



LITHUANIAN SPORTS UNIVERSITY

STUDY MODULE PROGRAMME (SMP)

Module Code	S	190	B	051	Accredited until				Renewal date
	Branch of Science		Progr.	Registr. №.					

Entitlement

Small Business and Entrepreneurship

Prerequisites

Project Management, Communication and presentation, Consulting.

Course (module) Learning Outcomes

№.	Learning Outcomes	Teaching / Learning Methods	Assessment Methods
1	Will be aware of principles, statements, methods and instruments of innovation management and business planning. (PALC-2).	Concept mapping, Discussion, Formal lecture, Problem-based learning, Scientific paper analysis, Team project	Group (team) project, Mid-term examination
2	Will be able to effectively use communication skills (PALC-2)	Concept mapping, Discussion, Formal lecture, Problem-based learning, Scientific paper analysis	Group (team) project, Mid-term examination
3	Will be able to apply ethically the strategies of influence. (PALC-2)	Concept mapping, Discussion, Formal lecture, Problem-based learning, Scientific paper analysis, Team project	Group (team) project, Mid-term examination
4	Will be able to perform research necessary for innovation business, to apply market analysis. (PALC-5)	Case analysis (Case study), Discussion, Problem-based learning, Scientific paper analysis, Team project	Group (team) project, Mid-term examination
5	Will be able to carry out and analyse interview. (PALC-5)	Discussion, Group work, Problem-based learning, Scientific paper analysis	Group (team) project, Mid-term examination
6	Will be able to carry out SWOT analysis.(PALC-7),	Case analysis (Case study), Group work, Problem-based learning	Group (team) project, Mid-term examination
7	Will be able to create business strategic plans, mission, and vision. (PALC-7)	Case analysis (Case study), Group work, Problem-based learning	Group (team) project, Mid-term examination
8	Will be able to determine the tendencies of: marketing, finances, human resources management, in the spheres of culture and organization alterations, applying these alterations in business models. (PALC-7)	Case analysis (Case study), Discussion, Problem-based learning, Scientific paper analysis, Team project	Group (team) project, Mid-term examination
9	Will be able to present proposals concerning business development. (PALC-7)	Case analysis (Case study), Discussion, Problem-based learning, Scientific paper analysis, Team project	Group (team) project, Mid-term examination
10	Will be able to analyze main processes and factors affecting consumer behaviour; analyze environmental impact on consumption. (PALC-4)	Case analysis (Case study), Discussion, Problem-based learning, Scientific paper analysis, Team project	Group (team) project, Mid-term examination

Main aim

Siekama ugdyti įvairiapusį pažinimą apie inovacijų valdymo ir verslo planavimo: principus, teiginius, metodus ir instrumentus. Ugdyti specialiąsias kompetencijas kaip: - profesinė orientacija (PAL-2); - tyrimai (PAL-5); - verslumas ir antrepreneriškumas (PAL-7). Iš klausęs šį modulį studentas: gebės efektyviai naudoti komunikavimo įgūdžius (PAL-2), etiškai taikyti įtakos strategijas (PAL-2), atlikti inovaciniam verslui reikalingus tyrimus, pritaikyti rinkos analizę (PAL-5), vykdyti ir analizuoti interviu (PAL-5), atlikti SWOT (SSGG) analizę (PAL-7), kurti verslo strateginius planus, misiją ir viziją (PAL-7), nustatyti tendencijas: rinkodaros, finansų, žmogiškųjų išteklių valdymo, kultūros ir organizacijos pokyčių srityse, pritaikant šiuos pokyčius verslo modeliuose (PAL-7), teikti pasiūlymus, dėl verslo tobulinimo (PAL-7), analizuoti svarbiausius vartotojų elgseną lemiančius procesus bei veiksnius (PAL-4).

Summary

On purpose to develop diverse cognition about the principles, statements, methods and instruments of innovation management and business planning. To develop special competencies such as: professional orientation (PALC-2); research (PALC-5); enterprise and entrepreneurship (PALC-7). having listened this module the student will be able to: effectively use communication skills (PALC-2), apply ethically the strategies of influence (PALC-2), perform research necessary for innovation business, to apply market analysis (PALC-5), wcarry out and analyse interview (PALC-5), wicarry out SWOT (PALC-7), create business strategic plans, mission, and vision (PALC-7), determine the tendencies of: marketing, finances, human resources management, in the spheres of culture and organization alterations, applying these alterations in business models (PALC-7), present proposals concerning business development (PALC-7), alyze main processes and factors affecting consumer behaviour (PALC-4).

Level of module

Level of programme		Subject group (under the regulation of the area)
Cycle	Type	
First	Bachelor	Specialaus lavinimo

Group under financial classification

4.Socialinių mokslų studijos (išskyrus politikos mokslus, sportą ir studijas, nurodytas 8 punkte)

Syllabus

№.	Sections and themes	Responsible lecturer
1.	Conception of innovation and innovative activity	827 prof. dr. Edmundas Jasinskas
2.	Importance of innovations for the enterprise and indispensable conditions for their creation	918 dr. Laima Jesevičiūtė-Ufartienė
3.	Management of innovative activity in business	1111 asist. Giedrė Gudaitytė
4.	Creating plan for new business	1111 asist. Giedrė Gudaitytė
5.	Determination of economic usefulness of small business	918 dr. Laima Jesevičiūtė-Ufartienė
6.	Determination of small business risk	1111 asist. Giedrė Gudaitytė
7.	Organizing small business and searching for financial possibilities	1111 asist. Giedrė Gudaitytė
8.	Specificity of environment management in small business	918 dr. Laima Jesevičiūtė-Ufartienė
9.	Conception of consumer behaviour and main approaches	918 dr. Laima Jesevičiūtė-Ufartienė
10.	Impact of consumer perception, learning and memory on behaviour	918 dr. Laima Jesevičiūtė-Ufartienė
11.	Role of motivation and values in consumer behaviour	918 dr. Laima Jesevičiūtė-Ufartienė
12.	Impact of personality and lifestyle on consumer behaviour	918 dr. Laima Jesevičiūtė-Ufartienė
13.	Consumer's attitude, altitude change and its role in decision making process	918 dr. Laima Jesevičiūtė-Ufartienė
14.	Groups and their impact on consumer behaviour	918 dr. Laima Jesevičiūtė-Ufartienė

Evaluation procedure of knowledge and abilities:

Ten grade criterion scale and summative evaluation system are applied. The semester's individual work tasks are evaluated by grades; the final grade is given during the examination session while multiplying particular grades by the lever coefficient and summing up the products.

References

№.	Title	Edition in LSU library		In LSU bookstore	Number of ex. in the methodical cabinet of the depart.
		Pressmark	Number of exemplars		
1.	Blackwell E. (2011). How to Prepare a Business Plan– Create Your Strategy; Forecast Your Finances. 9th ed. London: Kogan page.			No	
2.	Afuah A. (2003). Innovation Management: Strategies, Implementation, and Profits . Emerald Group Publishing.			No	
3.	Mintzberg H., Ahlstrand B., Lampel J. (2008). Strategy Safari– A Guided Tour Through The Wilds of Strategic Mangament. 2nd ed. New York [N.Y.] : The free press.			No	
4.	Font X., et all. (2012) Corporate social responsibility: The disclosure–performance gap / Tourism Management IF 3.81 Volume 33, Issue 6 Elsevier / http://dx.doi.org/10.1016/j.tourman.2012.02.012			No	
	<i>Comment:Data base</i>				
5.	Getz D. (2010). Event tourism: Definition, evolution, and research / Tourism Management IF 3.81 Volume 29, Issue 3 Elsevier / http://dx.doi.org/10.1016/j.tourman.2007.07.017			No	
	<i>Comment:Data base</i>				
6.	Grit R. (2009). Making a business plan. Groningen : Noordhoff.			No	
7.	Solomon, M.R. (2011). Consumer Behavior, 9th ed. Prentice Hall.			No	
8.	Solomon, M.R. (2006). Solomon: Consumer Behaviour Enhanced Media Edition: A European Perspective. Pearson Education.			No	
9.	Schiffman, L. G., Kanuk L. L. (2006). Consumer Behavior. 9th ed. Prentice Hall.			No	

Additional literature

№.	Title
1.	Reading C. (2005). Strategic Business Planning– A Dynamic System For Improving Performance. 2th ed. London: Kogan page.
2.	Mascarenhas O. A. J. (2010). Business Transformation Strategies– The Strategic Leader as Innovation Manager. London: SAGE Publications Ltd.
3.	Hanna, N., Hanna, M. and Wozniak, R. (2006). Consumer Behavior. An Applied Approach. 2nd ed. Kendall-Hunt.
4.	Mowen, J. C., Minor, M. S. (2006). Consumer Behavior. A Frame work: Thomson.
5.	Lovelock, Ch. H., Wirtz, J. (2010). Services Marketing (7th edition). Prentice Hall..

Coordinating lecturer

Position	Degree, surname, name	Schedule №.
	Prof. Dr. Edmundas Jasinskis	827

Subdivision

Entitlement	Code
a	1007

Study module teaching form №. 1

Semester		Mode of studies	Structure				Total hours	Credits
			Lectures	Pract.	Lab.	Ind. work		
A	S	D	26	26	0	208	260	10

Languages of instruction:

Lithuanian	L	English	E	Russian	R	French	F	German	G	Other	Oth.
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Plan of in-class hours

№. of Themes	Academic hours			№. of Themes	Academic hours		
	Lectures	P	L		Lectures	P	L
1.	1	0	0	8.	2	2	0
2.	2	2	0	9.	2	2	0
3.	2	2	0	10.	2	2	0
4.	2	2	0	11.	1	2	0
5.	2	2	0	12.	2	2	0
6.	2	2	0	13.	2	2	0
7.	2	2	0	14.	2	2	0
				Total:	26	26	0

Schedule of individual work tasks and their influence on final grade

[illegible]