

The Nordic-Baltic Co-operation

Nordic Baltic perspective- a holistic view to marketing

28 October – 07 November, 2010

PARTICIPANTS

Aarhus University, Institute of Business and Technology, Denmark

University of Aarhus, Institute of Business and Technology (AU-IBT) was established in 1995 as a new and interesting educational institution with a holistic view on business economics, international business languages and communication, management and engineering. It is the only institution in Denmark which teaches both business and engineering subjects. Since the start AU-IBT has doubled in size and now more than 1,600 students attend AU-IBT and close to 250 teachers and staff are employed at AU-IBT.

Visit www.hih.au.dk for more information.

Mälardalen University, Sweden

Mälardalen University (MU) has campuses in Eskilstuna

and Västerås with approximately 16,000 students and over 1,000 employees and is expanding rapidly. Half of the 16,000 students is studying engineering or natural science and the other half is enrolled in social science, behavioural science, humanities or health science.

MU has established research areas in engineering and technology, natural science, humanities, social science and health science.

Visit www.mdh.se for more information.

Tallinn University of Technology

Tallinn University of Technology (TUT) in Estonia, is located in Tallinn, the capital of Estonia, approximately 10 kilometres from the centre of the city. The main building houses five faculties, the building of the Faculty of Economics and Business Administration is situated away from the main campus.

TUT is one of the largest universities in Estonia, providing an inter-disciplinary higher education and technological advancement. TUT has over 11,000 students and a staff totalling 1,750.

Visit www.ttu.ee for more information.

Reykjavik University, Iceland

Reykjavik University (RU) is located at four premises and each location is equipped with modern, first-rate facilities. Students have round-the-clock access to those facilities every day of the year by use of an electronic access card.

The natural value of the RU area will be taken into account in its development and great emphasis is placed on the successful interaction between RU, its surroundings, and other activities in Vatnsmyri for the common benefit of all stakeholders. The overall goal in this respect is to make the area environmentally sound, pleasant and accessible to the public.

Visit www.ru.is for more information.

Telemark University College, Norway

Telemark University College (TUC) is the sixth major state

college in Norway with over 4,000 full time students and a staff of over 400. The college is situated in the south-eastern part of Norway. The campuses are geographically spread from the mountains to the coast.

The campus at Notodden provides a panoramic view for its 1,500 students across this small, post-industrial town. The rural mountain landscape setting is perfect for total immersion in the folk life studies which Rauland offers.

Visit www.hit.no for more information.

Lahti University of Applied Sciences, Finland

Lahti University of Applied Sciences (LUAS) is a large, multi-disciplinary institution of higher education. It is a centre of expertise with over 5,000 enrolled students and approximately 200 full-time teaching staff.

LUAS is located in Southern Finland. Seven faculties operate in a number of locations in Lahti, with the main central campus area within a kilometre from the city centre, close to Lake Vesijärvi and the Salpausselkä outdoor recreation area. Part of the Faculty of Business Studies at LUAS is located a few minutes walk north of the city centre.

Visit www.lamk.fi for more information.

ISM University of Management and Economics

ISM has two campuses in Vilnius and Kaunas with more than 1800 students. The university holds an International Quality Accreditation (IQA) and a European Credit Transfer Label (ECTS label). ISM Bachelor and Master Business and Management programmes have been accredited and awarded the highest assessment by the team of international experts invited by the Centre for - Quality Assessment in Higher Education. Teachers and professors are from across the globe and they carry out exchange programmes with universities in more than 20 different countries.

Visit www.ism.lt for more information.

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A tentative agenda for the intensive week in ISM University of Management and Economics

The plan is subject to change.

October 28, Thursday

Arrival to Vilnius. **Accommodation (students):** <http://www.gilehotel.lt/hotel/en;>

T. Ševčenkos Str. 16, Vilnius
Tel. No. +370 5 203 2070
Fax: +370 5 203 2077; E-mail: info@gilehotel.lt

Lecturers' accommodation: <http://www.contihotel.lt/>

Raugyklos g. 7/2, Vilnius
Tel. +370 5 251 41 11
Faksas +370 5 251 41 00
El. paštas: info@contihotel.lt

Teams will be met at the airport and transported to the dormitory and hotel.
Starting from 15:00 - Registration, Information
Meet and Greet ISM students (programme depends on the time of arrival)

October 29, Friday

9.00 – 13.00 Country report presentations
13.00 – 14.00 Lunch
14.00 – 17.00 Country report presentations
17.00 – 18.00 Team building activities
Buffet at ISM University of Management and Economics/Team building activity
Option later in the night: Halloween party with ISM Student union .

October 30, Saturday

11.00 -13.00 Lecture on Baltic economies and currencies. Dr. Nerijus Maciulis, ISM lecturer, Chief economist, Swedbank
13.00 – 14.00 Lunch
14.00 – 15.30 City tour
15.30 – 18.00 group work
19.00 Official dinner at “Cilli kaimas”, Vokieciu st. 8

October 31, Sunday

10.00 – 13.00 A visit to a Brewery and Biržai museum.
Team work in group rooms the rest of the day

November 1, Monday

10.00 – 12.00 Lecture on logistics in the region. Benas Adomavicius, ISM lecturer.
12.00 – 13.00 group work
13.00 – 14.00 Lunch
14.00 – 17.00 group work
19.00 – Evening with ISM students

November 2, Tuesday

9.00 – 13.00 Company visit (Kaunas airport)
13.30 – 14.30 Lunch in Kaunas
14.30 – 16.00 Kaunas tour
18.00 – 20.00 Group work

November 3, Wednesday

9.00 – 11.00 Team work
11.00 – 13.00 Guest speaker. Lecture: Government policy on development transport policy in Lithuania.
13.00 – 14.00 Lunch
14.00 – 19.00 Group work
19.00- Bowling competition

November 4, Thursday

10.00 – 13.00 Company visit UPS
13.00 – 14.00 Lunch
Teamwork.
Working on Multi-cultural reports

November 5, Friday

9.00 – 12.00 Working in groups on multicultural reports
12.00 – Reports handed
12.00 – 19.00 Teamwork on the presentations broken off by lunch
19.00 – 20.30 Cultural event

November 7, Saturday

10.00 – 16.00 Presentation of multi-cultural reports broken off by lunch

16.00 – 17.00 Evaluation.

19.00 – Closing ceremony with dinner and diplomas at “Belmontas” <http://www.belmontas.lt/joanos-carinovos-smukle/>

November 8, Sunday

Round up of the course. Feedback

Departure from Vilnius.

GUEST LECTURERS AND VISITS

Information on visiting lecturers and companies to be visited

Dr. Nerijus Mačiulis, ISM University of Management and Economics, Swedbank, Chief analyst

Dr. Nerijus Mačiulis has been working for ISM since 2005, since 2008 Dean of studies. His field of research is finance and risk management. Dr. Nerijus Mačiulis teaches Mathematical methods in Economics, supervises Macroeconomic analysis internship, is advisor to many of the master and doctor students. He also serves as member on the doctoral theses committees in Lithuania and abroad and is an author to many publications on finance and economics. Nerijus Mačiulis has been a visiting professor at INSEEC Grande Ecole, Paris and Bordeaux, FHS St Gallen, Switzerland, University of Ballarat, Australia, Tecnologico de Monterrey. The topics of his lectures include: Financial markets and behavioural finance, Financial options, Global financial crisis, Corporate finance, Investment management.

Lect. Benas Adomavičius, ISM lecturer, programme director of Strategic Management programme

Doctoral student, theses: Thesis: Strategic thinking. Lect B.Adomavičius is Program director – Strategic management program at Executive School, consultant at ISM executive school, Lecturer of strategic management course, marketing channels and logistics course (bachelor level), Marketing principles (bachelor level). He also serves as a member of the board for *Creditinfo Lietuva, Vilnius*. *Bena Adomavičius* has more than 9 years of solid professional experience in various business sectors: business consultancy, IT, etc., Implementation of various consultancy projects for enterprises in different fields of activities

Economist Ingos Baužytė, guest speaker from "Orion Securities"

Orion Securities in Nordic region is one of the strongest advisors investing in small to medium sized companies. We offer brokerage, asset management, research and corporate finance services. Orion Securities in Lithuania operates since 1993. Large part of services is still oriented towards traditional

brokerage services - equity sales and subscription to mutual funds. However, the main activity will be concentrated on corporate finance and asset management.

Kaunas International Airport (Lithuanian: *Kauno tarptautinis oro uostas*), (IATA: **KUN**, ICAO: **EYKA**) which serves Kaunas, Lithuania is the second busiest civil airport in Lithuania after Vilnius airport and the fourth busiest in the Baltic states. The airport mainly serves international passenger and cargo flights and is located in Karmėlava, 15 km (9.3 mi) northeast of the Kaunas city centre. Kaunas Airport can handle planes up to the size of a Boeing 747, Antonov An-124 or similar jets. In 2007 the airport handled 390,881 passengers, 60 % more than in 2006. In 2009 it handled 456,698 passengers and 2,119 tonnes of cargo. Since the 4th of May 2010 the low-cost airline Ryanair uses Kaunas Airport as its base and is the main operator at the airport.

UPS

Founded in 1907 as a messenger company in the United States, UPS has grown into a multi-billion-dollar corporation by clearly focusing on the goal of enabling commerce around the globe. Today UPS, or United Parcel Service Inc., is a global company with one of the most recognised and admired brands in the world. As the largest express carrier and package delivery company in the world, they are also a leading provider of specialised transportation, logistics, capital, and e-commerce services. Every day company manage the flow of goods, funds and information in more than 200 countries and territories worldwide. As the world's largest package delivery company and a leading global provider of specialised transportation and logistics services, UPS continues to develop the frontiers of logistics, supply chain management and e-Commerce . combining the flows of goods, information and funds.



ISM VISION, MISSION AND VALUES

While creating a special ISM community, ISM University of Management and Economics seeks to become a base for everyone wishing to discover in themselves new abilities and advantages in today's changing business environment. ISM responsibly encourages every individual to make use of their full powers of wisdom and creativity and never stop along the road of development.

VISION: a dynamic and modern European university of management and economics, serving lifelong educational needs of individuals, business and society in general.

MISSION: professional and socially responsible development of high relevance managerial competence and economic thought.

VALUES: are the basis of our activities, the constitution we hold to in our everyday work and proclaim to our clients.

- **Innovation** – constant search for and introduction of innovations and original solutions.
- **Openness** – sincere support of new ideas and changes, honest communication and tolerance of differences.
- **Quality** – for us it is lifestyle and the philosophy of activity, efforts and responsibility aiming at the best results.
- **Professionalism** – professional excellence, top competence, inner energy and self-expression. All this creates an organisation leader.
- **Lifelong learning** – acquisition of new knowledge and experience, sharing it with others, improvement.

ISM University of Management and Economics continuously maintains the concept of life-long learning. Whether you are an experienced executive, a prospective master's degree student, or high school graduate – everyone will find one's place either at ISM Executive, Graduate or Undergraduate schools. A new generation of researchers is also being developed through Doctoral Studies.

The idea behind the three schools is based upon the principle that strong links bind together the practical goals of business people, the scientific ambitions of graduate students, and the sparkling enthusiasm of undergraduates. The three schools of ISM will meet the needs of future businesses with relevant research and the creative thought of bright ISM graduates and doctoral students.

Doctoral Studies

ISM is the first and the only private university in Lithuania offering a Doctoral Studies Programme in Management and Administration. Doctoral studies are intended for students who are planning their scholarly and academic careers in management and business people who are in need of a theoretical background and new insights into the business environment.

Executive School

The Executive School, joining together academic and training programs, encompasses the broadest experience in business and management education. The Executive School is intended to be the flagship of the rest of the ISM fleet: the Graduate and Undergraduate schools.

Graduate School

The Graduate School encourages aspiring young specialists to follow the direction of today's business needs and foster ideas and better solutions for tomorrow's global economy. The key objectives of this programme are to stimulate innovative decision-making processes and strengthen each student's ability to identify and respond to management challenges in the international arena.

Undergraduate School

The objectives of the Undergraduate School are to develop the appropriate professional abilities and educate a mature and well-rounded personality. The ISM Bachelor's Degree provides both a substantial theoretical background and practical experience and also imparts the desire for continuous improvement.

ACCREDITATIONS

Accreditation by the Lithuanian Centre for Quality Assessment in Higher Education

Invited by the Lithuanian Centre for Quality Assessment in Higher Education, the group of international experts who carried out the accreditation of business and management study programmes at Lithuanian universities in 2005 accredited the business and management bachelor's and master's degree programmes of ISM University of Management and Economics without any additional conditions.

Experts noted that the study programmes offered by ISM are flexible and adapted to the students' needs and that they develop not only a competent management specialist, but also a well-rounded personality. The programmes are conducted by professional foreign and Lithuanian lecturers and practitioners.

IQA quality accreditation

International recognition confirms the high quality of ISM studies and diploma. The Central and East European Management Development Association (CEEMAN) has granted the university an International Quality Accreditation (IQA). IQA accreditation is granted to universities that have the most advanced management programmes in the whole region and ISM is the only university in Lithuania that has received such an important recognition.

Among the 300 Top World Business Schools

EDUNIVERSAL, the first official universal selection of 1000 business schools from all around the world, listed according to their capacity for international influence, conducted first time in 2008, placed ISM among the **300 Top World Business Schools**. By this score ISM takes the leading position in Lithuania and ranks among the highest in Central and East Europe. For more information visit www.eduniversal.com

SURVIVAL KIT

COST OF LIVING

Although Lithuania is not considered as an expensive country, cost of living may vary greatly from student to student and depend a lot on personal habits, like eating out or cooking at home. A lot of living costs may be reduced by minimizing use of water and electricity or using public transportation (buses and trolleybuses with monthly tickets or minibuses). The larger department stores have great variety of products, ranging from food to leisure items and clothes, and are open until 10 PM or midnight every day. Here are average prices for certain food items:

Loaf of bread	EUR 0,6/LTL 2
1 litre of milk	EUR 0,7/LTL 2,5
250 grams of cheese	EUR 1,2/LTL 4
Cup of coffee	EUR 1/LTL 3,5
½ kilogram of meat	EUR 3/LTL 10
Bottle of light beer	EUR 0,7/LTL 2,5
20 cigarettes	EUR 2/LTL 7,5-8
½ kilogram of potatoes	EUR 0,4/LTL 1,5
1 litre of bottled water	EUR 0,7/LTL 2,5
½ kilogram of apples	EUR 0,6/LTL 2
Pizza in a restaurant	EUR 3,8/LTL 13
Salad in a restaurant	EUR 2,3/LTL 8
Big beer in a restaurant/pub	EUR 1,7/LTL 6
Hot meal in a restaurant	EUR 4,6/LTL 16
Desert in a restaurant	EUR 2/LTL 7
1 cinema ticket	EUR 4,3/LTL 15

Note: EUR 1 = LTL 3,45 (Lithuanian Litas – local currency)

According to recent calculations the average monthly living expenses of a single student are around LTL 2000 (580 EUR).

Discounts are available for holders of ISIC, EURO26 and LSP (Lithuanian Student Identity Card) cards. You may obtain the booklet with available discounts in local travel agencies. Contact the student association for information about the student cards.

CALL SERVICES

If you wish to use a mobile phone in Lithuania, you have to know that there are three main service providers Omnitel, Bitė and Tele2.

You can buy a local number and pre-paid calling cards in most of shops and kiosks. The logos of the network(s) are usually displayed outside.

Calling from a mobile phone

International format for Lithuanian mobile number is +370 123 412 34. If you have been given a Lithuanian mobile number starting with 8 and you use your home country operator, replace 8 by +370. Thus, 8 676 35196 becomes +370 676 35196. If you have been given an 8-digit mobile number that doesn't start with 8, just put +370 in front of it.

Calling from a fixed line

Mobile phone number calling from a local fixed line starts with 8. If you've been given a number that looks like a short one – five or six digits – you'll need to find out the city code, and then dial 8-city code-number. To call an international number, dial 00-country code-number.

Emergency calls from mobile phone: 112

Emergency calls from the local fixed phone:

03 – Ambulance

02 – Police

01 – Fire Station and Rescue Service

Info lines: 118 or 1588.

Maps of the cities www.maps.lt

PUBLIC TRANSPORT

Lithuanian public transportation is comprised of buses, minibuses and trolleybuses. Most routes run from 5:00 AM until about 11:00 PM. Minibuses are privately owned but follow similar routes to those of buses and trolleybuses – look for destinations on the plate in the window.

They have no official stops so you must hail them by waving your hand and tell the driver in any language that works, when you want to get off. When crowded, hand your payment via other passengers to the driver.

Tickets (the same type of ticket is valid for busses and trolleybuses) can be purchased at any kiosk for 2 LTL or from the driver for 2,50 LTL. A single ticket is valid for one journey no matter the distance.

A ticket for minibus costs 3 LTL.

MEALS

Vilnius campus doesn't host cafeteria on campus, however a lot of downtown restaurants are within walking distance. Many of them offer daily lunch specials also.

Lithuanian traditional cuisine took shape over many centuries and was much influenced by cultural contacts with neighbouring countries. Traditional dishes are made from potatoes – like *cepelinai*, *kugelis* (potatoes pie), *bulviniai blynai* (potato pancakes). Another basic food is grain; therefore Lithuanians enjoy broad variety of local breads. You will find a wide selection of breads at local food markets. Pork, poultry, beef has always been used widely; therefore the selection of pork, beef and poultry dishes is wide both in the stores and restaurants.

Beer selection is also very wide, as a lot of beers are produced locally.

Please contact International Summer School coordinator for the recommendations on local places to eat and go out.

LEASURE ACTIVITIES

Some useful contacts:

Tourist Information Centre of Vilnius Region (Didžioji str. 31) <http://www.vilnius-tourism.lt/>

Tourist Information Centre of Kaunas Region (Laisvės al. 36) <http://www.visit.kaunas.lt/>

“Vilnius in Your Pocket”, “Kaunas in your pocket” www.inyourpocket.com/lithuania/en

Many cultural venues such as cinemas, theatres or concert halls offer discounts for students.

Cinemas:

Coca-cola plaza, Savanorių 7

Forum Cinemas Akropolis, Ozo 25

Concert halls:

National Philharmonic, Aušros Vartų 5

Vilnius Congress Concert Hall, Vilniaus 6/14

Siemens Arena, Ozo 14

Utenos Pramogų Arena, Ažuolyno 9

Theatres:

National Drama Theatre, Gedimino 4

State Youth Theatre, Arklių 5

The State Small Theatre of Vilnius, Gedimino 22

National Opera & Ballet Theatre, Vienuolio 1

Night clubs/Bars

Cozy, Dominikonų st. 10

Brodvėjus, Mėsinių st.4

Champagne Bar, Vienuolio st. 4

Ibish lounge, Aušros vartų st.11

L'amour, Vokiečių st.2

Pabo Latino, Trakų 3/2

Prospekto pub, Gedimino st. 2

PB Club, Pamėnkalnio st. 7/8

BALTI DRAMBLIAI, Vilniaus st. 41

IN VINO, AUSROS VARTU st. 7

SAINT GERMAIN Literatu st. 9

LA BOHEME Sv. Ignoto st 4/3

SURVIVAL LITHUANIAN

NICETIES	NECESSITIES	PRACTICALITIES
<p>How are you? Kaip sekasi? Thank you Ačiū Sorry/excuse me Atsiprašau Please Prašom Cheers! Į sveikata! Enjoy your meal! Gero apetito!</p> <p>CIVILITIES</p> <p>Hello Laba diena Hi Labas Good morning Labas rytas Good evening Labas vakaras Good night Labanakt Goodbye Viso gero See you! Iki!</p> <p>Yes Taip No Ne</p>	<p>Where's the toilet? Kur tualetas? On the left Kairėje On the right Dešinėje Help! Gelbėkit! What is your name? Koks tavo vardas? Where is...? Kur yra...? bus station autobusų stotis post office paštas phone-box telefono automatas hospital ligoninė police policija Do you speak English? Ar jūs kalbate angliškai? I do not speak Lithuanian Aš nekalbu lietuviškai I do not understand Aš nesuprantu Please repeat Prašau pakartoti Please write it down Prašau užrašyti I do not know Nežinau How much does it cost? Kiek kainuoja?</p>	<p>I would like Norėčiau tea arbatos coffee kavos wine vyno water vandens orange juice apelsinų sulčių bread duonos milk pieno beer alaus fruit vaisių salt druskos pepper pipirų sugar cukraus fish žuvies meat mėsos menu meniu knife peilio fork šakutės spoon šaukšto</p>



INFORMATION ON VILNIUS

Today, Vilnius, the capital of Lithuania, is one of the most frequently visited cities of Eastern Europe. It draws attention, not only because of its unique architectural character, but also by its cultural events and attractions. A variety of business, political and cultural meetings are held there. Vilnius is attractively presented at international tourism exhibitions and cooperation between many capitals of Europe is promoted. In 2009, Vilnius, as the first of the new cities of the EU Member States, will become the European Capital of Culture. It will share this honour with the Austrian city of Linz.

During the first ten years of independence the city has become a tourist attraction centre. It is, therefore, not surprising that during these ten years the number of tourists has consistently increased and at the same time tourist infrastructure and services have been developed.

Vilnius, as the capital of Lithuania, is the home of the President, the Seimas, the Government and the Supreme Court. Diplomatic missions, educational, cultural, financial, research, and health care institutions are based there.

It is also the largest city of the country. According to the 2006 census, the population of Vilnius is 553,553 people, which accounts for 17 per cent of the total population of the country. Vilnius is home to people of different ethnic backgrounds. Ethnic Lithuanians - 57.8%, Poles -18.7%, Russians -14%, Belarusians - 4%, Jews -0.5%, and representatives of other ethnic backgrounds account for the remaining 5%.

Vilnius occupies an area of about 400 square kilometres of which 20.2% approximately is developed and the remainder is green belt (43.9% approx.) and water (2.1% approx.). The historical centre of Vilnius, the Old Town, (Senamiestis) is one of the largest old town centres in Eastern Europe (covering almost 360 hectares). The Old Town is situated in a picturesque valley of two rivers – the Vilnia and the Neris, at the crossroads of trade roads, next to the ford, which was guarded by Vilnius castle in the olden times.

The city has been hospitable, open and tolerant throughout the ages. Throughout the course of its history three faiths merged: paganism, western and eastern Christianity. As far back as the 14th century Grand Duke Gediminas noticed that. The Ruler of the last pagan state in Europe wrote in his letters to the European countries that everybody worshiped one God in Vilnius, only everyone worshiped him according to his customs, that both Catholic and Orthodox churches had already been built in the city. Later the Muslims, Crimean Tartars, Karaites and Jews settled in the city and erected their houses of worship. Vilnius was even referred to as the Jerusalem of North.

As a multicultural city and a centre for numerous faiths, Vilnius has always attracted visitors and fascinated everyone with its architectural diversity. The ruins of castles, an old network of narrow streets, church spires, bell towers, red tile roofs, residential cellars... all testify to the fact that Vilnius is a Gothic city. However, in the 16th century Gothic became intertwined with Renaissance, and in the 17th – 18th century Baroque buildings started to appear.

Whoever you are – a businessman who has arrived in Vilnius to sign an agreement, a tourist on vacation or an experienced traveller looking for new adventures – several days stay in Vilnius will be sufficient to make you fall in love with this city. It is worth staying in Vilnius longer. However, even if you came only for a weekend, the city will leave a lasting impression on you. Theatre or opera goes, lovers of all-night parties or street carnivals, people who are interested in architecture or those who just like to relax and commune with nature will find something close to their heart in this city.

FOR MORE INFORMATIONS SOME INTERESTING WEBLINKS:

- o http://www.travel.lt/index.php/why_lithuania/1080
- o <http://www.infoplease.com/ipa/A0107730.html>
- o <http://www.vilnius-tourism.lt/topic.php?tid=63>