

KLAIPĖDA STATE UNIVERSITY OF APPLIED SCIENCES

FACULTY OF BUSINESS

PROGRAM 1. International Business Management and Capacity Development

PROGRAM 2. Tourism Administration

Short-term program, 5-6 ECTS

PROGRAM 1. International Business Management and Capacity Development	PROGRAM 2. Tourism Administration
COURSE OUTLINE	COURSE OUTLINE
Module 1. Effective implementation of Strategic Management	Module 1. Studies of Tourism Geographies
Module 2. Leadership and Organizational Behaviour	Module 2. Modern Business - Digital Business
Module 3. Business Communication	Module 3. Interpretive Tour Planning and Delivery Techniques for Professional Tour Guides and Travel Managers
Module 4. Project Management	Module 4. Innovative Business (start-up)
Module 5. How to build a successful startup: a step by step methodology based on global research of 1,447 startups	Module 5. Creativity as a Way of Life
Module 6. Sustainable Business Development	Module 6. Business Communication
Module 7. Market Research	Module 7. Lithuanian for Foreigners
Module 8. Lithuanian for Foreigners	Module 10. Practicum/ project work/ visit to a company
Module 9. Practicum/ project work/ visit to a company	-