

INTERNATIONAL BUSINESS PROCESS SIMULATION

Study module code: 024373

1. Abstract: The aim of the study module is to provide students with the opportunity to acquire practical skills while organizing and analysing performance of a simulation enterprise. After the completion of the international business process simulation, students will be able to analyse and evaluate the business environment, to understand principles and methods of international business management and the in-house processes.

2. Volume in credits and hours:

Volume in credits	Practical work, (classes, seminars) hours	Tutorials, hours	Self-study, hours	Total hours	Assessment
8	104	16	94	214	Project

3. Study subject topics:

The international business process simulation is performed at the college business training firm (Business Simulation Companies referred to as BSC)*

*BSC imitates real operations of a company and reflects actual business processes in a company. Students, undergoing practical training in a BSC, work in departments of human resources, marketing, sales department. Students trade with each other in a simulated business market with the similar BSCs in Lithuania and foreign countries, analyse the results of performance, plan marketing communication, and apply promotional tools and actions in a company. During the internship, students organise a BSC fair project, participate in BSC annual fairs where they demonstrate their creativity, independence and entrepreneurial skills.

No	Course content: the topics	Contact work hours		Self-study	Total hours of academic load
		Practical work (classes and seminars)	Tutorials		
1.	The concept of a modern BSC. Peculiarities of a BSC network. Presentation of work organisation in the BSC.	2			2
2.	Work in a Human Resources Department: Recruitment, new appointments and redundancies/ dismissals and related documentation. Preparation of vacancy advertisements. Payroll accounting. Business correspondence and the internal organization of document registration, systemizing. Information management, application of business communication principles and rules performing functions of a department. Employee meeting organizing, presiding over meeting, and execution of	33	4	10	47

	decisions.				
3.	<p>Work in a commerce department:</p> <p>Sales organization, execution, control and analysis.</p> <p>Identification of corporate needs, stock planning and management organization.</p> <p>Negotiations and agreement making with Lithuanian and foreign BSCs and their execution control.</p> <p>Rules of Lithuanian and international trade.</p> <p>Application of business communication principles and rules while performing functions of a department. Use of information technology for work in a department.</p>	34	4	10	48
4.	<p>Work in a marketing department:</p> <p>Identification of a target consumers' segment and their needs. Environment analysis of corporate business. Corporate competitors' analysis. Formation of a service range and the price setting policy. Planning of marketing communications and its implementation. Application of promotional tools using the visual and audio IT tools for creating and editing. Preparing for BSC international fairs. Application of business communication principles and rules while performing functions of a department.</p>	35	4	10	49
	Project		4	64	68
Total:		104	16	94	214

4. Self-study assignment(s): Project “BSC Fair / Formation and Introduction of a New BSC Range into Market”

5. Assessment system of the learning achievements – summative assessment:

Assessment criteria			
Practical assignments in departments		Project	
%	Grade/points	%	Grade/points
50	5.0	50	5.0
Total: 100% = 10 points (final grade)			

6. Language of instruction: English

Educational Institution: KAUNO KOLEGIJA, University of Applied Sciences
Study programme: Logistics

Lecturer coordinating the subject

Lect. Rasa Šabrinškieė