

**CALL FOR EXCHANGE LECTURERS 2019-2020
UNDER ERASMUS+ STAFF EXCHANGE**

Kauno kolegija/University of Applied Sciences (Lithuania) invites guest lecturers and professors from partner universities to teach a business, management or law subject in the academic year 2019-2020 (requested subjects see below).

Assignment

- Teaching of 1 subject which you already teach at your home university or which is part of your expertise;
- In the following study programmes:
 - Applied Communication
 - Accounting
 - Finance
 - Culture and Leisure Management
 - International Business
 - Law
 - Logistics
 - Office Administration
 - Sales and Marketing
 - Sports Management
 - Tourism and Hotel Management
 - Wellness and SPA Management
- Student groups of 30 to 50;
- min 8 hours (1 h = 45 min);

Requirements:

- Experienced in teaching;
- And/or experienced in business operations and management

Application:

Send your application **before September 15, 2019** by e-mail to modestas.riauka@go.kauko.lt attach:

- description or course outline, learning outcomes and planning of the class for the subject you want to teach in Kauno kolegija/University of Applied Sciences;
- in case of a duo-teaching a clear description of the content for each part of the course;
- personal resume;
- availability to come to Kaunas for 1 week in academic year 2019-2020

You will be contacted within 2 weeks after application.

Expenses:

- Preferably within the framework of Erasmus+ exchange; other options can be considered;
- Travel and hotel/apartment expenses preferably covered by your home university (Erasmus+);
- Kauno kolegija/University of Applied Sciences can reserve hotel/apartment for you.

Subjects	Possible teaching weeks
Applied Communication	
Autumn semester 2019	
Social Media Communication General goal of the course: Students will develop social media communication plans and practice digital communication using online tools such as Facebook, Twitter, LinkedIn, Kickstarter, YouTube, Flickr, Digg, and Tumblr.	16-20 September; 23-27 September; 30 September – 4 October; 7-11 October; 21-25 October;
Public Speaking The aim of the course is to acquaint students with the basics of public speaking theory and practice, eloquence of speech, with the main communication processes, ways, especially with the preparation of the public speaking and ways of speaking, text composition, the creation of the text of the public speaking, to emphasize the importance of listening, to familiarize the listeners.	16-20 September; 23-27 September; 30 September – 4 October; 7-11 October; 21-25 October; 9-13 December
Development and Management of Communication Projects During this course, students are provided with the basic principles of communication projects in the context of a global knowledge society and its elements - modern, socially responsible organizations. During theoretical and practical lectures, students learn to develop a communication project plan, to implement a project, to develop creativity and critical thinking.	16-20 September; 23-27 September; 30 September – 4 October; 7-11 October; 21-25 October; 9-13 December
Spring semester 2020	
Journalism The subject of journalism discusses the principles, competences, rights and duties of a journalist. Students get acquainted with journalism as information management and creative activity, they are introduced to the possibilities of the field of activities of the journalist and genres. During the course students will gain knowledge about the methods of gathering information and learn how to use it in creating and analysing journalistic news texts.	17-21 February 24-28 February 2-6 March 9-13 March 27-30 April 4-8 May 11-15 May
Crisis Management and Communication The subject provides students with an opportunity to find out what the crisis is, how to foresee crises and plan their actions in case of a crisis, how to communicate in case of a crisis; discuss how different organizations respond to crises and analyse real examples of specific organizations' crises and communication.	24-28 February 2-6 March 9-13 March 27-30 April 4-8 May 11-15 May
Intercultural Communication This study subject helps to provide students a firm basis for comprehension of peculiarities of intercultural communication. During this study subject students find main factors determining cultural identity and discuss the diversity of aspects of intercultural communication. Students apply their knowledge and skills in various situations: analysing and evaluating communicative situations and formulating conclusions based on the results of analysis of scientific references and practical use of them.	17-21 February 24-28 February 2-6 March 9-13 March 27-30 April 4-8 May 11-15 May
Creation of Public Relations The course in Creation of Public Relations is focused on the development of practical skills, i.e. the ability to carry out the process of public relations in a organization, including internal and external communication, as well as the stages of strategic communication management (research, planning, implementation and assessment of communicative activities). Students acquire knowledge on how to manage traditional and crisis situations in the organization, get acquainted with the media representatives and the peculiarities of target groups, possibilities of the use of interactive tools of public relations in the context of global and socially responsible society.	10-14 February 17-21 February 24-28 February 2-6 March 9-13 March 27-30 April 4-8 May 11-15 May
Accounting/ Finance	
Autumn semester 2019	
Financial Accounting The aim of the course is to provide students with basic knowledge and practical skills applicable modern information and computer	16-20 September 23-27 September 30 September – 4 October

technologies to improve finance and accounting. While studying this subject, the electronic documents, automation of accounting processes, the role of financial technology companies in accounting, the processes of smart tax system, artificial intelligence in accounting is discussed. Students will be able to evaluate the accounting systems, to make suggestion to improve accounting processes using digital accounting.	7-11 October 14-18 October 21-25 October 4-8 November 11-15 November 18-22 November 25-29 November 2-6 December
Corporate Activity Analysis The course investigates economic, financial and social processes, the impact of external and internal environmental factors on the economy of business organization. Students acquire knowledge on how to analyse production, services, labour processes, efficiency and social initiatives of the company. They will be able to interpret and professionally handle different economic and financial information, perform calculations, complete economic data tables and show information graphically.	2-6 March 16-20 March 23-27 March 6-10 April
International Economics The course will help to understand the essence of international trade and the benefits of trade policy and trade regulation forms significance within globalization. The course begins by explaining the essence of international trade, conditions and benefits, then moves to the classical theory of international trade proceedings. Next follows the analysis of international trade policy in the form of, tariff and non-tariff barriers in international trade regulatory methods, and finally concludes with an examination of international trade agreements. Currency market and balance of payment another part of the course related to international finances.	16-20 September; 23-27 September 30 September – 4 October 7-11 October 21-25 October 9-13 December
Taxation The study subject is designated to analysis the tax system legislation of the Republic of Lithuania, to evaluate the tax system according to the aims and goals of sustainable development. The students learn to calculate and pay taxes and to submit a tax return, to determine the impact of taxes on the financial performance of economic operators.	21-25 October 4-8 November 2-5 December
Spring semester 2020	
Financial Accounting While studying this subject, the business accounting standards and other key regulations of the Republic of Lithuania and the European Union governing accounting are analysed and the importance of the accounting policy of an entity is discussed. The records of equity, liabilities, income and expense and the evaluation of assets and changes of an entity is discussed; students will learn to determine the financial performance of an entity and prepare financial statements taking into account changes in the business environment and the principles of sustainable development, to provide proposals for managers about the enhancing of the operational effectiveness.	17-21 February 24-28 February 2-6 March 16-20 March 23-27 March 30 March – 3 April 6-10 April 20-24 April 27-30 April 4-8 May 11-15 May 19-22 May
Culture and Leisure Management	
Autumn semester 2019	
History of Culture The course provides students with the concept of culture and creative work, aspects of contemporary multiculturalism, classification and terminology of styles of arts, as well as the development of the history of culture from the ancient times to the end of the 20 th century; Medieval Culture, the Culture of the Renaissance; the development of the European Culture in the 17 th – 19 th centuries; Modern Culture in the 19 th -20 th centuries; the Development of Culture in the 20 th century; the peculiarities of the development of the Visual Arts; the peculiarities of the development of the Performing Arts.	16-20 September; 23-27 September; 30 September – 4 October; 7-11 October; 21-25 October; 9-13 December
Management of Cultural Projects The study subject provides students with the knowledge about the nature of projects and their management, acquaints them with the functions, assessment and risks of project management, as well as	16-20 September; 23-27 September; 30 September – 4 October; 7-11 October;

teaches them how to initiate and develop cultural projects, assess the conditions for project implementation, define the contents of the project while managing the main elements – quality, time and resources.	21-25 October; 9-13 December
Policy of Culture The course in <i>Policy of Culture</i> provides students with the knowledge of the concept of cultural policy and the ways of its implementation. The course involves the discussion and analysis of documents regulating the cultural policy of the European Union and Lithuania and the activity of the institutions controlling the protection of copyright and cultural property. Students will be acquainted with the possibilities of culture funding and its protection and discuss the problems and prospects of the preservation of cultural heritage and its sustainable use.	16-20 September; 23-27 September; 30 September – 4 October; 7-11 October; 21-25 October; 9-13 December
Cultural Tourism The course in Cultural Tourism is designed by combining the constituents of management, tourism, culture and history. It acquaints students with the basic concepts of tourism and specifics of the types of tourism; discusses the resources of cultural tourism, and classifies the objects of cultural heritage	16-20 September; 23-27 September; 30 September – 4 October; 7-11 October; 21-25 October; 9-13 December
Spring semester 2020	
Intercultural Communication This study subject helps to provide students a firm basis for comprehension of peculiarities of intercultural communication. During this study subject students find main factors determining cultural identity and discuss the diversity of aspects of intercultural communication. Students apply their knowledge and skills in various situations: analysing and evaluating communicative situations and formulating conclusions based on the results of analysis of scientific references and practical use of them.	10-14 February 17-21 February 24-28 February 2-6 March 9-13 March 6-10 April 4-8 May 11-15 May
Event Management Students of the study course will acquire knowledge of a concept, types and classification of events, ways of planning and organizing of events. The importance of methods used for organization of events in institutions and enterprises is highlighted. Students will acquire knowledge organising educational events in institutions, companies and organisations, they will be able to apply acquired knowledge and practical competence in making a programme of events and organising various events.	10-14 February 17-21 February 24-28 February 2-6 March 9-13 March 6-10 April 4-8 May 11-15 May
Basics of Public Relations The course in Basics of Public Relations is focused on the development of practical skills, i.e. the ability to carry out the process of public relations in a cultural organization, including internal and external communication, as well as the stages of strategic communication management. Students acquire knowledge on how to manage traditional and crisis situations in the organization, get acquainted with the media representatives and the peculiarities of target groups, possibilities of the use of interactive tools of public relations in the context of global and socially responsible society.	10-14 February 17-21 February 24-28 February 2-6 March 9-13 March 6-10 April 4-8 May 11-15 May
International Business/ Sales and Marketing	
Autumn semester 2019	
Export and Import Management (module) <i>The Module Structure: International Trade, International Negotiation, International Business Law, Management of Supply Chain.</i> The aim of the module is to provide the needed knowledge and skills in the import export field: import and export trends in different continents, basics problems faced in export process, the essential things for success of any export business, international supply chain management, common problems faced in the import process, identifying the opportunities available in the global market, export import documentation and procedures, international trade barriers, risk in export and import process.	23-27 September 30 September – 4 October 7-11 October 14-18 October

<p>Marketing Management (module) <i>The Module Structure: Brand Management, Marketing Planning and Organization, Consumer Behaviour.</i> The aim of the module is to provide the knowledge and skills how to identify target customers and analyse and understand their needs and desires, define offering's value proposition and positioning, identify the right target customer segment, and create a go-to-market strategy and integrated marketing campaign.</p>	23-27 September 30 September – 4 October 7-11 October 14-18 October
<p>Sales Management (module) <i>The Module Structure: Consumer Management, Negotiation Management, Pricing</i> The aim of module is to provide the knowledge and skills about the principles, practices and tools involved in all aspects of the selling process, the power of effective communication, acceptable business ethics, strong sales techniques, and useful presentation approaches, how to understand and connect customers</p>	25-29 November 2-6 December 9-13 December
Law	
Autumn semester 2019	
<p>Business Law Aim of the study subject: with emphasis on the importance of life-long learning concept to link business law theoretical knowledge and practical skills, by developing student competencies to fairly and impartially apply business-law norms in standard and non-standard situations. To develop students' ability to properly interpret and apply rules of business law governing the individual business relations, analysing case law, as well as develop students' skills to work independently and improve.: During the study of Business Law subject, students will study business law objectives, purpose, sources, business law institutions and norms and in accordance with the Lithuanian Civil Code and other national and international legislation, examine and analyse the legal aspects of company incorporation, registration, management, and business contracts.</p>	30 September – 4 October 7-11 October 14-18 October 21-25 October 28-31 Octobe; 4-8 November 11-15 November 18-22 November 25-29 November 2-6 December
Logistics	
Spring semester 2020	
<p>Basics of Logistics (module) <i>The Module Structure: Chains of Logistics Systems, Transport in Logistics processes, Business English</i> The aim of the study module is to clear out the concept of logistics, its functioning peculiarities, to master and exploit the basic theoretical and practical knowledge in managing the logistic processes and be able to implement them in practice. After the completion of the module, students will be able to use the main managing principles of logistic processes, understand the structural components of the logistics system, will be able to assess their impact on the logistic processes of a company and communicate in business English language</p>	17-21 February 24-28 February 2-6 March 9-13 March
Office Administration	
Spring semester 2020	
<p>Management The aim of the subject is to provide general understanding about the significance and role of management, when building legislative, economic and social environment in Lithuanian and foreign stock organizations. Having taken the course, students will know concepts of management and organization, management functions, effective management principles, general regularities of organization activity, and will understand the importance of communication in the company with a view to activity aims and results.</p>	17-21 February 24-28 February 2-6 March 9-13 March 16-20 March 23-27 March 30 March – 3 April
<p>Marketing The subject aims to introduce marketing aims and objectives, the market trends and its segmentation, to understand peculiarities of consumer behaviour, and basic elements of marketing. By taking this</p>	30 March – 3 April 6-10 April 20-24 April 27-30 April

course, students will analyse the marketing mix and will develop skills to apply theoretical knowledge into practice: to use pricing methods, to determine price strategy, ways of range development, to choose promotion for a specific product; they will be able to apply principles of sustainable development and social responsibility.	4-8 May 11-15 May 18-22 May 25-29 May
Sports Management	
Autumn semester 2019	
Sports Management (module) <i>The Module structure: Management, Management of the Quality of a Sports Product, Human Resources Management</i> Having finished the Sport Management module, the student will understand the general principles of management, management functions and key management activities; be able to plan and organise sports activities, analyse the specifics of managing human resources of sports activities and personnel organisation; understand the role of management of sports product quality when improving the sports performance and apply different methods of management of sports organizations.	16-20 September 23-27 September 1-4 October 7-11 October 14-18 October
Sports Marketing (module) <i>Module structure: Marketing, Market Research, Foreign Language 2, Special Information Software.</i> The module includes the studies of marketing environment, the specificity of sports marketing, segmentation and positioning of sports market; analyses the integrity of elements of the marketing mix and the competition in sports industry. The students learn the areas of practical application of direct and interactive marketing; stages and components of the development of a marketing programme as well as management of the planning process. Students get to know the significance, directions, forms and principles of market research; learn to formulate the problem of market research; assess alternative solutions; master the principles of collecting statistical data, their management, analysis and interpretation of the results obtained.	11-15 November 18-22 November 25-29 November 2-6 December
Spring semester 2020	
Management of Sports Media (module) <i>Module structure: Intercultural Communication and Image Management, Brand Management, Planning Media</i> The modules develop students' ability to determine the areas of sports organisations image, and brand that are to be improved taking into account the results of summarised information. Students learn the techniques of brand segmentation and positioning, ways of selecting suitable media means for the sports organization and its brand depending on the peculiarities of the communication environmental; get ready to apply the techniques of effective media planning and monitoring	17-21 February 24-28 February 2-6 March 16-20 March
Tourism and Hotel Management/ Wellness and SPA Management	
Autumn semester 2019	
Management The course aims to provide knowledge and form ability to understand the process of management, identify and define problems, formulate and select the most suitable management decisions and foresee their implementation possibilities. The course discusses the concepts of management, operation, and development of management science. The subject analyses organisation as an object of management science, its background, structure, aims, external and internal environments and their volatile nature. Discussed and analysed are main management functions, stages and methods of strategic analysis, and the process of preparing a strategy plan. There is a discussion on the need of control, its functions and execution principles, stages of control process, and types of control. The course analyses the system of human resource management, motivation, managing styles and their impact on productivity. It also looks at the concept of all-out quality management	16-20 September 23-27 September 1-4 October 7-11 October 14-18 October 21-25 October 28-31 October 4-8 November 11-15 November 18-22 November 25-29 November 2-6 December

<p>Basics of Marketing</p> <p>The course aims to provide knowledge and develop skills to identify, evaluate and creatively combine elements of the marketing complex. Students analyse the concept of marketing relying on major elements of the marketing complex. They analyse and assess marketing environment and its impact to a company's marketing. The course discusses elements of the marketing complex: commodity, assortment, life cycle, and stages of new product development; pricing; distribution systems, their advantages and shortcomings; promotion complex: advertising, selling promotion, personal sale, and public relations</p>	<p>16-20 September 23-27 September 1-4 October 7-11 October 14-18 October 21-25 October 28-31 October 4-8 November 11-15 November 18-22 November 25-29 November 2-6 December</p>
<p>Tourism Services and Infrastructure</p> <p>The aim of a subject is to provide knowledge and skills necessary for understanding the tourism system, its elements, their relations, kinds of tourism service and their regulation; to analyse and evaluate the tourism services and infrastructure, use the tourism terminology, apply the acquired knowledge and skills in practical activity. Tendencies of tourism development, tourism forms and categories, types of tourism are discussed. Tourism services and infrastructure, tourism services standards and classification systems, types of tourist accommodation services, peculiarities in Lithuania and foreign countries are analysed. Catering service, its types, tourism information service, tour operators, its activities and connection with other tourism services; air, sea and land transport services and modes, their position in tourism system; tourist attractions, their classification and connection with others tourism services are discussed.</p>	<p>16-20 September 23-27 September 1-4 October 7-11 October 14-18 October 21-25 October 28-31 October 4-8 November 11-15 November 18-22 November 25-29 November 2-6 December</p>
<p>Resort Science</p> <p>Students will learn about resort medicine and its resources. Will explain the principles of resort and wellness services, and will evaluate the health of the health and wellness services.</p>	<p>16-20 September 23-27 September 1-4 October 7-11 October 14-18 October 21-25 October 28-31 October 4-8 November 11-15 November 18-22 November 25-29 November 2-6 December</p>
<p>Hospitality Services Management</p> <p>The aim of the course is to provide knowledge and skills for understanding, describing and explaining the principles of managing a hospitality company; to evaluate the factors influencing the activity and the decision making situation, forming conditions; Formulate and select the most appropriate solutions for a particular situation that ensure rational management of the hospitality resources. Studying the subject forms, the skills to administer the provision of accommodation services and their sale. It discusses procedures for creating a hospitality company, functions of individual units, and work organization scenarios</p>	<p>16-20 September 23-27 September 1-4 October 7-11 October 14-18 October 21-25 October 28-31 October 4-8 November 11-15 November 18-22 November 25-29 November 2-6 December</p>
Spring semester 2020	
<p>Tourism Management (Module)</p> <p><i>Module structure: Tourism Company Management I, Tourism Marketing, Transportation</i></p> <p>The aim of a module is to provide the knowledge and develop the capacity to understand, describe and explain the activities of the providers of travel organization services; evaluate the influencing factors; formulate and select the most appropriate solutions in a given situation ensuring rational processes of the travel agent activities management. There are discussed the procedures of the foundation of a travel organizer company, staff functions and the scenarios of work organization; there are also analyzed the complex elements of tourism</p>	<p>17-21 February 24-28 February 2-6 March 16-20 March 23-27 March</p>

<p>services marketing, market segmentation and peculiarities of positioning, methods of market knowledge and analysis that allow to anticipate favourable conditions and potential threats as well as assess the strengths and weaknesses of a travel operator activities .</p>	
<p>Hotel Management (Module) <i>Module structure: Hotel Management I, Hospitality Marketing, Operations of Catering Services</i></p> <p>The aim of the module is to provide the knowledge and develop the capacity to understand, be able to describe and explain the hotel management principles, evaluate the factors influencing the activities and the decision-making situation and conditions; formulate and select the most appropriate decisions in a particular situation ensuring rational hotel property management processes. In the module there are discussed the procedures of hotel development, functions of its separate departments and scenarios of work organization; there are also analysed the elements of hospitality services marketing, peculiarities of market segmentation and positioning; methods of market recognition and analysis that allow to anticipate favourable circumstances and possible threats as well as assess the strengths and weaknesses of the hotel activities.</p>	<p>17-21 February 24-28 February 2-6 March 16-20 March 23-27 March</p>
<p>SPA Services</p> <p>The aim of the course is to provide knowledge and skills to recognize, select and combine spa services, taking into account the needs of clients and safety and health requirements. Studying the subject, the history of SPA services, their development, conception and peculiarities are introduced. Requirements for these service providers are discussed. Methods of SPA procedures and beauty services are analysed, materials and tools are used. The requirements for ensuring the safety of SPA services and the limiting factors for the provision of these services are analysed</p>	<p>17-21 February 24-28 February 2-6 March 16-20 March 23-27 March 6-10 April</p>