

TEACHING & LEARNING MISSION



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TEACHING & LEARNING MISSION

to develop highly competent economic, business, and management professionals who are able to initiate and implement fundamental changes in business, public sector organizations, and society.

THE FOLLOWING ARE THE KEY PRINCIPLES OF TEACHING LEARNING ACTIVITIES

— International

International study programs and modules carried out in collaboration with academic partners, associated institutions, and global professional organizations, promoting internationalization at home;

— Interdisciplinary

Interdisciplinary study and lifelong learning study programs, integrating the study fields of the faculty and the university, and in cooperation with other academic and social partners;

— Talents

Development of talented entrepreneurs and economics, business, and management professionals who are able to make a significant impact on business and society;

— Networking

Networking of curriculum development in collaboration with research groups and fields of study with other university researchers, local and global professional networks;

— Challenge-based

Development of competencies for sustainable development of the country, society, and economy while solving its challenges in all study programs.

This mission could be achieved while focusing on the following three priorities:

1. EXCELLENCE

Excellence of programs and curriculum portfolio.

2. CREDIBILITY&RECOGNITION

Credibility of study programs portfolio through innovation and internationalization.

3. REAL IMPACT

Impact of graduates on business and society.



CONTEXT

The study mission of KTU School of Economics and Business is based on the attitude that the changing, sustainability-oriented business mission and goals, technological changes and digital transformation caused by the latter form a need for new content educational processes, where the value of studies directly depends not only on the latest science-based knowledge and skills, but also on the impact the graduate will be able to make on business and society, based on the diversity of his or her experiences. Therefore, a mission of economics, business, and management studies focused on leadership in change is more important than ever.

The mission of a sustainability-oriented business and the purpose of its growth is to create a better society for everyone, while maintaining the Green Deal requirements and preserving the environment for future generations. The shift from creating shareholder well-being to well-being for all fundamentally changes the context and content of decisions

made by management professionals. This requires a broad holistic worldview, the ability to think analytically and make insights, which are fundamentally determined by the skills of synthesis, critique and intellectual curiosity. Therefore, business, management, and economics studies should provide the latest knowledge based on research and the latest professional practice, strengthen students' critical thinking, creativity and analytical skills and help to form the concept of ethical, social, and cultural world order.

Technological change, interacting with other socio-economic and demographic factors, is leading to changes in business models in all sectors of the economy and is having a significant impact on the labour market. This leads to the emergence of new professions. The skill sets needed in both old and new professions are changing in many areas of the economy and will change the nature and place of people's work. In addition, the representatives of the Millennium and Generation Z will in the near future make up the majority of the workforce, changing the employer-employee relationship. In this context, educational processes must contribute to the formation of graduates' ability to adapt to changing environmental conditions and to the provisions of lifelong learning. Leadership for change in business, the public sector, and society requires in-depth knowledge of systemic trends in the business environment, the ability to base decisions on rational economic logic, and the ability to mobilize individuals of different generations and age groups to achieve a goal.

Digital transformation is associated with changes brought about by the application of technologies such as artificial intelligence, the Internet of Things, cryptocurrencies, big data and cloud services, and the like in business and the public sector. Increased data volumes, increased processing and transmission speeds allow management decisions to be based on analytical information. Digital technologies are penetrating all industries and becoming an important component of the value proposition. The application of digital technologies in the study process forces us to rethink educational methods and forms.



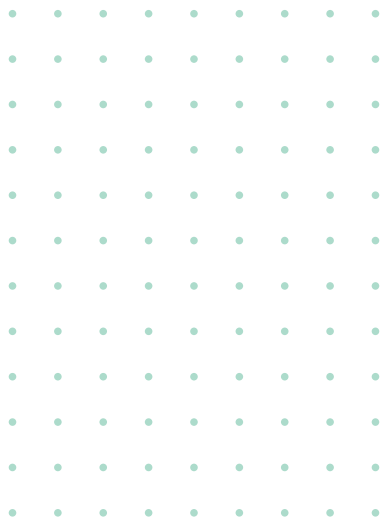
Digital transformation means change in several directions for economics and business studies. Integrating of technology-related knowledge into faculty curricula would increase students' readiness to argue and make evidence-based decisions and implement digital transformations in business and the public sector. The development of technology-based entrepreneurial skills, working with students from other faculties, would develop interdisciplinary competencies and the ability to work in a team with specialists of other profiles. Digitization of the educational process would ensure readiness to adapt to the systemic changes caused by technological progress, which will necessarily have an impact on educational processes as well.

In this context, the teaching learning strategy of KTU School of Economics and Business seeks to focus on excellence of teaching learning activities and to extend educational mission beyond the degree ensuring the diversity of students' experience and the impact of graduates on business and society as well as developing transformational leaders.

OBJECTIVES OF TEACHING & LEARNING ACTIVITIES

The activity of the School is focused on the following five main objectives, followed by tasks and guidelines for the teaching & learning ecosystem.





1. OBJECTIVE

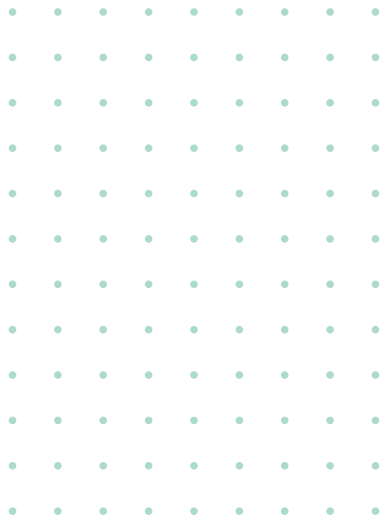
Developing competitive portfolio of the study programs and trainings for the future professionals, entrepreneurs and leaders integrating the cutting-edge knowledge in economics, management and business fields as well as interdisciplinary research results.

2. OBJECTIVE

Enhancing credibility and impact of the educational (teaching learning) activities, strengthening partnerships with national and international academic institutions, industrial leaders, associated institutions and global professional bodies.

3. OBJECTIVE

Adopting the most innovative teaching learning methods and ensuring inspiring and attractive infrastructure for the development of the future generation of professionals, entrepreneurs and leaders.



4. OBJECTIVE

Developing a collaborative culture, both within the School, in business community and internationally, for the delivery of the study programs and study courses.

5. OBJECTIVE

Ensuring the diversity of students’ international, interdisciplinary, entrepreneurial, social and networking experience.

