

# Erasmus Blended Intensive Program (BIP) / BOVA intensive course

at Vytautas Magnus University Agriculture Academy



VYTAUTAS MAGNUS  
UNIVERSITY  
AGRICULTURE  
ACADEMY



June 2<sup>th</sup>-13<sup>th</sup>, 2025

Kaunas, Lithuania

## Management for Business Startup's: 2025 Summer course <sup>3 ECTS</sup>

Registration deadline 14<sup>th</sup> April, 2025

### Registration

Vytautas Magnus university Agriculture Academy invites students from Erasmus+ partner countries to participate in Erasmus BIP/BOVA intensive course "Management for Business Startup's - 2025 Summer course".

**Target group of the planned course:** B.Sc and M.Sc. students of various fields of study

### Learning outcomes:

Participants of the course will learn how to prepare and present Business plans and Budget of their own business idea. They will get knowledge and skills of project management, accounting, marketing, working in the teams, additional skills of Excel and presentation in Power point.

During the course participants will have social program in Lithuania: excursions around the Academy campus, the cities of Kaunas or field trip.

**Learning and assessment methods:** Project-Based Learning

### Team of teachers:

- **Jan Žukovskis, Prof. Dr.**  
Vytautas Magnus University (Lithuania)
- **Gunta Grīnberga-Zālīte, Dr.oec., Prof.**  
Latvia University of Life Sciences and Technologies (Latvia)
- **Janusz Sasak, Assoc. Prof. Dr.**  
Jagiellonian University (Poland)
- **Paula Pyplacz, Prof. Dr.**  
Częstochowa University of Technology (Poland)
- **Tuuli Kaasik**  
Estonian University of Life Sciences (Estonia)



## General information:

**Virtual component:** 02/06/2025 – 06/06/2025

**Physical mobility part:** 09/06/2025 - 13/06/2025

**Extent of the course:** 3 ECTS

**Course prerequisites:** Basics knowledge of Business management, Excel and Power point, English language level B2

**Available funding:** Erasmus short-term mobility grant (79€/day), to be managed by the sending institution.

*Lunch is included in the program sponsored and provided by VMU Agriculture Academy.*

Accommodation is not provided. Airbnb or hostel rooms costs ~15-30 Eur per person per night in Kaunas. If you need help finding a place to book, please contact International coordinator at VMU Agriculture Academy Monika Medikienė (monika.medikiene@vdu.lt).

Course leader: Prof. dr. Jan Žukovskis (jan.zukovskis@vdu.lt)

BIP coordinator: dr. Monika Medikienė (monika.medikiene@vdu.lt)

## Detailed course programme:

Method	Day	Time (EEST, Vilnius)	Contact hours (+ independent work for students)	Content of the Course (Contact time)	Teachers
Online	2	10.00-13.00	3 (+2)	Training of software robots - use of RPA technology in business	Assoc. Prof. Dr. Janusz Sasak
	3	10.00-13.00	3 (+2)	Designing and Implementing scenarios for software robots	Prof. Dr. Paula Pyplacz
	4	10.00-13.00	3 (+2)	Sustainable production: challenges and opportunities for business	Mgr. Tuuli Kaasik
	5	10.00-13.00	3 (+2)	Marketing elements for product promotion	Prof. Dr. Oec. Gunta Grinberga-Zālite
	6	10.00-13.00	3 (+2)	Business Startup: Aims, Methodology, Examples; Brainstorming, Discussion about business ideas. Task “To find an idea for your own business”	Prof. Dr. Jan Žukovskis Mgr. Tuuli Kaasik

Meeting in person	9	10.00-13.00 13.30-14.30 14.30-17.30	3 (+3)	Model Canvas; Expected incomes; <i>Sightseeing in Academia</i> Group work	Prof. Dr. Jan Žukovskis
	10	10.00-13.00 13.30-16.30 16.30	3 (+3)	Plans; Marketing; Structures; Salaries; Budget. Group work <i>Visit to Kaunas city center</i>	Mgr. Tuuli Kaasik
	11	10.00-13.00 14.00-21.00	3 (+2)	Main assets; Capital; Loans; Amortization; Budget. Group work; <i>Study Tour</i>	
	12	10.00-11.00 12.00-13.30 14.00-17.00	1 2 (+3)	How to prepare the best presentation; Learning from friend's mistakes. Conscious Product Offerings: A Framework for Competitiveness with Responsibility Group work	Prof. Dr. Jan Žukovskis  Prof. Dr. Oec. Gunta Grīnberga-Zālite
	13	10.00-17.00	7	Presentations for „Investors“ and discussions. <i>Awarding of participants certificates.</i> <i>Free time [Exploring the nightlife in Kaunas]</i>	All teachers and guests