

# THE ANNUAL ACTIVITY REPORT

## 2021



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## INTRODUCTION

The Activity Report of 2021 presents the most important performance results of Vilnius Business College (hereinafter- VBC, the College, the higher education school) and significant changes. The Activity Report of 2021 analyses the most

essential activities that had impact on the internal improvement of the College and efficiency of its activities, on study quality and satisfaction of students and lecturers.

Marius Jakulis Jason Foundation invested in Vilnius Business College in 2021 and together with other stakeholders became the new owners of the non-state college. Vilnius Business College was chosen for such investment due to its long-established experience, high indicators of graduate employment, and employer feedback, as well as due to the implemented study programmes that focus on entrepreneurship development. *“The MJJ Philanthropic Foundation, which has been operating for two years, invests in education, science, and knowledge. I believe, this is the foundation for the prosperity of our country. And this strategic investment is made in higher education. This is the basis for realizing another ambition that is important for the Foundation in the near future - creating a leading study programme for young professionals in the hospitality business,” says Marius Jakulis Jason, the initiator of the Foundation that invested in Vilnius Business College.*

*Since 7 April 2021 Assoc. Prof. Dr. Gitana Neverienė has been Director of Vilnius Business College. “We will create an international and leading higher education business school, where studies will be conducted in accordance with the best-known international business standards and best practices. In the teaching process, we will accelerate the implementation of innovative technological solutions that are attractive to students to make their studies truly modern. We want the best Lithuanian and foreign teachers and representatives of the real business world to teach in our College”, – Assoc. Prof. Dr. Gitana Neverienė, the new Director of Vilnius Business College, announces the vision of the College.*

The new Strategy for 2021-2025 and performance indicators were prepared in the College in 2021. The main objectives of 2021 were to ensure the successful continuity of ongoing activities and to mobilize intellectual potential to create new values in accordance with the provisions of the new Strategy. After the analysis of business needs, decisions were made regarding the preparation of three new study programmes: E-business, Management of International Hospitality, Programming and Financial Technologies.

Application of the method *Team Academy* (Finland) in the study programme Business Management and Marketing continued in 2021. The College acquired the right to use the Team Academy method in order to provide students with exceptional management and entrepreneurial competencies as early as 2018. Development of entrepreneurship skills was even more consolidated introducing a new study subject of Entrepreneurship taught in all the study programmes.

In 2021 the College further consolidated technological solutions of distance teaching/learning and strengthened the competencies of academic staff in the field. Since the

autumn semester of 2021 a classroom was additionally prepared for implementation of hybrid learning by equipping it with hybrid teaching tools next to distance ones. Such modifications enabled the College to organise studies more efficiently in the context of continuing and changing COVID restrictions.

The direction of applied research activities implemented by the departments of VBC were reviewed in 2021. The project INOPAY was implemented in 2021, where UAB Fitek is the applicant and VBC is the main partner. As many as eight researchers of the College took part in this project. In 2021 the College won the tender and signed an agreement with Agency for Science, Innovation and Technology (MITA) regarding implementation of the R&ED project MISCANTHUS.

The Provisions for Quality Assurance of College Activities underwent substantial improvements. The new version of Activity and Study Quality Manual was prepared. The respective provisions of procedures that regulate activities and studies were also renewed.

In 2021 the College further conducted activities for development of internationality, i.e. implemented the study programmes in English and Russian.

The College has always been focused on the development of innovative teaching methods because they are an efficient way of nurturing collaboration between the College and business enterprises, at the same time really bridging the gap between research and practical activities. Active teaching/learning methods with different target groups that are engaged in the process of learning and have to perform different roles help to practically implement the idea of the learning organisation and the learning personality. In this way, the College has gained strong trust from employers. According to the data published in the journal “Reitingai”, in the period 2018-2021, the College was a leading non-state college according to the added value created by alumni and to employers’ feedback.



# 1. MANAGEMENT, HUMAN RESOURCES AND QUALITY

The new Strategy 2021-2025 of the College and performance results were prepared.

## MISSION

To open up opportunities for professional growth and personal development for every student by providing high-quality studies that meet the needs of modern life and business, developing applied research and spreading the ideas of sustainable development and lifelong learning.

## VISION

Vilnius Business College is an open, innovative and competitive higher education institution, cherishing its principles and values, having international recognition.

- **Resilience** as an orientation to a long-term perspective, stability, reliability, and creation of long-lasting value to all stakeholders.
- **Respect** for everyone is a value that starts with productive and creative cooperation and communication. We believe that only by respecting each other we will create an environment based on creativity, initiative, and sustainability.
- **Openness** to innovative ideas and challenges because we are flexible, pro-active, curious, original, and in constant search for new opportunities to unfold.
- **Collaboration** is important because we appreciate the personal contribution of everyone, maintain active mutual dialogue, and encourage responsible teamwork.
- **Transparency** refers to the equality of individuals, unbiased decision making, objective assessment, clarity of relations, rights, and obligations.

The following **stakeholders** are important to the College activities: students as the main clients seeking to provide them with knowledge, to develop their abilities and skills that will satisfy employers' requirements and will meet expectations of parents and society; academic and administrative staff of the College; student parents (caregivers) – persons that guarantee student financing; social partners - associated business structures, employers; government authorities, organisations representing society.

The strategic provisions of the College have been formulated as four **strategic aims**:

**STRATEGIC AIM 1: SEEKING LEADERSHIP IN CREATING EXCEPTIONAL LEARNING EXPERIENCES AND ENVIRONMENTS**

**STRATEGIC AIM 2: INCREASING THE INTERNATIONAL RECOGNITION OF STUDY RESULTS**



### STRATEGIC AIM 3: INCREASING REGIONAL IMPACT THROUGH OUTSOURCED PROJECT AND APPLIED RESEARCH ACTIVITIES

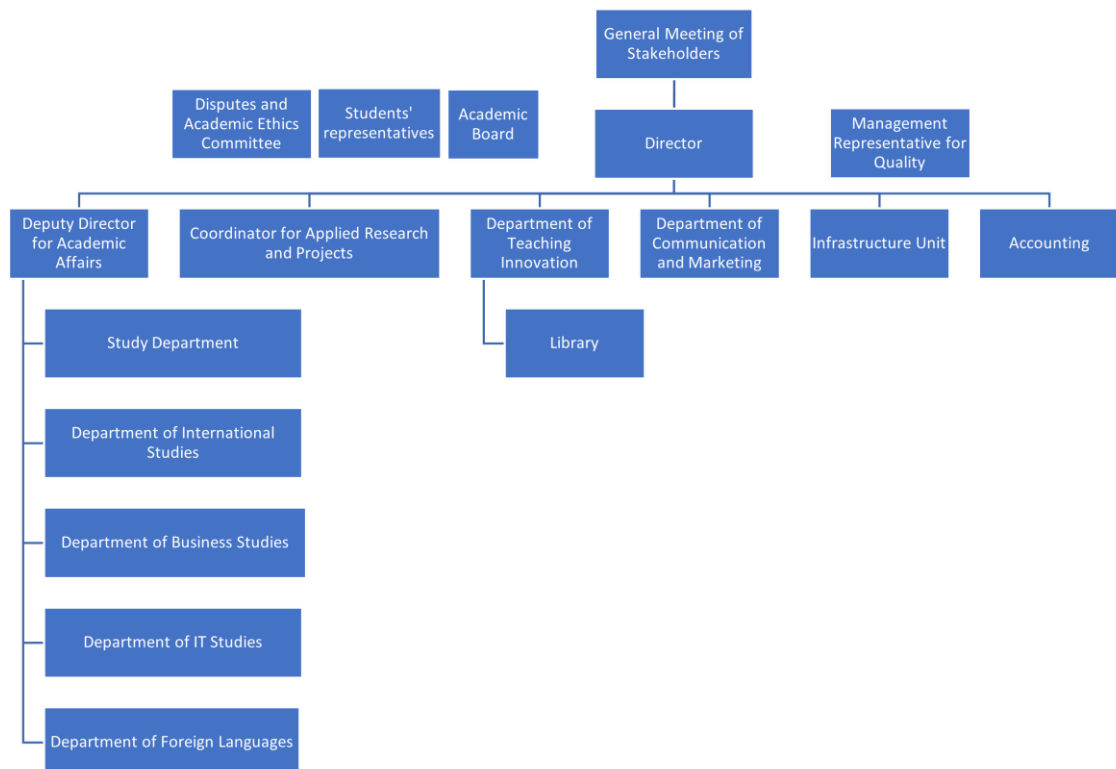
### STRATEGIC AIM 4: BUILDING ORGANISATIONAL RESILIENCE

The implementation of strategic aims is monitored using specifically defined qualitative and quantitative indicators.

**The Quality Management System (QMS)** of the College is based on the Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG) and the recommendations of the quality management system ISO 9004.

The management structure of the College is used for implementation of the Strategy of the College. It was renewed in the autumn of 2021 (Fig.1) when *Project Management and Business Development Department* was reorganized into *Training Innovation Department* and the main attention was paid to activities related to the implementation of educational and business innovations, improving the general and special professional competences of employees and organizing non-formal education. *Teaching Innovation Department* also completes other assignments of the Director of the Vilnius Business College related to the introduction of educational and business innovations and human resources management in order to achieve the strategic aims of the College.

The management structure of College



In 2021 the structure of the College underwent certain changes and the position of Coordinator for Applied Research and that of Management Representative for Quality were introduced. Moreover, seeking for smoother and systemic coordination of distance studies, a position of Head of Distance Studies was introduced, which structurally belongs to Teaching Innovation Department. The Department of Economics and Business was renamed into the Business Department, enhancing the focus on business studies.

Two models can be distinguished in the management structure of the College: *administrative* and *self-government*. *The Academic Council of the College* is the highest self-governing body in academic activities. Student interests are represented in the College by *the Student Representation*, which mainly aims to represent and protect rights and legitimate interests of the College students related to their social situation, welfare and status in the College and outside it; to participate in organising the study process and developing study programmes, to provide recommendations for their improvement, etc. The College also has *Dispute Resolution and Academic Ethics Commission*. There are also *five structural divisions* operating in the College, with heads, clear functions and areas of responsibility: *Study Department, Teaching Innovation Department, Department of Communication and International Relations, Infrastructure Department, Finance Department* and *Library*. Every structural division and its head are obliged to ensure the timely transfer of information within the limits of their competence.

Having evaluated the importance of digitalisation and considering the needs of a contemporary student, in 2021 the College invested in the new *internal information system UNIMETIS*, which ensures an access to comprehensive information about studies for students, enables them to choose optional study subjects, to send inquiries and receive feedback from the Study Department in a centralised way. The students will also be able to use many other functions of student and lecturer information management.

For more efficient financial management of the College, the Financial Accounting and Management Information System **RIVILÉ** was introduced.

To ensure a targeted increase in the internationality of the College, a plan for promoting internationalization has been developed, identifying specific foreign markets for development, the concept of admission for studies and digital marketing actions.

The long-term development budget of the College was prepared and approved at the general meeting of shareholders, providing for sustainable investments in the development of new study programmes, updating of study software and computer equipment, renovation of the College's premises and hiring the staff with new competence.



## 2. STUDIES

### 2.1. STUDY PROGRAMMES

In 2021 Vilnius Business College carried out admission to 7 **accredited** study programmes according to full-time (FT – 3 years) and part-time (PT – 4 years) study forms and provided students with a possibility of choosing studies in *the study programme of Business Management and Marketing using the Team Academy method*.

Table 1. The list of study programme

No.	Title of study programme	State code	Qualification degree conferred	Date of accreditation (until)	Remarks
1.	Business Management and Marketing (BMM); (FT, PT)	6531LX012	Professional Bachelor of Business Management	30 06 2022	Lithuanian, English, Russian
	Business Management and Marketing (BMM) by Team Academy methods (Finland); (FT)				Lithuanian, Russian
2.	Logistics Business (the title was approved 24 01 2018; until 2017 the study programme was called Transport Business Management (LB); (FT, PT)	6531LX014	Professional Bachelor of Business Management	31 08 2023	Lithuanian
3.	Tourism and Events (the title was approved 08 05 2018; until 2017 the study programme was called Hospitality and Event Industry) (TE); (FT,PT)	6531LX013	Professional Bachelor of Business Management in the study field of Tourism and Recreation	31 08 202 Accreditation is extended until the results of the upcoming evaluation of study areas are announced.	Lithuanian
4.	English for International Communication (the title was approved 23 02 2022; until 2022 the study programme was called English Language and International Communication) (EIC); (FT, PT)	6531NX001	Professional Bachelor of Computer Science in the study field of the Humanities	30 06 2021 Accreditation is extended until the results of the upcoming evaluation of study areas are announced.	Lithuanian
5.	Programming and Internet Technologies (PIT); (FT, PT)	6531BX037	Professional Bachelor of Computer Science	30 06 2021	Lithuanian, English
6.	Game Development (the title Media and Computer Games was used until 2017) (GD); (FT)	6531BX007	Professional Bachelor of Computer Science	31 08 2020 Accreditation is extended until the results of the upcoming evaluation of	Lithuanian, English

No.	Title of study programme	State code	Qualification degree conferred	Date of accreditation (until)	Remarks
				study areas are announced	
7.	Interactive Media and Technologies (the title was approved 08 05 2018; until 2017 the study programme was called Interactive media) (IMT); (FT, PT)	6531BX025	Professional Bachelor of Computer Science	30 06 2021 Accreditation is extended until the results of the upcoming evaluation of study areas are announced	Lithuanian

For the second year in a row, in 2021, VBC organised admission to the study programmes, where studies are organised exceptionally in **distance form**.

In 2020 VBC was implementing **7 full-time study programmes** and **6 part-time study programmes**.

The College also implements **3 study programmes** not only in Lithuanian but also in **other foreign languages**:

- Business Management and Marketing – in Russian and English;
- Game Development – in English;
- Programming and Internet Technologies – in English.

According to the Evaluation Plan of Study Fields announced by the Centre for Quality Assessment in Higher Education, Vilnius Business College prepared the Self-evaluation Report of the study field of Business Studies (L01) and submitted it for external evaluation to SKVC in 2021. External evaluation of the study field of Business Studies is planned in Quarter 1 of 2022.

## 2.2. TEACHING INNOVATIONS

### Entrepreneurship education

Strengthening entrepreneurial skills is a leading thread in the implementation of business-oriented study programmes. The exceptionality of the College enables the higher education institution to disseminate the knowledge acquired by contributing to the development of entrepreneurial competences at a national and European level. In 2021 the College became a non-formal education partner in Junior Achievement by implementing the project on School for Pupils' Entrepreneurship Skills, which aims to develop pupils' skills by delivering classes for development of entrepreneurial skills to them. A separate initiative of this project is to contribute to development of entrepreneurship skills of school teachers. The lecturers at the College delivered courses of entrepreneurship education in 9 gymnasiums in Lithuania (see Figure 1).

**Figure 1.** The College lecturers delivered entrepreneurship courses in Lithuanian gymnasiums.



*The Team Academy* method has been applied in the study programme of *Business Management and Marketing* (hereinafter - BMM) implemented at Vilnius Business College for three years already. Business and entrepreneurship are learnt in a team through the real practice, when in the process of learning students establish their own company, set and pursue goals, solve problems, earn money, which is invested in traineeships abroad or in lectures of guest lecturers, etc. Students are consulted by coaches, academic and business consultants.

In 2021 a distance visit of Tiimiakatemia Global, Partus LTD, a Finnish Consulting Company, which created the Team Academy method, was organised to evaluate successful practice of the College applying the Team Academy method in the study programme of Business Management and Marketing and to conduct actions that are needed for recertification. A detailed methodology of the Team Academy was prepared in 2021. Due to a considerable increase in the number of the first-year students, one more coacher was employed in the College, who also participated in the process of accreditation (2 coaches in total). After the visit, the report of Tiimiakatemia Global, Partus LTD was prepared with a conclusion to provide Tiimiakatemia® Basic Level Certificate to the study programme Business Management and Marketing implemented in Vilnius Business College (see Figure 2).

**Picture 2.** Certificate of Team Academy.



**Tiimiakatemia® Certificate**

is granted to

***Vilnius Business College's (Vilniaus verslo kolegija)  
Business Management and Marketing study  
programme***

Tiimiakatemia® assessment team affirms that the institution has been evaluated and has been found to meet the criteria for the Tiimiakatemia® basic level certificate.

Certificate is valid until 30.6.2024

Jyväskylä, Finland 27.9.2021

  
Heikki Toivanen, Dr.Tech.  
Certified Tiimiakatemia®  
Senior Team Coach



One more new initiative as a way to encourage students' interest in real-life business problems and develop their entrepreneurship and other general competences (communication, critical thinking) includes meetings with guest lectures, entrepreneurs invited by VBC that are integrated into the curriculum of study subjects of *Entrepreneurship, Leadership and Creating Value for Client*. Students prepare for such lectures by analysing the topics of study subjects and formulating questions to guest speakers and later discussing them in virtual forums. For more information on previous lectures-discussions of guest speakers and other relevant aspects of practical teaching/learning, see: <https://www.kolegija.lt/naujienos/>

### **2.3. DISTANCE TEACHING/LEARNING**

Vilnius Business College implemented distance studies in 2021 using the already existing *Moodle* platform and installing the plug-in *BigBlueButton (BBB)* adapted to this system in order to maintain a unified environment for learning.

1. In 2021 entrants were offered a distance form of studies.
2. In 2021 a classroom for hybrid teaching was equipped additionally, where it is possible to deliver quality lectures simultaneously for distance students and the ones physically present in the classroom.
3. Accreditation procedures of launched and implemented modules of distance studies were started in the beginning of 2021: accreditation commissions were formed, which carried out qualitative evaluation of study modules delivered in the autumn semester of 2020, provided recommendations for improvement of modules to the lecturers, who had prepared them. Improved study modules were submitted for repeated evaluation after consideration of recommendations. Transparent implementation of this procedure motivates lecturers to aim at high qualitative results of prepared material, students have access to unified presentation of the learning material and the quality of distance studies is ensured.
4. A position of Head of Distance Studies was introduced in the autumn semester of 2021. Areas of activities: organizing the administration of the virtual learning environment, introduction of innovative teaching methods, supervision of lecturers in distance studies (at present this position is taken by Gitana Čechamirienė).
5. In 2021 the Description of Procedure for Organising Distance Studies, which was approved by Order No. V-02 of Director 1 February 2022 <https://www.kolegija.lt/wp-content/uploads/2022/02/VVK-nuotoliniu-studiju-tvarka-2022.pdf>
6. In the beginning of every semester, seminars, training courses and consultations are organised for new lecturers (who have not taught in distance studies before) (Gitana Čechamirienė is responsible for this). Lecturers are provided with constant methodological and technical support (this is ensured by the Teaching Innovation Department and IT system administrators).
7. In 2021 37 modules adjusted to distance studies were accredited. The remaining modules, which were implemented from the autumn of 2020 to the autumn of 2021, are currently being improved and their accreditation will be carried out after their improvement.

## **2.4. STUDENT ADMISSION AND STUDENTS**

In 2021 student admission was implemented in **7 study programmes** – Business Management and Marketing; Logistics Business; Tourism and Events; English and International Communication; Programming and Internet Technologies; Game Development; Interactive Media and Technologies.

In 2021 **384 students** entered Vilnius Business College: 334 students were enrolled in the first year, 8 were admitted to higher years of studies, 38 students entered study programmes with English and Russian as languages of instruction.

Table 2. The students who entered Vilnius Business College in 2021 (according to study programmes)

Study programme	Numbers of students in full-time studies	Numbers of students in part-time studies
Business Management and Marketing	70	26
Business Management and Marketing (applying the method Team Academy )	38	-
Logistics Business	32	13
Tourism and Events	7	-
English and International Communication	35	30
Programming and Internet Technologies	17	31
Game Development	10	-
Interactive Media and Technologies	15	-
<b>IN TOTAL:</b>	<b>224</b>	<b>100</b>
	<b>334</b>	

Table 3. The students enrolled in studies with English and Russian as language of instruction in Vilnius Business College in 2021 (admission in October )

Study programme	Numbers of students in full-time studies	Numbers of students in part-time studies	Language of instruction
Business Management and Marketing	23	-	Russian
Game Development (autumn admission)	15	-	English
<b>IN TOTAL:</b>	<b>38</b>	-	

**Admission in 2021 went up by 40 % compared to the data of admission in 2020.**

A decision was made during the meeting of management review to conduct admission of foreign students twice a year, i.e., in autumn (in October) and in winter (in February). Accordingly, the admission system for foreign students was also reorganized.



According to the data of 1 October 2021, foreign students made up 9% of all students studying at the Vilnius Business College.

## 2.5. STUDENT SUPPORT

Students of Vilnius Business College are eligible to *support provided by the State Studies Foundation*.

Table 5. Numbers of students who received support provided by the State Studies Foundation in 2021

No.	Support of the State Studies Foundation	February 2021 APPLIED	February 2021 RECEIVED	September 2021 APPLIED	September 2021 RECEIVED
1.	State-subsidized loan ( <i>tuition fee</i> )	32	18	85	67
2.	State-subsidized loan ( <i>living expenses</i> )	5	2	14	13
3.	Social scholarship	15	7	15	5
4.	Study scholarship	-	-	-	-
5.	Targeted funding	-	-	-	-
6.	Support for foreigners of Lithuanian origin	1	1	2	2
7.	Reimbursement of a part of tuition fee	-	-	312	5
8.	Reimbursement for military service	-	-	-	-
9.	Targeted disbursement (project)	5	1	2	-

Additionally (besides social scholarships), the disabled students received financial support provided by the Department for the Affairs of the Disabled under the Ministry of Social Security and Labour of RL. In 2020 there were no such students in the College.

Considering the economic situation and student needs, *the College allocates support:*

- *Regarding tuition fee.* The main reasons for support: difficult financial situation of the student; disability; other reasons.
- *Regarding career planning.* Students are provided with conditions *to collaborate both with social partners and with employers*. Meetings are held in the College, in business companies or distance meetings are organised. In addition, the website of the College systematically announces targeted information on job/internship positions that are relevant for students.

### 3. COMMUNICATION, VBC PUBLICITY AND IMAGE FORMATION

The image of Vilnius Business College of 2021 was formed through communication on social networks, on the internet website, publications for entrants, mass media, participation in events for pupils.

The goal of the marketing strategy of VBC in 2021 was to inform society about VBC experience, activities, to form an image in society, to publicise current events, to attract attention of prospective students, to actively involve in the process of general education developing entrepreneurship of the young generation.

The VBC marketing strategy in 2021 consisted of :

1. **Supportive communication and VBC publicity raising campaigns** (duration of the campaigns from 01 01 2021 to 01 05 2021 and from 01 10 2021 to 31 12 2021)
2. **Marketing campaigns for admission** (duration of the campaign from 01 05 2021 to 01 10 2021)

**Each of the campaigns** possessed the following directions of communication:

1. *Business guru language*
2. *Success stories*
3. *The voice of students*
4. *VBC teaching innovations*

During the **supportive communication and VBC publicity raising campaign**, regular publicising of communicative directions is established – 2 times a month. Format: articles and videos.

During the **admission communication and VBC publicity raising campaign**, communications directions are publicised 3 times a month.

During the campaigns, we purposefully advertised the offered study programmes in the articles, through blog posts on the internet website (more than 12 blog posts over 2021), increasing publicity of these texts and the internet website and by placing links to social networks.

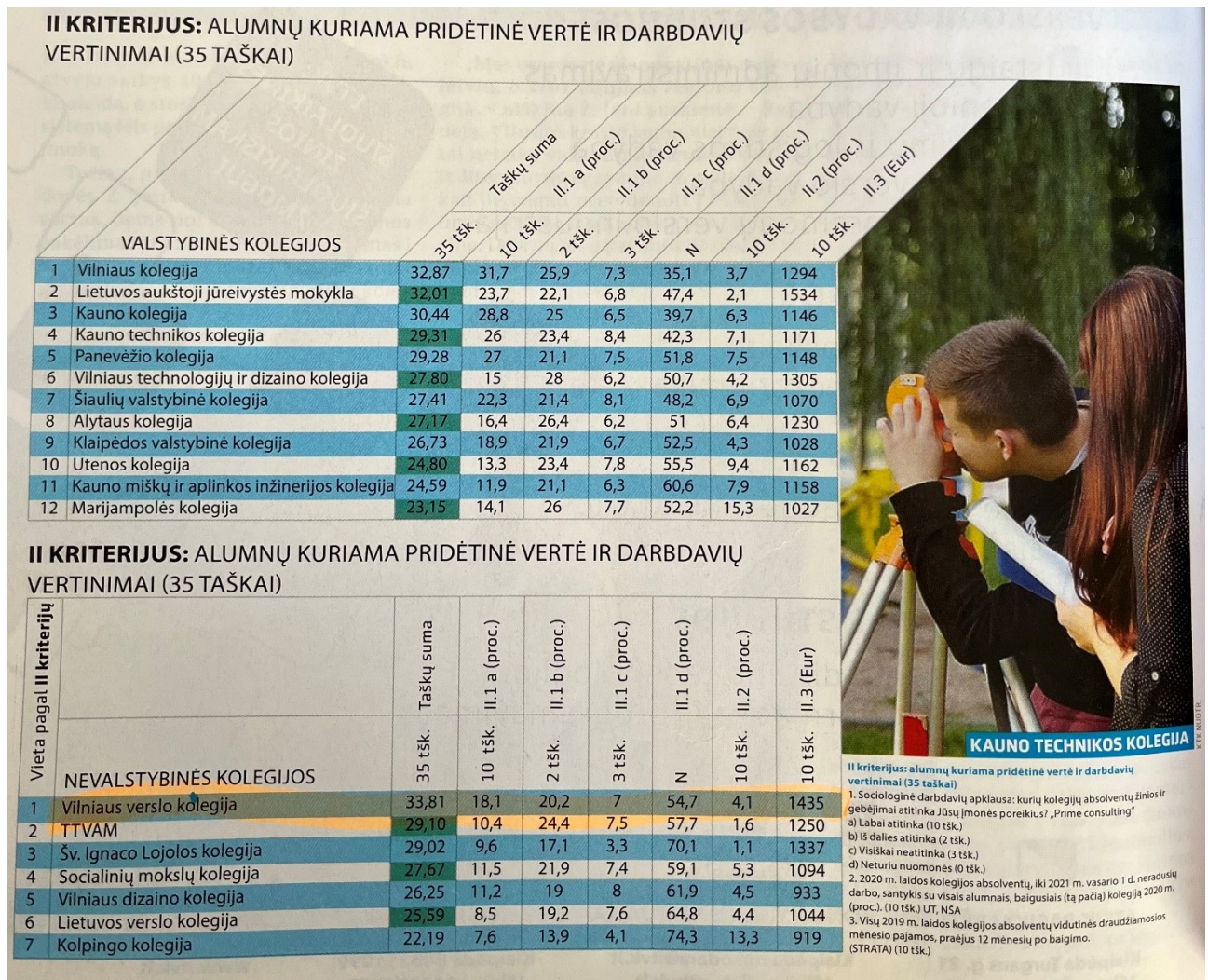
In 2021 the number of followers of VBC in social networks rose:

- by 15% in “Facebook“
- by 15% in “Instagram“
- by 20% in “LinkedIN“.

VBC students had more than 10 meetings with representatives of enterprises in 2021 and during them they had an excellent opportunity to familiarise with business processes at close, to ask questions, to exchange good experience. Students were informed about the planned meetings using all means of communication: e-mail, posts in social media and on the VBC website.

Following the data of the journal “Reitingai” published in December 2021, Vilnius Business College has retained the leading position compared with other colleges in Lithuania. The College collected **33.8 points out of 35** in the category “added value created by alumni and employer evaluation” (see Figure 3).

**Figure 3.** The data presented in the journal “Reitingai 2021”.



## Admission marketing campaign

Following the marketing strategy of 2021, a new admission campaign “Admission 2021” was developed. In the launched campaign, it was chosen to reveal what opportunities a prospective VBC student will have by presenting the already existing success stories of VBC alumni and students, as well as the links between business and business studies.

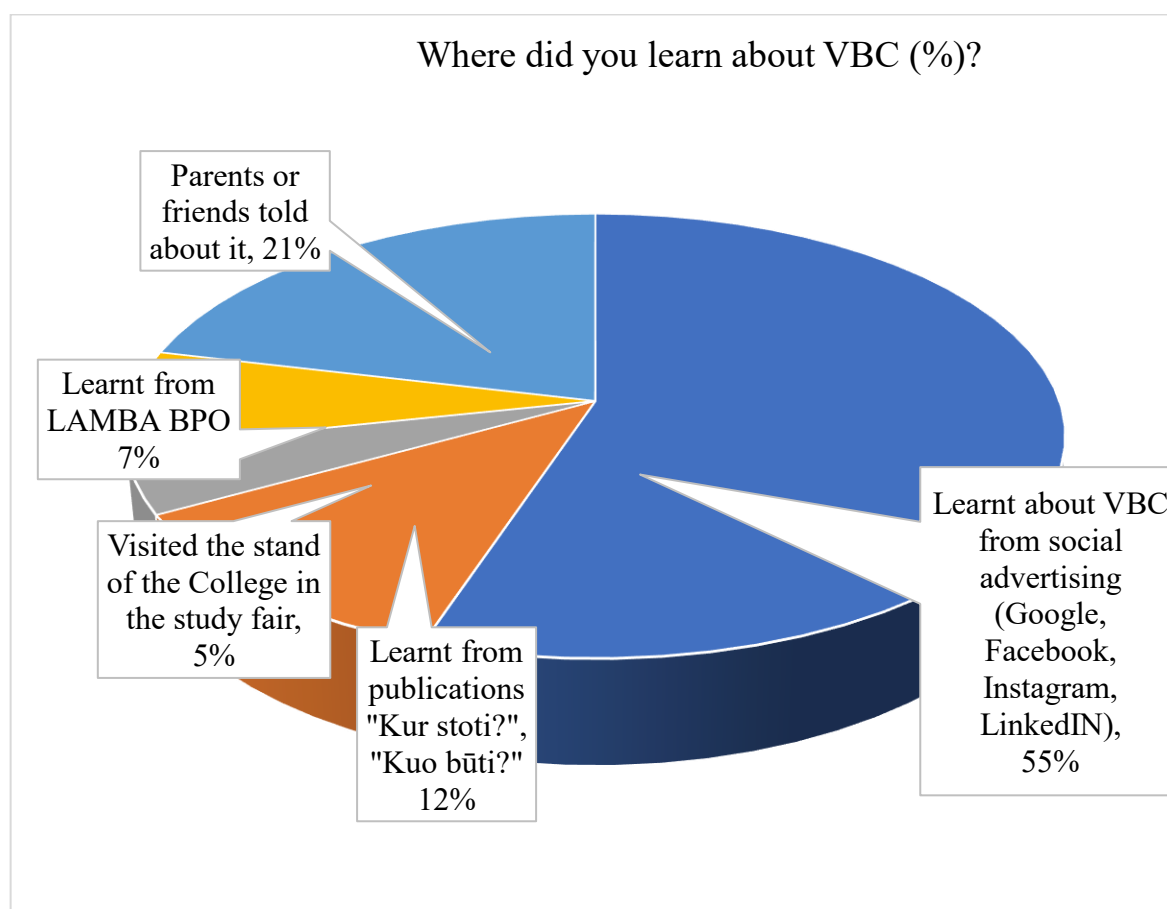
Implementing the admission marketing campaign, we considered the data of surveys, which allowed identifying platforms of social media used and followed by 18–30-year-old young people, their parents and the public, as well as the pandemic situation in the country. Therefore, a considerable attention was allocated to digital advertising and its channels:

We used “Google ads“, “Facebook“, “Instagram“ for advertising. We also actively disseminated information on the portals of social networks “Youtube“ and “LinkedIN“.

In 2021 we filmed and published a record number of videos – over 20. As part of the admission campaign, we held an open-door day event “Vilnius Business College Online“ and broadcast it on the YouTube and Facebook platforms. In collaboration with the company “Digiklasė“, our partner, we organised an interactive lesson and presented the study model of Team Academy.

The conducted survey of entrants (see Figure 1) showed that the largest proportion of the surveyed students (53.43% ) learnt about VBC from the advertisements on the platforms “Google“, “Facebook“ and “Instagram“. Therefore, it can be stated that consistent advertising in the social space paid off and exceeded expectations.

**Figure 1.** The data of student survey on where they learnt about the studies at VBC.





In 2021 improvement works were carried out on the College's website by installing cookies, updating the library section, as well as the section of the webpage dedicated to projects by expanding dissemination opportunities. **It should be emphasized** that the electronic space of the College set records in 2021. The website of VBC ([www.kolegija.lt](http://www.kolegija.lt)) and social networks publicised a record number of videos: 64 on the website of the College; over 140 videos in "Facebook" and "Instagram"; over 51 videos in "LinkedIn". We created and publicised more than 20 records in "Youtube". Some of the news was presented in the format of short videos.

**In 2021 we were mentioned in more than 10 articles in mass media:**

The published articles about investment of "MJJ Foundation" in Vilnius Business College:

- <https://mjjfondas.lt/marius-jakulis-jason-investicija-i-vilniaus-verslo-kolegija-gerai-apgalvota/>,
- <https://www.facebook.com/MJJfondas/posts/940296996759048>,
- <https://www.orion.lt/straipsniai/vilniaus-verslo-kolegija/>,
- <https://www.vz.lt/2021/05/13/mjj-fondas-isigijo-vilniaus-verslo-kolegija>,
- <https://www.facebook.com/MJJfondas/posts/940296996759048>.

One of successful examples, which proves the efficiency of developing entrepreneurship competences in the College, is illustrated by the case of Alimas Rubinskis, a graduate from the College. Following his business plan prepared during his studies in the College, Alimas established his own business. Its main idea was to set up a mobile phone repair shop. The student started implementing his business plan after graduation. This success story was covered in the daily "Verslo žinios" and available on other news portals (15min.lt, delfi.lt, lrytas.lt). For more details see:

- [www.delfi.lt/m360/naujausi-straipsniai/sukure-pirmaja-lietuvoje-mobiliuju-telefonu-taisykla-ant-ratu.d?id=79859131](http://www.delfi.lt/m360/naujausi-straipsniai/sukure-pirmaja-lietuvoje-mobiliuju-telefonu-taisykla-ant-ratu.d?id=79859131),
- <https://www.15min.lt/verslas/video/vilnietis-mobiliuju-telefonu-taisykla-isirenge-automobilyje-157048>,
- <https://www.vz.lt/smulkusis-verslas/2021/08/17/baigiamasis-studiju-darbas-virto-verslu-sukure-telefonu-taisyklaant-ratu>,
- <https://www.lrytas.lt/verslas/sekmes-istorijos/2021/09/18/news/bakalauro-darbas-virto-verslu-irenge-telefonu-taisykla-ant-ratu-papasakojo-apie-klientu-asaras-20578986>

The articles were also published in "Kur stoti 2021" and "Kuo būti 2021".

**Dissemination in the internet space:**

- Dissemination of the 2021 Graduation Ceremony on the website of the partners “MJJ“: <https://mjjfondas.lt/per-vilniaus-verslo-kolegijos-diplomu-iteikimo-svente-m-jakulis-jason-akcentavo-svetingumo-reiksme-versle/>,
- Participation of VBC together with the public organization “Junior Achievement” in the educational initiative “eXpo” in 2021: <https://lja.lt/kaledos-grizta-expo-2021-laimetojai/>, <https://www.facebook.com/MJJfondas/posts/1084433235678756>,
- Dissemination of information on the “Facebook“ profile of partners “MJJ Foundation“ about the established “X Class“, i.e. familiarisation of schoolchildren with business and its processes. VBC delegated coacher Loreta Pivoriūnaite <https://www.facebook.com/MJJfondas/posts/1033536467435100>,
- A public announcement of the partners “MJJ Foundation“ about the start of admission through the system of LAMA BPO: <https://www.facebook.com/MJJfondas/posts/953460435442704>,
- An invitation to business representatives to cooperate with students of the study programme of Business Management and Marketing by the Team Academy method implemented at Vilnius Business College: <https://www.facebook.com/MJJfondas/posts/1071648346957245>,
- A video report from the College Graduation Ceremony on the main evening news programme of LNK Television 04 07 2021 at 6.30 pm and 9.30 pm: <https://lnk.lt/zinios-1830/Visi/133679> (watch from 23:21 min.);
- An article about VBC distance studies on the online portal for Lithuanians living abroad <https://www.itlietuviai.it/studijuoti-nuotoliniu-budu-tampa-ypac-lengva-uzsienyje-gyvenantys-lietuviai-dalijasi-patirtimi/>
- The educational event “Studijos kitaip“ [Studies Differently] for schoolchildren held together with partners “Digiklase“: <https://www.facebook.com/digiklase/posts/564461934922948>,
- Greeting on the occasion of 1 September prepared by the partner “MJJ Foundation“ with reference to their investment in VBC: <https://www.facebook.com/MJJfondas/posts/1014447726010641>

**During 2021 we filmed and publicised a record number of videos:**

- A video record of the College infrastructure: <https://youtu.be/xJtssPHHyhg>
- An interview video of the success story of Gediminas Česnavičius, a graduate of VBC: <https://youtu.be/qf9PDzLywrI>



- An interview video of the success story of Aurimas Pumputis, a graduate of VBC: <https://youtu.be/Zk5XIUxCif8>
- Live stream of the admission event “Open Doors”: <https://youtu.be/Fz5T-ezd6gE>
- A video record of the 2021 Diploma Ceremony : <https://youtu.be/jikA0YAsxoQ>
- A video reporting on the outsourced project of the Team Academy students in cooperation with the company “Saulės graža”: <https://youtu.be/43ubaEXeR9A>
- An illustrative video clip was publicised during the advertising campaign: in Lithuanian - <https://youtu.be/E5u5Eb8t82s>, in English: <https://youtu.be/K6rLqMWblJY>; in Russian: <https://youtu.be/8E9Il4ITcVc>
- Easter greetings to the VBC community: [https://youtu.be/Mfiuh\\_789kQ](https://youtu.be/Mfiuh_789kQ)
- A video record of the “VVK studija“ [VBC Studio]. Topic: Personal Branding. <https://youtu.be/sov6uCTP5oc>
- A video record of the “VVK studija“ [VBC Studio]. Topic: Television, the Green Room and Content. <https://youtu.be/g4cX6g6kzDg>
- A promotional video about the VBC article that appeared in the publication “Kuo būti“ [What to Choose?]: <https://youtu.be/6xMcsZHm3Vs>
- An introductory video of “EduBoom“ week: <https://youtu.be/aKUdTDNFd7M>

#### **The guests of the VBC in 2021:**

**Kotryna Stankutė-Jaščemskienė:** *“If you want to know what is needed for successful development of your business, a frequent professional will refer to a wide network of contacts. Namely this was the main idea of the lecture delivered to the College students by Kotryna Stankutė – Jaščemskienė, Head of Marius Jakulis Jason Foundation.”*

**Viktor Voroncov.** *“Head of a German capital company, who increased the company’s turnover from 0.2 million EUR to 10 million EUR in a few years. The number of employees rose from 2 to 17. The average salary in the company is about 3500 EUR. In 2019 the company received three awards as a socially responsible business.”*

**Marius Jovaiša** *“Marius, a photographer, entrepreneur and investor, talked about his diverse activities and why it is important to clearly identify or determine own dream and approach it step by step; what learning until the last breath and reading of books can give to you; what motivates him most, etc.”*

**Mindaugas Strėlis** *“Head of Orion Wealth, who has been working in investment banking for 15 years. The questions and topics were very relevant and encouraged students’ critical thinking: why is trust in people so important in this field; why business does not have courage to discuss mistakes; can reading in mass media influence the decisions made by an entrepreneur; what the importance of positive thinking is, etc.”*

**Eglė Stakaitienė.** *“Head of IT Business Development (UAB “Agmis”), a mentor of start-ups and business consultant answered a lot of questions from students, such as when the desire to start a business appears, what working in a large company can bring to you, how to establish connections in business or what to do if a person feels uncreative.”*

**Alius Jakubėlis.** *“A. Jakubėlis presented his attitude towards investment and explained what a student, who is interested in investment, should start with.”*

### **3.1 SOCIAL PARTNERSHIP AND EVENTS**

Implementing its activities, Vilnius Business College collaborates with academic, social and business partners and has been a member of various associated structures for many years. Memberships of Vilnius Business College in 2021:

- Association INFOBALT
  - Užupis Cluster (UC)
  - Lithuanian Hotels and Restaurants Association (LHRA)
  - Lithuanian Game Developers Association (LGDA, social partner)
  - National Association of Creative and Cultural Industries (NACCI)
  - Conference of Lithuanian College Directors (CLCD)
  - Lithuanian Marketing Association (LiMA);
  - Vilnius Chamber of Industry, Commerce and Crafts (VCICC).
- CHRIE – Council for Hotel, Restaurant and Institutional Education** *(The Hospitality & Tourism Educators. A new membership, which aims to strengthen the links of Vilnius Business College according to the newly prepared study programme International Hospitality Management.*

Participation in international and national memberships helps the College to develop a network of partners and popularise the name of Vilnius Business College in the educational services and labour market.

In 2021 social, business and academic partners also participated in the College events: study fairs, project meetings, project conferences, defence of final theses and diploma ceremonies, the annual meeting of the College staff and partners, and various work-related meetings. Extreme situation and the quarantine did not disturb close relations with partners and meetings were organised in contact and distance forms depending on circumstances.

#### **The calendar of the most important events in 2021:**

*Considering the COVID restrictions still in force, the number of physical (contact) events in the College considerably decreased. The held events had to follow restrictions of various formats.*

*The festive event of September 1 of the academic year 2021-2022.*



*The first week in September is dedicated to **VVK EduBoom**, which aims at socialisation of students. During *Socialization Week* meetings are held with the heads of departments that implement the study programmes they chose and lecturers working in them, the structure and learning outcomes of the study programme are presented. Lectures on psychology, teamwork, effective work organization methods and time planning delivered by professional teachers and consultants are organised for first year students. They are familiarised with the study process, the College values, possibilities for international exchange and internships. During this week, students of all years of studies met with social partners and employers, who attractively presented the chosen study programmes and shared their expectations.*





VBC GOFORWARD was an informal event of the beginning of the academic year in September. The College teachers, students, administration and social partners participated in the collective sports event Vilnius Regatta 2021.



In September didactic training courses were delivered by Andrėjus Račkovskis, Head of Teaching Innovation Department at VBC. The aim of the courses was to help the College lecturers to prepare for a new academic year.



In March, the College organized the annual 9<sup>th</sup> Modern Translation Contest for students of the study programme of English for International Communication, which was coordinated by Birutė Bersėnienė, a lecturer of Foreign Language Department, expert in teaching methodology and translator-practitioner.

In the autumn semester of 2021, the College organised a series of public lectures-discussions with entrepreneurs, heads of companies, professionals in different fields for the College students, academic staff and administration. All these lectures-discussions were organised in the classroom for hybrid teaching, what created favourable technical conditions for full participation of physically present participants as well as distance ones. All recordings of these meetings are uploaded to the MOODLE platform so that they are accessible to everyone for teaching/learning purposes.

- In September, a public lecture-discussion about the search of ideas and possibilities was delivered by Algirdas Stonis, Director of Telesoft.
- In September, a public lecture-discussion to the academic community of the College about creating the value for a client was delivered by Alius Jakubėlis, Director of Orion Securities.
- In October, a public lecture-discussion to the academic community of the College about leadership and teamwork was delivered by Eglė Stakaitienė, Head of Agmis Business Development.
- In October, a public lecture-discussion to the academic community of the College about investment and investment opportunities was delivered by Mindaugas Strėlis, Head of Orion Wealth.
- In November, a public lecture-discussion to the academic community of the College about goal-setting and self-education of an entrepreneur was delivered by Marius Jovaiša, a publisher, photographer, traveller, author of documentary films.
- In November, a public lecture-discussion about the search for business opportunities in foreign markets was delivered by Robertas Kupstas, a founder of businesses.
- In December, a public lecture-discussion to the academic community of the College about efficient networking was delivered by Kotryna Stankutė-Masčėmskienė, Head of MJJ Foundation.





### 3.2 INTERNATIONALITY

Vilnius Business College has been annually expanding the network of foreign partners. It has been an active participant in international projects and programs as well as in international research activities. In 2021 VBC had 45 *Erasmus+* collaboration agreements signed with higher education institutions: out of them 35 agreements with the partners from the European Union (EU) and 10 agreements with countries not from the European Union (Armenia (1), Georgia (2), Belarus (1), Ukraine (2), Syria (2), Uzbekistan (1), Russia (1)).

### 3.3. ERASMUS MOBILITIES

**In the academic year 2021-2023** VBC received 42 950,00 EUR from the European Commission to implement **Erasmus+** according to **KA103** program for organising student and staff mobility and other activities in the program countries.

Vilnius Business College used the allocated grants for international student and staff mobility in 2021.



According to Erasmus+ KA103 project 8 VBC students used opportunities of Erasmus+ mobility: 1 student went on study visit to Spain; 9 students had their internships abroad. Spain was chosen for studies and Estonia, Greece, Spain, Germany were chosen for internships.

Five Erasmus+ mobilities for teaching and learning were organised: 1 lecturer went on a teaching visit to Finland, and 4 administrative employees went on study visits to Spain and German.

One lecturer went on a teaching visit to Georgia according to Erasmus+ KA107 project.

### **3.4. OTHER MOBILITIES**

Vilnius Business College students and staff participate not only in the Erasmus+ exchange program, but also in other international mobilities: study fairs, conferences, volunteer activities, etc.

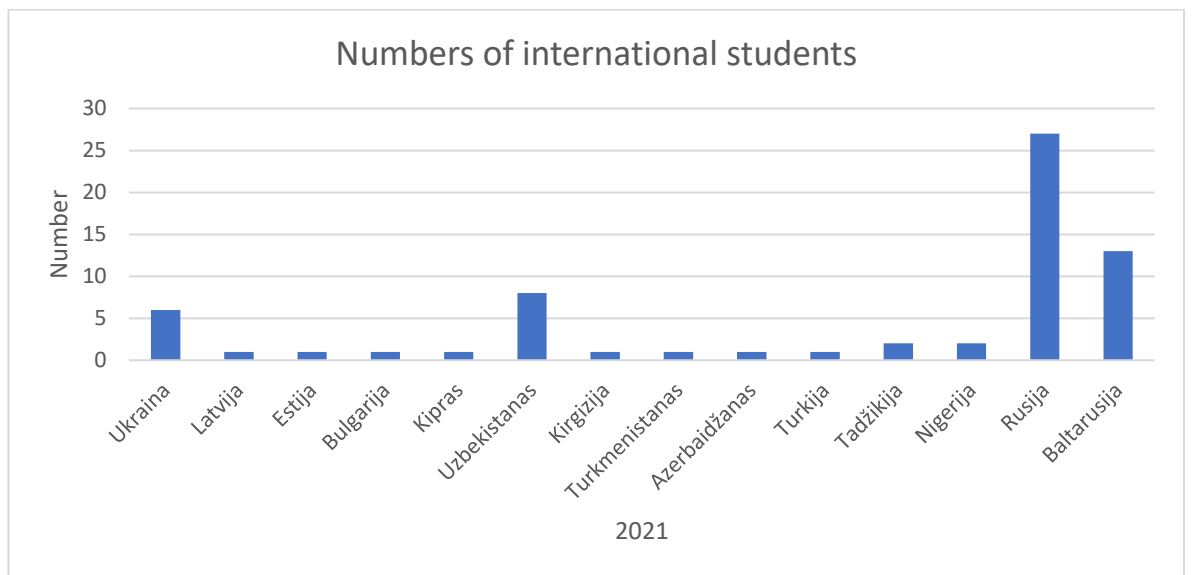
In 2021 one VBC employee participated in the international study fair in Kyiv (Ukraine), 2 employees visited a virtual exhibition for the markets of Turkey, Ukraine, Kazakhstan and Uzbekistan.

### **3.5. INTERNATIONAL STUDY PROGRAMMES**

In 2021 90 applications were received to study in the international study programmes implemented in VBC with Russian and English as languages of instruction; 41 students from foreign countries were admitted to studies in Russian and English:

- *Business Management and Marketing* (Russian) – 19 foreign citizens (from Uzbekistan, Turkmenistan, Russia, Kyrgyzstan, Belarus) and 5 citizens of Lithuania;
- *Game Development* (English) – 7 foreign citizens (from Cyprus, Nigeria, Turkey, Belarus and Russia) and 8 citizens of Lithuania.

75 students were studying in the international study programmes at Vilnius Business College on 1 September 2021: out of them 59 foreign citizens from 14 countries and 16 Lithuanian citizens. Foreign citizens (66) made up 7.21% of all 916 VBC students and the number of students (82) in the international study programmes comprised 8.19% of all VBC students.



### **Membership in international organisations**

In 2021 Vilnius Business College was a member in the following **international organisations**:

- EURASHE – *European Association of Institutions in Higher Education*
- UASnet – *Universities of Applied Sciences Network*
- EFVET - *European Forum of Technical and Vocational Education and Training.*
- **CHRIE – Council for Hotel, Restaurant and Institutional Education** (*The Hospitality & Tourism Educators. A new membership, which aims to strengthen the links of Vilnius Business College according to the newly prepared study programme Hospitality Management.*

## 4. APPLIED RESEARCH AND PROJECT ACTIVITIES

In 2021 the directions of applied research were revised and renewed.

Groups of fields of applied research works	Thematic directions of applied research works
Applied research in teaching innovations and technologies	<ul style="list-style-type: none"><li>● digitalisation of teaching and learning (technology-based learning)</li><li>● teaching/learning innovation methods (project teaching, experiential Team Academy)</li><li>● research on competences</li></ul>
Applied research in business	<ul style="list-style-type: none"><li>● applied research on business development</li><li>● market research</li><li>● research on marketing strategies</li><li>● development of logistic processes/services</li></ul>
Applied research in computer science	<ul style="list-style-type: none"><li>● research on technology and human interaction</li><li>● artificial intelligence solutions for higher education</li><li>● financial technologies and blockchains</li></ul>
Directions of applied research in the humanities	<ul style="list-style-type: none"><li>● research on strategies of linguistic activity and means of linguistic expression</li><li>● research on the application of the English language in business communication</li></ul>

The new Procedure for Promoting Research and Experimental Development was approved by Order No. V-45 of the Director of 10 September 2021 to encourage the academic staff and researchers of the College to participate in applied research activities.

Scientific publications and methodological aids published in 2021:

Tomas Butvilas, Jūratė Butvilė, Maciej Kolodziejski. *Business inside within pandemic: theoretical considerations*. [Rocznik Towarzystwa Naukowego Płockiego](#) 2021, p. 13-22





Butvilas, Tomas; Butvilė, Jūratė; Arslan, Hassan. *Adults Participation in Non-Formal Education: The Statistical Regression Model*. An Interdisciplinary Approach to the Management of Organizations / Edited by Ali Akdemir Hasan Arslan. Bialystok : E-BWN Publication House, 2021. p. 23-29.

Vidas Kavaliauskas. *Jaunujų Sakartvelo poetų antologija Kartvelų ir Lietuvių kalbomis*. [An Anthology of Young Sakartvelo Poets in Kartvelo and Lithuanian Languages] Lietuvos ir Sakartvelo kultūrinės jungtys. [The Cultural Links Between Lithuania and Sakartvelo]. International scientific interdisciplinary conference, November 8-9, 2021. Tbilisi. p. 42-55.

TEAM ACADEMY METHODOLOGY AT VILNIUS BUSINESS COLLEGE. Prepared by: Doc.Dr. Tomas Butvilas (VBC), Doc. Dr. Virgilija Vasilienė-Vasiliauskienė (VBC), Lect. Andrejus Račkovskis (VBC, TA coacher), Lect. Aušra Gaivenienė (VBC, TA coacher).

## PROJECT ACTIVITIES

In 2021 Vilnius Business College participated in the following international projects:

International projects			
No.	Title of the project	Project logo	The most significant works in 2021
1.	<b><i>EUcome4U European Union: Common Past, Present and Future For You</i></b>		The Project aims to increase knowledge and raise awareness of the EU history and the differing perceptions and understandings of past and present commemorating and celebrating significant events of the 20th century in partner countries, particularly focusing on young people under 30 years old. Due to the COVID-19 pandemic, activities and participation in events around the world have been postponed.
2.	<b>NORDPLUS</b> – is the international cooperation program of the Nordic countries (Denmark, Iceland, Norway, Sweden and Finland) and the Baltic countries (Lithuania, Latvia and Estonia). The project <b><i>Teampreneurs United</i></b>		4 students from the study programme of Business Management and Marketing TEAM ACADEMY went on short study visits to Tampere University of Applied Sciences in Finland.
3.	Mobility of higher education students and staff in Program countries No. 2019-1-LT01-KA103-060139		1 student from the study programme Programming and Internet Technologies went on Erasmus+ graduate traineeship to CHALLEDU (Greece); 1 VBC lecturer went on a teaching visit to Tampere University of Applied Sciences (Finland); 2 administrative employees went on a study visit to Formatic Barna (Spain)
4.	Mobility of higher education students and staff in Program countries No. 2020-1-LT01-KA103-077502		1 student from the study programme of Business Management and Marketing went for Erasmus+ studies to Formatic Barna (Spain); 1 student from the study programme of Tourism and Events went on Erasmus+ graduate traineeship to BALTIKA (Spain); 1 student from the study programme of Tourism and Events went on Erasmus+ graduate traineeship to Remarc SunSeaFun Group (Greece); 4 students from the study programme of Business Management and Marketing went for Erasmus+ traineeship to EURAD OU (Estonia); 2 students from the study programme of Business Management and Marketing went for Erasmus+ traineeship to VILLA DIMA HOTEL (Greece); 1 student from the study programme of Business Management and Marketing went for Erasmus+ traineeship to KANZLEI WALTER&KOLL (Germany);

5.	Mobility of higher education students and staff in Program countries and partner countries No. 2019-1-LT01-KA107-060359	 Erasmus+	1 VBC lecturer went on a teaching visit to the State University of Iacob Gogebashvili Telavi (Georgia).
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## R&ED projects

One of the examples of efficient collaboration in 2021 is collaboration with *UAB Fitek EDI*, a company that specializes in creating and implementing complex solutions in information technologies. Further collaboration with this enterprise occurred implementing the project ***Development of a Payment Platform Based on Innovative Technologies INO-PAY***, which is financed according to the measure *Eksperimentas*. During the project scientific research and experimental development activities are being conducted to create a payment platform based on innovative technologies, which will be first in the world to combine the “blockchain” technology and “Request-to-Pay” standardization solution. Eight researchers from the College are participating in the project INO-PAY and in 2021 they successfully carried out scientific research within the project and prepared 12 research reports.

In 2021, the Vilnius Business College signed a contract with the Agency for Science, Innovation and Technology (hereinafter – MITA) to carry out the project under the European Union R&D results commercialization and promotion of internationalization project financing conditions No. 1 “***Development and Commercialization of a Support System for the Assessment of Knowledge and Achievements Based on Artificial Intelligence***“. MB Miskantas was set up to create ***an artificial intelligence-based support system for the assessment of knowledge and achievements*** and to commercialize this product created by the researchers of Vilnius Business College. Since April 2021 MB Miskantas and the College researchers (***in total – 5 researchers in Business and IT***) have been implementing the project “***Development and Commercialization of a Support System for the Assessment of Knowledge and Achievements Based on Artificial Intelligence***“, which is financed by the Structural Funds of EU. Implementing the project, the ***Miscanthus-20*** is being created, which is ***an innovative artificial intelligence-based support system of knowledge and achievements assessment***, which aims to facilitate the work of testers (e.g., teachers) in the process of knowledge and achievement assessment as well as to enable students to self-test their knowledge. *The results of the project can be applied in the process of study programmes implemented in the College, introducing innovative methods of knowledge and achievement assessment.*

## **Training courses implemented by Teaching Innovation Department and presentations made in the conferences:**

### **Abroad:**

- Presentation “Practice makes perfect... But only if” in the virtual conference “Teaching Makes a Difference” (23 10 2020) organised by Estonian Association of English Teachers (EATE).
- Presentation “Going beyond the boundaries between exam preparation and real-world language with your C1 Advanced learners” in the event “Online Cambridge Day for Central Europe and Baltics” (27 03 2021).
- Presentation “Think beyond language” in the virtual events “Cambridge Day Bulgaria” (12 05 2021) and “Cambridge Day Baltics” (29 05 2021) organised by Cambridge University Press.
- Presentation “Emotional Development in the ELT Classroom” in the virtual event “Cambridge Day Brazil” (30 07 2021) organised by Cambridge University Press.
- Presentation “Creative Thinking in the ELT Classroom” in the virtual event “Back to the Classroom” (Czech Republic, 30 08 2021).
- Presentation “Going beyond the boundaries between exam preparation and real-world language” in the virtual event “Teacher Development Seminar” organised by Cambridge University Press (Romania, 07-08 09 2021).

### **In Lithuania:**

- Project of the Centre for the Development of Qualifications and Vocational Training “Development of the adult education system by providing general and basic competences to learners.” The teaching material was prepared and courses “International Communication” were delivered in September 2020 – 24 June 2021.
- The courses "Links and Integration of Study Subjects" (40 acad. hrs.) were delivered in Dubysa Aukštupis School by the order of Education Support Service of Šiauliai district , January-May 2021.
- The teaching material was prepared and training courses “Links and Integration of Study Subjects” (40 acad. hrs.) and 36 hrs. consultations were delivered according to the project “Quality Basket” (NO. 09.2.1-ESFA-V-719-01-0001) “Raising Student Motivation Through the Implementation of Educational Centres – “Learning Hubs” for Integrated and/or Experiential Education” in Tauragė Jovarai Basic School (January – December 2021).



- The teaching material was prepared and the courses "Experiential Teaching/Learning": training of change teams of 11th generation schools" within the program "I Choose to Teach!" were delivered (07 05 2021) by the order of Centre for School Improvement.
- The teaching material was prepared and a 12 acad. hrs. course "Training for Mastery in Teaching" for VBC lecturers were delivered (September – December 2021). The course: Training for Mastery in Teaching ([kolegija.lt](http://kolegija.lt))
- The teaching material was prepared and the courses "Experiential Learning" were delivered to teachers of Klaipėda "Smeltės" Progymnasium (03 11 2021) by the order of Education and Culture Centre of Klaipėda Teachers.
- The teaching material was prepared and training courses were delivered (4 days x 8 acad. hrs.) on the topics: "*Rapid Business Development: Value Selling Methodology*" and "*Sales in Business in a Clear, not Boring, Effective Way*" in the business clusters of Ukmergė, Plungė and Klaipėda (PI "Versli Lietuva" the project: development of BC "Spiečius" and targeted business competences) (September – November 2021) by the order of UAB "Ekonominės konsultacijos ir tyrimai".
- Material was prepared and training courses were delivered (according to the project "Development and Testing of General Education Content and Organization Models in General Education " No. 09.2.1-ESFA-V-726-04-0001 co-financed by the funds of the European Union Structural Funds) by the order of UAB "Ekonominės konsultacijos ir tyrimai":
  - "Interactive Game Development" for the community of Pakapė School, Šiauliai district, 8 acad. hrs. (24 11 2021 and 01 12 2021)
  - "Integrated Teaching/Learning that Boosts Students' Self-esteem, Responsibility, Personal Progress and Motivating Them to Learn and Seek Better Results" to the community of Jašiūnai "Aušra" (Šalčininkai District) (29 09 2021).
- The material was prepared and the training courses on topics "Time Management" and "Experiential Learning" (6 acad. hrs.) were delivered to teachers of Alytus St. Benedictus Gymnasium (10 11 2021 and 03 12 2021).

## 5. HUMAN RESOURCES

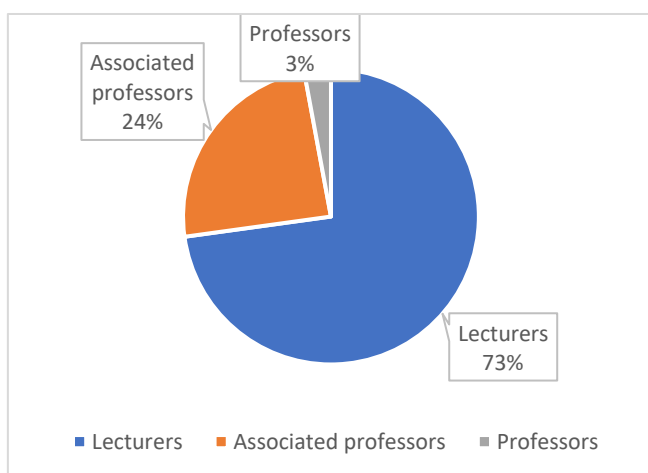
The human resources of the College are managed considering *the policy on human resources* formulated by the College.

The College staff consist of administrative staff and lecturers.

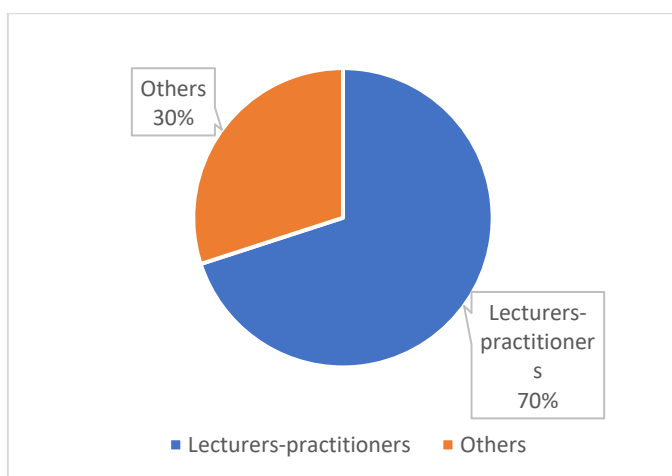
On 31 December 2021 18 administrative employees (some of them are also lecturers) and 71 lecturers were working in the College: out of them 18 (26 %) are scientific degree holders; 50 (70 %) are lecturers-practitioners with more than 3 years of practical experience in the field of the study subjects taught.

No.	Employees	Number of employees
1	Lecturers	71
2	Heads and other administrative staff	10
3	Support staff	2
4	Staff providing professional support to students	7

No.	Academic staff	In total	Out of them research (doctor's) degree holders
1	Assistant lecturer	-	-
2	Lecturer	53	-
3	Associate professor	16	16
4	Professor	2	2
<b>Sum</b>		<b>71</b>	<b>18</b>
Number of women		36	8



**Fig. 3.** Structure of academic staff: holders of doctor's degree



**Fig. 4.** Structure of academic staff: practitioners and others

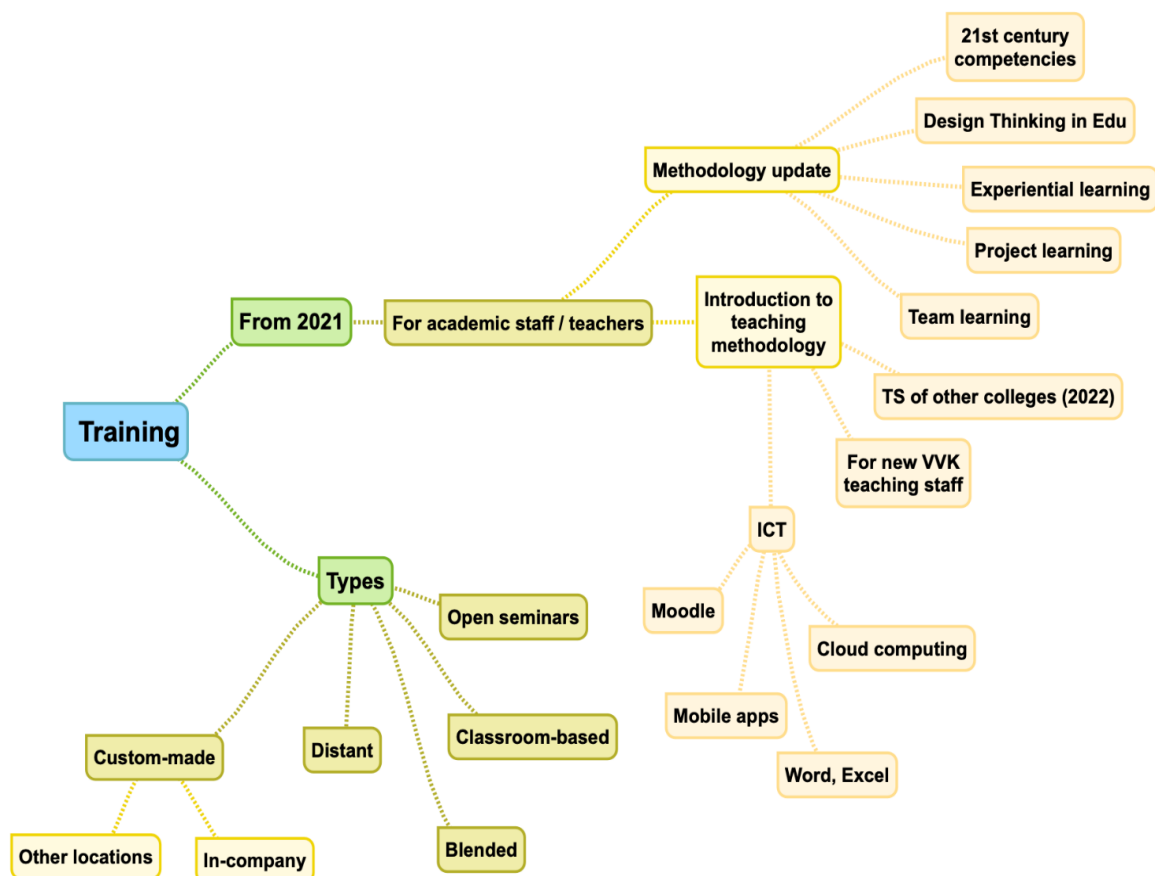
In 2021 the Code of General and Academic Ethics was significantly renewed: the norms of general ethics were distinguished, ethics of pedagogical activities, ethics of research activities, ethics of student and unclassified student academic ethics, declarations of academic integrity for students and lecturers were introduced.

The Criteria for Evaluating the Annual Progress of Lecturers were defined for the new academic year 2021-2022, the systematic and consistent application of which will help to concentrate the intellectual and creative potential of the College in a targeted way to achieve common goals.

1. Learning.
2. New created products.
3. Implementation of teaching innovations.
4. Applied research activities.
5. Raising VBC publicity, public dissemination.

The College allocates considerable attention to professional development of academic staff. In the academic year 2021-2022 the Department of Teaching Innovations approved ***The Training Plan for Excellence in Teaching***, which consists of 3 modules: *Planning the Teaching/Learning Process and Curriculum in Higher Education (30 hrs.)*, *Teacher Digital Competences (30 hrs.)*, *Teacher Leadership Competences (30 hrs.)*.

The training courses were organised according to the following directions for the College teacher training in 2021: methodology update, introduction to teaching methodology and information communication technologies.



The implemented training plan for lecturers **2021-2023**

## 6. INFRASTRUCTURE

### 6.1. MATERIAL BASE

The College constantly allocates funds for the improvement of the teaching environment, maintenance and updating of computer and software, and development of library funds.

2021	
Operation and maintenance of premises, Eur	81.410
Total area of premises m <sup>2</sup>	1,022,82
Building and premises renovation indicator, %	79.59
Software and technologies, Eur	84,623
Number of students in full-time equivalent	629
<i>Indicator of update of technological equipment, %</i>	134.54
Library funds, Eur	16,990
Number of students in full-time equivalent	629
<i>Indicator of update of library funds, %</i>	27.01

<b>IN TOTAL funds allocated to the material base of the College, Eur</b>	<b>183,023</b>
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## 6.2. LIBRARY ACTIVITIES

The goal of the Library is to ensure provision of the College community with information resources, to establish conditions for independent studies of students, to provide services that meet the needs of students, lecturers and administration of the College.

The College library (68 m<sup>2</sup>) consists of lending division, reading room (13 workplaces) and internet reading room (10 computerised workplaces) and creates conditions for free access to the internet, databases (EBSCO Publishing, Emerald Management eJournals and Taylor&Francis) and other funds of the College library. The College also subscribes to e-books of VILNIUS TECH.

Since 2010 the VBC library has been a member of the Lithuanian Research Library Consortium (LMBA) and in 2017 it joined the Lithuanian Academic Libraries Consortium (eLABa Consortium). eLABa is a national Lithuanian academic virtual Library.

The computer book catalogue “Aleph” has been purchased, where publications of VBC are stored. The book borrowing and return at the end of the academic year will be automated.

Table 10. Information on the Library funds

<b>2021</b>	
<b>Turnover of Library funds</b>	<b>Units</b>
Library funds of 01 01 2021 (books and serial publications), units.	3224
Publications received in 2021(units / titles)	11/4
Publications written off in 2021 (units / titles)	0/0
<b>Library funds of 31 12 2021 (books and serial publications), units.</b>	<b>3235</b>
Audio/visual documents received in 2021 (physical publ. / out of them in digital format)	0/0
<b>Audio/visual documents of 31 12 2021 (physical publ. / out of them in digital format):</b>	<b>39/37</b>
Mixed documents received in 2021 (physical publ. / out of them in digital format)	0/0
<b>Mixed documents of 31 12 2021 (physical publ. / out of them in digital format)</b>	<b>8/8</b>

Subscribed printed periodicals, electronic resources and databases :	Number	Title(s)
<b>Subscribed printed periodical publications</b>		
Number of subscribed periodical publications	2	The newspaper "Verslo žinios", the journal "Verslo klasė".
Out of them newspaper	1	"Verslo žinios"
<b>Subscribed e-resources (databases):</b>		
<b>International data bases and eBook Academic Collection (EBSCOhost)</b>	15	<b>EBSCO Publishing:</b> Academic Search Complete, Business Source Premier, eBook Collection, ERIC, GreenFile, Health Source - Consumer Edition, Health Source: Nursing/Academic Edition, Information Science&Technology Abstracts, MasterFILE Premier, MEDLINE, Newspaper Source, Regional Business News, Teacher Reference Center, eBook Academic collection. <b>Emerald Management eJournals, Taylor&amp;Francis</b>
<b>Electronic books of Vilnius TECH</b>		Link to the e-book platform URL at: <a href="https://www.ebooks.vgtu.lt/">https://www.ebooks.vgtu.lt/</a>
<b>Lithuanian e-resources</b>		Lithuanian Academic Electronic Library "eLABA"