

VILNIUS UNIVERSITY
FACULTY OF COMMUNICATION

BACHELOR STUDY PROGRAM
INNOVATIVE COMMUNICATION AND ENTREPRENEURSHIP

(STARTING STUDIES FROM SEPTEMBER 1ST, 2026)

First course									
I semester									
Attribution	Subject name	Cred.	Academic work					Total hours	Settl.
			Lectures	Tutorials	Seminars	Workshops	Individual work		
SKD ¹	Foundations of Digital Communication and Networked Media	10	26	16	22	16	180	260	E
KKD (VK) ²	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
Total:		30							

II semester

Attribution	Subject name	Cred.	Academic work					Total hours	Settl.
			Lectures	Tutorials	Seminars	Workshops	Individual work		
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

¹ SKD – subject of study field

² KKD – subject of another study field

Total: 30									
<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

Attribution	Subject name	Cred.	Academic work					Total hours	Settl.	
			Lectures	Tutorials	Seminars	Workshops	Individual work			
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	
Total:		30								

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

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	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	
Total:		30								
<i>Individual studies subjects (modules):</i>										
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

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	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
Total:		30							