

**VILNIUS UNIVERSITY**  
**FACULTY OF COMMUNICATION**

**BACHELOR STUDY PROGRAM**  
**INNOVATIVE COMMUNICATION AND ENTREPRENEURSHIP**

(STARTING STUDIES FROM SEPTEMBER 1<sup>ST</sup>, 2026)

<b>First course</b>									
<b>Attribution</b>	<b>Subject name</b>	<b>Cred.</b>	<b>Academic work</b>					<b>Total hours</b>	<b>Settl.</b>
			<b>Lectures</b>	<b>Tutorials</b>	<b>Seminars</b>	<b>Workshops</b>	<b>Individual work</b>		
SKD <sup>1</sup>	Foundations of Digital Communication and Networked Media	10	26	16	22	16	180	260	E
KKD (VK) <sup>2</sup>	Entrepreneurship Fundamentals (Business Environment, Foundational Business Skills for Startups, Global Landscape of Entrepreneurship)	10	48	8	24		180	260	E
SKD	Introduction to Academic Skills: Reading, Thinking and Writing	5	12	6	22		90	130	E
SKD	Critical Thinking, AI and Communication	5	16	8	16		90	130	E
<b>Total:</b>		<b>30</b>							

**II semester**

<b>Attribution</b>	<b>Subject name</b>	<b>Cred.</b>	<b>Academic work</b>					<b>Total hours</b>	<b>Settl.</b>
			<b>Lectures</b>	<b>Tutorials</b>	<b>Seminars</b>	<b>Workshops</b>	<b>Individual work</b>		
SKD	Organisations, Innovations and Communication Management I: Integrated Communication and Innovations	10	26	16	26	12	180	260	E
KKD (VK)	Innovations and Business Model Development (Business Modeling Marketing for Start-ups, CBL (Challenge-based Learning) project)	10	46	12	22		180	260	E
<i>Individual studies subject</i>		5	<i>Indicated in the description of the chosen subject</i>						E
<i>Individual studies subject</i>		5	<i>Indicated in the description of the chosen subject</i>						E

<sup>1</sup> SKD – subject of study field

<sup>2</sup> KKD – subject of another study field

<b>Total: 30</b>									
<i>Individual studies subjects (modules):</i>									
SKD	Memory, Politics and Communication	5	20	4	16		90	130	E
SKD	Creative Media and Political Communication	5	18	4	18		90	130	E
KKD (VK)	Personal And Employer Branding	5	20	4	16		90	130	E
KKD (VK)	Psychological Peculiarities of Person's Financial Decisions	5	24	4	12		90	130	E
KKD	Individual studies subjects offered by other units	5	<i>Indicated in the description of the chosen subject</i>						E

**Second course**

**III semester**

<b>Attribution</b>	<b>Subject name</b>	<b>Cred.</b>	<b>Academic work</b>					<b>Total hours</b>	<b>Settl.</b>	
			<b>Lectures</b>	<b>Tutorials</b>	<b>Seminars</b>	<b>Workshops</b>	<b>Individual work</b>			
SKD	Creative Industries: Politics, Economy, Culture and Innovations	5	24	4	12		90	130	E	
SKD	Organisations, Innovations and Communication Management II: Creative Audiences (Knowledge, Attitudes, Behaviour)	5	16	8	16		90	130	E	
SKD	Researching Users and Customers in the Digital Age	5	16	8	8	8	90	130	E	
SKD	Media, Culture and Society	10	26	16	22	16	180	260	E	
<i>Individual studies subject</i>		5	<i>Indicated in the description of the chosen subject</i>						E	
<b>Total:</b>		<b>30</b>								

***Individual studies subjects (modules):***

SKD	Identity & Image: Origins and Applications in Social and Corporate Fields	5	20	4	16		90	130	E
SKD	TV and Audiovisual Production	5	14	6	8	12	90	130	E
KKD (VK)	Family Business	5	24	4	12		90	130	E
KKD (VK)	Service Business	5	24	4	12		90	130	E
KKD	Individual studies subjects offered by other units	5	<i>Indicated in the description of the chosen subject</i>						E

**IV semester**

<b>Attribution</b>	<b>Subject name</b>	<b>Cred.</b>	<b>Academic work</b>					<b>Total hours</b>	<b>Settl.</b>	
			<b>Lectures</b>	<b>Tutorials</b>	<b>Seminars</b>	<b>Workshops</b>	<b>Individual work</b>			
SKD	Digital Storytelling I: Digital Content Creation (Creative Writing)	10	18	12	34		196	260	E	
SKD	Communicating Science and Innovation in the Digital Age	5	10	4	8	10	98	130	E	
<i>Individual studies subject</i>		5	<i>Indicated in the description of the chosen subject</i>						E	
<i>Individual studies subject</i>		5	<i>Indicated in the description of the chosen subject</i>						E	
<i>Individual studies subject</i>		5	<i>Indicated in the description of the chosen subject</i>						E	
<b>Total:</b>		<b>30</b>								
<b><i>Individual studies subjects (modules):</i></b>										
SKD	Gaming Culture	5	14	4	14		98	130	E	

SKD	Global Film Industries	5	12	8	12		98	130	E
SKD	Events Management: Image and Organisational Culture	5	14	4	14		98	130	E
KKD (VK)	Financial Technologies (FinTech)	5	16	4	12		98	130	E
KKD (VK)	Digital Business	5	18	4	10		98	130	E
KKD	Individual studies subjects offered by other units	5	<i>Indicated in the description of the chosen subject</i>						E



**Fourth course**

**VII semester**

<b>Attribution</b>	<b>Subject name</b>	<b>Cred.</b>	<b>Academic work</b>					<b>Total hours</b>	<b>Settl.</b>
			<b>Lectures</b>	<b>Tutorials</b>	<b>Seminars</b>	<b>Workshops</b>	<b>Individual work</b>		
SKD	Sustainability, Social Responsibility and Ethics: Innovative Communication for Change	10	24	10	12	16	196	260	E
SKD	Applied Academic Competencies and Research Design	5	12	4	8	8	98	130	E
SKD	Final thesis	15		16			374	390	E
<b>Total:</b> 30									