

BACHELOR'S DEGREE STUDY PROGRAMME



VYTAUTAS MAGNUS
UNIVERSITY
AGRICULTURE
ACADEMY

TOURISM INDUSTRIES

Degree	Bachelor of Business Management
Length, form	3.5 years (7 semesters, 210 ECTS), full time studies
Entry requirements	High school / secondary education (or higher): <ul style="list-style-type: none">• senior high school diploma with a good average grade (min. CGPA >50 %);• minimum average grade (CGPA) > 50 % in each entry subject: Mathematics and English;• proficiency in English: CEFR - B2, FCE or CAE, IELTS 6+ or TOEFL 79+ or equivalent.
Main study subjects	Microeconomics, Management Fundamentals of Tourism Industries, Macroeconomics, Marketing, Language of specialty, Bioeconomy, Tourism policy, Finances, Tourism market research, Professional practice 1, Business Law, Organization of tourism business, Integrated marketing communications, Tourism service quality management, Smart tourism, Tourism logistics, Human resources management, Management of cultural events, Management of heritage, Tourism sociology, Consumer behavior, International tourism business, Term paper in tourism industries, Professional business practice 2, Application of interactive solutions in tourism, Development of tourism industry infrastructure, Thematic tourism, Place based marketing, Intercultural and hospitality communication, Multimedia and audiovisual technologies in tourism, Cultural and tourism innovation, Tourism project management, Practice of entrepreneurship education, Bachelor final thesis.

THE OUTCOMES OF STUDY PROGRAMME

Graduates will have sufficient knowledge base in the field of culture and tourism management, will be able to know principles and methods of cultural and tourism and regional policy and tourism industry infrastructure development, strategy development, implementation, monitoring and evaluation, human resources, bioeconomy and tourism logistics development processes. Will be able to apply management, economics, sociology, statistics, social research methods in organizing and performing tourism market and other research, to choose appropriate methods and tools to assess tourism potential, analyze resources and develop innovative products and services that complement the cultural and tourism market. Graduate will be able to combine knowledge of social sciences and humanities, to apply software and project work methods, integrated marketing communications demonstrating high professionalism and innovation and entrepreneurship in solving specialized professional problems. To be able to analyze changes in cultural and tourism policy, strategic documents of tourism development and tourism business, to be able to recognize the potential of available resources and to find and create innovative bio-products and businesses.

WHERE CAN YOU DO AN INTERNSHIP?

Three internships are required for this degree program. One professional internship is carried out in culture and tourism organisations inside or outside the country, second professional internship will be organized with tourism industry leaders, mentors, and the third one at university level - practice of entrepreneurship education. Students acquire practical skills while evaluating activities and processes, resources of culture and tourism infrastructure in regions and companies, planning and preparing the development projects for improvement of culture and tourism infrastructure.

EXCHANGE PERIOD ABROAD

Students who are willing to study in other European universities, have possibility to select studies abroad for one semester from 90 universities in 26 European countries.

THE CAREER OPPORTUNITIES

Graduates of Bachelor studies in management who will have completed the study programme of culture and tourism management will be able to perform successfully at culture and tourism organisations, as service providers and tour organisers, at various levels of management of tourism infrastructure (local, regional, national and international), various culture, tourism and sports departments of state and municipal bodies, urban business and tourism information centres of cities and regions councils of protected territories of Lithuania and other Baltic regions national and regional parks in development of cultural and recreational tourism. The graduates will be able to operate as self-employed professionals, work at business enterprises organising tourism activities or developing infrastructural conditions for functioning of cultural or tourism processes.

Application deadlines	for application to all programmes: 1st of May 2020 extended for remaining available places: 20th of June 2020
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Online application: <https://vytautasmagnus.dreamapply.com/>



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How to apply:

- Choose study programme at www.vdu.lt/en -> Studies -> Degree Studies
- Pay application fee
- Apply at www.vytautasmagnus.dreamapply.com
- Wait for your application to be assessed and prepare for the interview
- Get the letter of acceptance
- Finalize admission procedures and
- Start your studies at Vytautas Magnus University!



APPLICATION DEADLINE: FOR APPLICATION TO ALL PROGRAMMES: **1ST OF MAY 2020**

EXTENDED DEADLINE FOR REMAINING AVAILABLE PLACES: **20TH OF JUNE 2020**

Contact information:

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Vice-Dean for Studies

Assoc. prof. dr. Bernardas Vaznonis

More useful information at International Student Handbook (QR code):

