

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

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

(STARTING STUDIES FROM SEPTEMBER 1<sup>ST</sup>, 2025)

<b>First course</b>									
<b>I semester</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>	Introduction to Innovations, Communication and Media: Networked Technologies	10	36	4	32	16	172	260	E
KKD (VK) <sup>2</sup>	Entrepreneurship Fundamentals (Business Environment, Foundational Business Skills for Startups, Global Landscape of Entrepreneurship)	10	64	4	32		160	260	E
SKD	Introduction to Academic Skills: Reading, Thinking and Writing	5	16	8	26		80	130	E
SKD	Critical Thinking, AI and Communication	5	20	10	20		80	130	E
<b>Total:</b>		<b>30</b>							

<b>II semester</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	Organisations, Innovations and Communication Management I: Integrated Communication and Innovations	10	40	4	46	16	154	260	E
KKD (VK)	Innovations and Business Model Development (Business Modeling Marketing for Start-ups, CBL (Challenge-based Learning) project)	10	50	11	22		177	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

		Total:	30							
Individual studies subjects (modules):										
SKD	Memory, Politics and Communication	5	16		14		100	130	E	
SKD	Creative Media and Political Communication	5	12	2	18		98	130	E	
KKD (VK)	Personal And Employer Branding	5	26	2	22		80	130	E	
KKD (VK)	Psychological Peculiarities of Person's Financial Decisions	5	32		16		82	130	E	
KKD	Individual studies subjects offered by other units	5	Indicated in the description of the chosen subject						E	

**Second course**

**III semester**

Attribution	Subject name	Cred.	Academic work					Total hours	Settl.
			Lectures	Tutorials	Seminars	Workshops	Individual work		
SKD	Creative Industries: Politics, Economy, Culture and Innovations	5	22		8		100	130	E
SKD	Organisations, Innovations and Communication Management II: Creative Audiences (Knowledge, Attitudes, Behaviour)	5	32	2	16		50	130	E
SKD	Researching in Digital Age I: Introduction to Research Methods	5	16	4	14	10	86	130	E
SKD	Media, Culture and Society	10	32	36	32	24	136	260	E
Individual studies subject		5	Indicated in the description of the chosen subject						E
Total:		30							
Individual studies subjects (modules):									
SKD	Identity & Image: Origins and Applications in Social and Corporate Fields	5	24		20		86	130	E
SKD	TV and Audiovisual Production	5	13	7	8	12	90	130	E
KKD (VK)	Family Business	5	32	2	16		80	130	E
KKD (VK)	Service Business	5	32	2	16		80	130	E
KKD	Individual studies subjects offered by other units	5	Indicated in the description of the chosen subject						E

**IV semester**

Attribution	Subject name	Cred.	Academic work					Total hours	Settl.
			Lectures	Tutorials	Seminars	Workshops	Individual work		
SKD	Digital Storytelling I: Digital Content Creation (Creative Writing)	10	12	12	24		212	260	E
SKD	Researching in Digital Age II: Digital Content Research Methods	5	12	8	12	12	86	130	E
Individual studies subject		5	Indicated in the description of the chosen subject						E
Individual studies subject		5	Indicated in the description of the chosen subject						E
Individual studies subject		5	Indicated in the description of the chosen subject						E
Total:		30							
Individual studies subjects (modules):									
SKD	Gaming Culture	5	32	2	16		80	130	E

SKD	Global Film Industries	5	12	6	12		100	130	E
SKD	Events Management: Image and Organisational Culture	5	32	2	16		80	130	E
KKD (VK)	Financial Technologies (FinTech)	5	32		16		82	130	E
KKD (VK)	Digital Business	5	32	2	16		80	130	E
KKD	Individual studies subjects offered by other units	5	<i>Indicated in the description of the chosen subject</i>						E

<b>Third course</b>
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**V semester**

Attribution	Subject name	Cred.	Academic work					Total hours	Settl.
			Lectures	Tutorials	Seminars	Workshops	Individual work		
SKD	Digital Storytelling II: Digital Media Strategies	5	32	2	16		80	130	E
KKD (VK)	Sustainable Venture Formation, Funding and Launch Strategies (Venture Development & Growth, Securing Resources & Financing Strategies, CBL (Challenge-based Learning) project)	10	50	11	22		177	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
<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	Music Industry: Production, Innovations and Communication	5	20		9	1	100	130	E
KKD (VK)	Social Entrepreneurship	5	24		24		82	130	E
KKD (VK)	Family Business	5	32	2	16		80	130	E
KKD (VK)	Service Business	5	32	2	16		80	130	E
KKD	Individual studies subjects offered by other units	5	<i>Indicated in the description of the chosen subject</i>						E

## VI semester

Attribution	Subject name	Cred.	Academic work					Total hours	Settl.
			Lectures	Tutorials	Seminars	Workshops	Individual work		
SKD	Communication Strategies and Tactics: Influence and Influencers	10	18	10	36		196	260	E
SKD	Leadership and Communication for Innovations	5	12	4	12		102	130	E
SKD	Internship	15		4	4	234	144	386	E
Total: 30									

## Fourth course

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**VII semester**

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Attribution	Subject name	Cred.	Academic work					Total hours	Settl.
			Lectures	Tutorials	Seminars	Workshops	Individual work		
SKD	Sustainability, Social Responsibility and Ethics: Innovative Communication for Change	10	26	26	14	18	176	260	E
SKD	Academic Research Competencies: Science and Scholarly Communication	5	18	4	28		80	130	E
SKD	Final thesis	15		8			415	423	E
<b>Total: 30</b>									