Strategic Management,
Project and Business Process Management



Gain “Soft” Skills

Strategic development is a continuous process that involves defining and implementing long-term strategies that enable an organization to achieve its goals and objectives, and to adapt to changing circumstances.

Strategic Management involves analyzing the internal and external environment in which the organization operates, and developing plans and actions that will enable the organization to achieve its goals.

Project and Business Process Management refers to the process of planning, organizing, and controlling the resources and activities needed to complete a project or achieve specific business goals. It involves identifying and analyzing business processes, and implementing systems and procedures to optimize and improve these processes.

Semester 5

Entrepreneurship (10cr)
Business/Startup Development,
CBL project
Innovation



Gain “Soft” Skills



CBL Project



The study of **Entrepreneurship**, including topics such as the process of starting and growing a business, the characteristics of successful entrepreneurs, and the factors that influence the success of entrepreneurship ventures. It is an important field of study because it helps individuals and businesses understand the factors that contribute to entrepreneurship success, and how to effectively start and grow a business.

Studying Business/Startup development helps businesses and individuals to understand the principles and practices of growing and sustaining a business or organization, and to develop the skills and knowledge needed to succeed in today's competitive business environment.

Innovation is the process of creating and implementing new ideas, products, or processes that add value and solve problems. It is a key driver of economic and social progress, and is critical for businesses and organizations to stay competitive and adapt to changing market conditions, develop the skills and knowledge needed to drive innovation and progress.

Individual Studies (20cr)

Possibility to choose a total of 20cr from either VU Business School individual subjects or/and VU individual subjects.

VU Business School individual subjects:

Family Business (5cr)

International Financing and Crises (5cr)

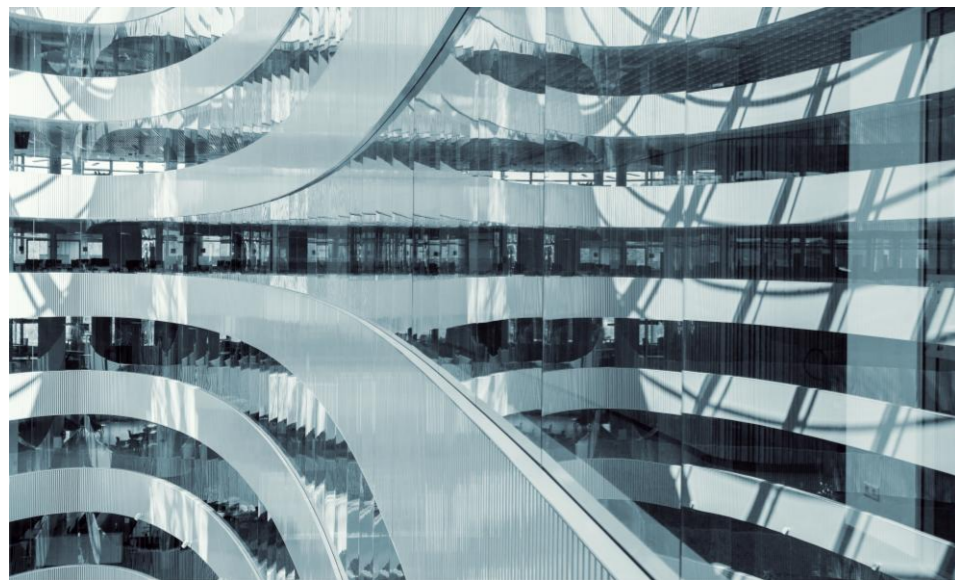
Service Business (5cr)

Business Risk Management and Insurance (5cr)

Semester 6

Individual Studies (30cr)

Possibility to choose a total of 30cr from either VU Business School individual subjects or/and VU individual subjects.



VU Business School individual subjects:

Financial Technologies (FinTech) (5cr)

Emerging Markets (5cr)

Digital Business (5cr)

Personal and Employer Branding (5cr)

Leadership (5cr)

Psychological Decision Making Aspects of Personal Finance (5cr)

Semester 7

Professional Internship (15cr)



Gain “Soft” Skills

Professional internships are an important way for students to gain practical experience and build their professional skills and networks. They can also provide valuable insights into different industries and career paths, and can help individuals to determine if a particular field or profession is a good fit for them. Professional internships can also help to build resumes and provide a competitive edge in the job market.

Bachelor's Thesis CBL project (15cr)



Gain “Hard” Skills



CBL Project

The **Bachelor's Thesis** is an important part of a bachelor's degree program, as it allows students to apply the knowledge and skills they have gained during their studies to a specific topic of interest. It is also an opportunity for students to demonstrate their ability to conduct original research and to present their findings in a professional and scholarly manner. The bachelor's thesis is evaluated by a panel of experts, and the student's performance on the thesis is a key factor in determining the level of achievement of the degree programme outcomes.

