

**Ekonomikas un kultūras augstskola
(EKA University of Applied Sciences)
Riga, Latvia**

Courses for Erasmus+ students

Academic year 2026/2027, Autumn semester 2026

Dear incoming Erasmus+ students,

Below you will find a course list and the course descriptions of most courses taught in English for exchange students.

If you have any questions, please do not hesitate to contact me at erasmus@eka.edu.lv .

Kind regards,

Marina Tihomirova
EKA University of Applied Sciences
Institutional Erasmus+ coordinator

Autumn Semester 01.09.2026-31.01.2027

Exam period – January, 2027

Courses joining student groups (in English)

B_Vz_P_Eng_1	
Management - first year (Bachelor)	ECTS
Management	9
Microeconomics	6
Sociology	3
Legal Regulation of Entrepreneurship	9
Work, Environmental and Civil Protection	3

B_Vz_P_Eng_1_Z	
Management - first year (Bachelor)	ECTS
Latvian Language	3
Digital marketing	3
Macroeconomics	6
Branding	3
Research Methodology	6
Accounting	6
Philosophy	3

B_Vz_P_ENG_2	
Management - second year (Bachelor)	ECTS
Financial Theory	3
Cross-cultural Communication	3
Tax System	6
Management Information Systems	6
Professional Foreign language I	6

B_Vz_P_ENG_3	
Management - third year (Bachelor)	ECTS
International Trade Law	6
Logistics	3
International Economics	6
Innovation Management	6
Project Management	6
Leadership	3

B_M_P_Eng_1_Z	
Marketing - first year (Bachelor)	ECTS
Workshop "Visual Communication"	3

Workshop "Digital marketing"	3
Workshop "Creative ideas"	3

B_M_P_Eng_2	
Marketing - second year (Bachelor)	ECTS
Marketing Communication	6
Marketing Planning	6
Sales Management	6

B_M_P_Eng_3	
Marketing - third year (Bachelor)	ECTS
Marketing	6
Workshop " Event Marketing"	3
Workshop "Influencer Marketing"	3
Workshop "The Art of Speech and Presentation"	3
Workshop "Digital Analytics"	6
Workshop "Monitoring practice"	6

B_Ek_P_Eng_1_Z	
Business Economics - first year (Bachelor)	ECTS
Financial Mathematics	6

B_Ek_P_Eng_2	
Business Economics - second year (Bachelor)	ECTS
Information science of economics	6
Financial Accounting	6

B_Ek_P_Eng_3	
Business Economics - third year (Bachelor)	ECTS
History of Economic Thought	6
Regional Economics	6
Modern Economic Theories and Trends	6

B_Ek_P_Eng_3_Z	
Business Economics - third year (Bachelor)	ECTS
Human Resources Management	6
Intellectual Property Rights	6

M_Bv_P_Eng_1	
Business Administration – first year (Master)	ECTS
Intellectual Property Protection	6
Business Value Management	6
Corporate Finance Management	6

Start-ups Management	6
Design Thinking	6

M_Bv_P_Eng_1_Z	
Business Administration – first year (Master)	ECTS
Marketing Management	6
Intellectual Capital Management	6
Human Resources and Leadership	6
Strategic and Change Management	6
Management Theories	6

M_Bv_P_Eng_2	
Business Administration – second year (Master)	ECTS
Research Methods and Organization of Academic Work	6
Cross-cultural Communication	6
Digital economics and Society Index	6
International Law	6
Integrated Management Systems	6

M_AE_P_Eng_2	
Circular economy and social entrepreneurship (Master)	ECTS
Intercultural Communication	6
Academic English	6

M_Pv_P_1_Eng	
International cultural project management (Master)	ECTS
International Culture Policy	6
International Project Management	6

M_Pv_P_2_Eng	
International cultural project management (Master)	ECTS
Marketing strategies and positioning	6
Project Financing	6

PB_It_P_Eng	
Information Technologies - (Bachelor)	ECTS
Computer systems organization and architecture	5
Foreign Language in Computer Science	4
Application Software	4
Programming II	5
Software Engineering	6
Mobile Application Development (Android)	3
Mobile Application Development (iOS)	3

WEB Content Management Systems	3
Programming languages (Python basics)	3
Database Technologies II	6
Programming I	6
Operation System	6
Higher Mathematics	5
Information systems, safety and management	3
Probability theory and mathematical statistics	6
Database technologies I	6
Software development project management	6

MANAGEMENT

Author/s of Study course:	
Docent Mg.Psych. Jekaterina Bierne	
Credit points:	Credit score in the ECTS system:
6	9
Test form:	
Examination	
Study course prerequisites:	
None	
Course objectives are:	
To provide the students the necessary knowledge, skills and competence in management.	
Course outcomes (knowledge, skills, competencies):	
<ol style="list-style-type: none"> 1. Knows the key principles of organisation management and management theories 2. Knows the choice of strategies, their economic preconditions, the feasibility of determining suitability and performance, the decision-making criteria 3. Knows how to apply management science terminology to academic and professional needs 4. Can find information on topical research in the field of management 5. Knows how to obtain data on the management process and their quantitative and qualitative characteristics 1. 6. Capable of identifying problems independently in the area of business management 2. 7. Can develop solutions of identified problems both independently and in a team 8. Is capable of arguing about the current events of the company's management, understanding its connection with the company's performance 	
The content of the study course required to attain the results of the study (thematic plan of the course):	
1.	The nature and role of management in the function of the organisation, its main principles and processes. The nature of the organisation, its functional and developmental relationships.
2.	The concept of efficiency of management, the nature of internal and external environmental analysis. Organisation management audit.
3.	Management idea evolution and key authorities. Current trends in today's business environment.
4.	The planning process in the company. Organisation and business strategy. Planning philosophy in a changing environment and its hierarchical levels.
5.	The organising process in the company. Conceptual organisation and coordination of organisational resources. Forms and parameters of organisation structure. The size and life cycle of the organisation in its construction.
6.	Motivation in the company, its importance, principles and methods. The essence and concepts of motivation. The essence of the motivation system and its analysis company X
7.	The role of control and assessment processes in management, their nature, their organizational forms and methods. The target management approach.
8.	The company's external environment, its elements and models. Outside business, external environmental research opportunities and company adaptation mechanisms.
9.	The evolution of strategic leadership, strategy development phases and strategic decision parameters. The process of developing the strategy. Transforming strategy into the operational objectives.
10.	The types of company's strategies, their advantages and risks, suitability detection options. Economic prerequisites for the competition and development strategy. Assessing business feasibility and perspectives. Analysis of market trends, supply and demand, price and cost analysis, risk assessment, success forecast.
11.	Target programme method. Goals tree. The principles and performance indicators of the targets. The decision tree. Decision making under conditions of uncertainty and probability, calculation of anticipated value. Network planning, its principles, development technique and graphical solution.

12.	Company internal environment, analysis and management of its elements. Power, ethics and policy in organisations, their main research.
13.	Manager's role in management. Leadership theories Management styles. The manager's more relevant competencies, functions and roles in the organisation.
14.	Organisational culture role in organisation functioning. The organization's cultural typologies, levels and elements, their research and management options.
15.	The role of communication in managing the company. Communication modes, channels and tools. Patterns of internal communication, typical shortcomings and ways to prevent them. Organisation structure from the perspective of information movements.
16.	Team role in company management. The team types, principles for building and managing, and the criteria for effective functioning. The role of conflicts in organisations, their types, management and resolution options.
17.	Managing time and stress in organisations. Stress reasons, phases and mitigation options. The nature and prevention of professional burn-out. Time management traditional and modern concepts, their features and effectiveness.
18.	Organisation development and management of change. The strategic importance of change, its types, levels and phases. Organisational and communicative aspect of change, evaluation of their results.

Study course schedule:

Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics

No.	Theme	Lectures (t.sk workshops, discussions) number of contact hours		
		full-time studies	part-time studies	part-time studies with e-learning elements*
1.	The nature and role of management in the function of the organisation, its main principles and processes. The nature of the organisation, its functional and developmental relationships.	4	2	1
2.	The concept of efficiency of management, the nature of internal and external environmental analysis. Organisation management audit.	4	2	1
3.	Management idea evolution and key authorities. Current trends in today's business environment.	4	2	1
4.	The planning process in the company. Organisation and business strategy. Planning philosophy in a changing environment and its hierarchical levels.	4	2	1
5.	The organising process in the company. Conceptual organisation and coordination of organisational resources. Forms and parameters of organisation structure. The size and life cycle of the organisation in its construction.	4	2	1
6.	Motivation in the company, its importance, principles and methods. The essence and concepts of motivation. The essence of the motivation system and its analysis company X	4	2	1
7.	The role of control and assessment processes in management, their nature, their organizational forms and methods. The target management approach.	4	2	1
8.	The company's external environment, its elements and models. Outside business, external environmental research opportunities and company adaptation mechanisms.	4	2	1

Study course schedule:

Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics

No.	Theme	Lectures (t.sk workshops, discussions) number of contact hours		
		full-time studies	part-time studies	part-time studies with e-learning elements*
9.	The evolution of strategic leadership, strategy development phases and strategic decision parameters. The process of developing the strategy. Transforming strategy into the operational objectives.	4	2	1
10.	The types of company's strategies, their advantages and risks, suitability detection options. Economic prerequisites for the competition and development strategy. Assessment of business feasibility and perspectives. Analysis of market trends, supply and demand, price and cost analysis, risk assessment, success forecast.	4	2	1
11.	Target programme method. Goals tree. The principles and performance indicators of the targets. The decision tree. Decision making under conditions of uncertainty and probability, calculation of anticipated value. Network planning, its principles, development technique and graphical solution.	4	2	1
12.	Company internal environment, analysis and management of its elements. Power, ethics and policy in organisations, their main research.	4	2	1
13.	Manager's role in management. Leadership theories Management styles. The manager's more relevant competencies, functions and roles in the organisation.	4	2	1
14.	Organisational culture role in organisation functioning. The organization's cultural typologies, levels and elements, their research and management options.	4	1	0.5
15.	The role of communication in managing the company. Communication modes, channels and tools. Patterns of internal communication, typical shortcomings and ways to prevent them. Organisation structure from the perspective of information movements.	4	1	0.5
16.	Team role in company management. The team types, principles for building and managing, and the criteria for effective functioning. The role of conflicts in organisations, their types, management and resolution options.	4	1	0.5
17.	Managing time and stress in organisations. Stress reasons, phases and mitigation options. The nature and prevention of professional burn-out. Time management traditional and modern concepts, their features and effectiveness.	4	1	0.5
18.	Organisation development and management of change. The strategic importance of change, its types, levels and phases. Organisational and communicative aspect of change, evaluation of their results.	4	2	1
Total:		72	32	16

Description of the independent tasks:		
Study form	Type of independent assignment	Type of control
<i>Full-time studies</i>	1) Analysis of an enterprise's internal and external environment in a real case with 3 strategic management tools	Presentation, discussion
	2) Audit of management processes following pre-defined parameters to one real case	Presentation, discussion
<i>Full-time studies</i>	3) Goal tree development	Submitting a task in a written form
	4) Analysis of problematic case in strategic management	Presentation, discussion
<i>Full-time studies</i>	5) Analysis of the current article from electronic databases in management (topic by student's choice)	Presentation, discussion Quiz, test
	Compulsory reading: 1) Source 1. (part 1, pp. 7 - 27; part 2, pp. 36 - 56; part 3, pp. 68 – 88; part 4, pp. 100 – 130, part 7, pp. 210 - 230) 2) Source 2 (part 1, pp. 4 - 37; part 7, pp. 243 - 281; part 13, pp. 498 - 533) 3) Source 3. (Section 1, pp. 1 -25, section 2, pp. 30 – 55, section 3, pp. 57 – 95, section 5, pp.124 - 157, section 6, pp. 161 – 181, section 7, pp. 184 – 205, section 8, pp. 208 - 228, section 9, pp. 230 - 255, section 13, pp. 359 – 397)	
<i>Part-time studies</i>	1) Analysis of an enterprise's internal and external environment in a real case with 3 strategic management tools	Presentation, discussion
	2) Audit of management processes following pre-defined parameters to one real case	Presentation, discussion
<i>Part-time studies</i>	3) Goal tree development	Submitting a task in a written form
	4) Analysis of problematic case in strategic management	Presentation, discussion
<i>Part-time studies</i>	5) Analysis of the current article from electronic databases in management (topic by student's choice)	Submitting a task in a written form Quiz, test
	Compulsory reading: 1) Source 1. (Part 1, pp. 7 - 27; part 2, pp. 36 - 56; part 3, pp. 68 - 88; part 4, pp. 100 - 130; part 5, pp. 137 - 172; part 7, pp. 210 -230; part 8, pp. 240 - 270; part 9, pp. 271 – 307; part 11, pp. 341 - 370) 2) Part 2, pp. 2 - 1; part 4, pp. 37 - 2; part 40, pp. 70 - 7; part 243, pp. 281 - 10; part 366, pp. 396 - 12; part 453, pp. 483 -13; part 498, pp. 533 - 16; part 620, pp. 650 – 307; part 11, pp. 341 - 370) 3) Source 3. (Section 1, pp. 1 -25, section 2, pp. 30 – 55, section 3, pp. 57 – 95, section 5, pp.124 - 157, section 6, pp. 161 – 181, section 7, pp. 184 – 205, section 8, pp. 208 - 228, section 9, pp. 230 - 255, section 10, pp. 259 – 288, section 11, pp. 325 - 355, section 13, pp.359 - 397)	

<i>Part-time studies with e-learning elements</i>	<p>1) Analysis of an enterprise's internal and external environment in a real case with 3 strategic management tools</p> <p>2) Audit of management processes following pre-defined parameters to one real case</p> <p>3) Goal tree development</p> <p>4) Analysis of problematic case in strategic management</p> <p>5) Analysis of the current article from electronic databases in management (topic by student's choice)</p>	<p>Submitting a task in a written form</p> <p>Presentation, discussion</p> <p>Submitting a task in a written form</p> <p>Submitting a task in a written form</p> <p>Submitting a task in a written form. Quiz, test</p>
	<p>Compulsory reading:</p> <p>1) Source 1. (Part 1, pp. 7 - 27; part 2, pp. 36 - 56; part 3, pp. 68 - 88; part 4, pp. 100 - 130; part 5, pp. 137 - 172; part 7, pp. 210 -230; part 8, pp. 240 - 270; part 9, pp. 271 – 307; part 11, pp. 341 - 370)</p> <p>2) Source 2 (part 1, pp. 4 - 37; part 2, pp. 40 - 70; part 7, pp. 243 - 281; part 10, pp. 366 - 396, part 12, pp. 453-483; part 13, pp. 498 - 533, part 15, pp. 573 – 619, part 16, 620 - 650, part 18, pp. 693 - 730, part 19, pp. 733 - 769)</p> <p>3) Source 3. (Section 1, pp. 1 -25, section 2, pp. 30 – 55, section 3, pp. pp. 57 – 95, section 5, pp.124 - 157, section 6, pp. 161 – 181, section 7, pp. 184 – 205, section 8, pp. 208 - 228, section 9, pp. 230 - 255, section 10, pp. 259 – 288, section 11, pp. 325 - 355, section 13, pp.359 - 397)</p>	

Study course organisation and the volume of the course:							
Study form	Contact hours				Independent work hours	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
	Lecture hours (incl. seminars, discussion)	Consultations, guest lectures, conferences, study tours, applied games, etc.	Final Test (exam, test, defence)	Total			
<i>Full-time</i>	72	18	6	96	96	48	240
<i>Part-time</i>	36	30	6	72	96	72	240
<i>Part-time studies with e-learning elements</i>	18	24	6	48	96	96	240

Course acquisition requirements and evaluation of results:
<p>For full-time students the requirements are to complete successfully and fully 5 classroom works, 5 independent works, take part in two seminars with presentations, attend a minimum of 50% of lectures, successfully fulfill a test and pass an exam. The final assessment in the course of study is the arithmetic mean of the assessments of independent works and the exam.</p> <p>For part-time students the requirements are to complete successfully and fully 5 classroom works, 5 independent works, take part in two seminars with presentations, attend a minimum of 50% of lectures, successfully fulfill a test and pass an</p>

exam. The final assessment in the course of study is the arithmetic mean of the assessments of independent works and the exam.

For **part-time with e-learning elements course students** the requirements are to complete successfully and fully 5 classroom works, prepare 4 commented seminar presentations, attend a minimum of 50% of lectures, successfully fulfill a test and pass an exam. The final assessment in the course of study is the arithmetic mean of the assessments of independent works and the exam.

No.	Learning outcomes	Evaluation method	Evaluation criteria			
			Minimal level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	With distinction (from 95% to 100%)
1.	Knows the key principles of organisation management and management theories	Discussion, quiz, exam test	Knows the key principles of organisation management, but weak knowledge of management theories	Mostly knows the key principles and theories of company management, demonstrating slight shortcomings in their understanding	Knows the key principles and theories of company management, demonstrating their correct understanding	Understands in detail the principles of company management, can discuss the issues and aspects of historical development
2.	Knows the choice of strategies, their economic preconditions, the feasibility of determining suitability and performance, the decision-making criteria	Discussion, quiz, exam test	Knows the choice of scientific strategies, with a negligently understanding of their economic preconditions, the possibilities for determining suitability and effectiveness, the decision-making criteria	In general, knows the choice of strategies, their economic preconditions, the feasibility of identifying suitability and effectiveness, the decision-making criteria	Knows the choice of strategies, their economic preconditions, the feasibility of determining suitability and performance, the decision-making criteria	Knows the details of the choice of strategies, their economic preconditions, the feasibility of determining suitability and performance, the decision-making criteria
3.	Knows how to apply management terminology to academic and professional needs	Independent work, classroom discussion, test, exam	Applies management terminology, allowing errors within the meaning of the individual concepts	Mainly is able to use the knowledge of management terminology, negligent understanding of some terms is noticed	Knows how to use management terminology, can identify the incorrect application of it	Knows how to correctly use management terminology, demonstrating a rich and detailed understanding of terms
4.	Can find information on topical research in	Independent work	Can partially find out the information on current	Knows how to find out about current research in the	Knows how to find information about current research in the	Knows how to find information about current research in the

	the field of management		research in the field of management, with insufficient focus on the range of potential sources	field of management , based on well-known sources and considering the range of available information carelessly	field of management, based on different sources available and critically evaluating the range of available information and its quality	field of management, by expanding broad search and demonstrating a deep understanding of the range of available information and its quality
5.	Is able to obtain data on the management processes of the company and on its quantitative and qualitative characteristics	Independent work	Is able to obtain data on the management processes of the company and on its quantitative and qualitative characteristics with difficulty, negligently judging their sufficiency	Is able to obtain data on the management processes of the company and on its quantitative and qualitative characteristics, without deep understanding of their meaning	Is able to obtain data on the management processes of the company and on its quantitative and qualitative characteristics	Is able to obtain and analyse data on the management processes of the company and on its quantitative and qualitative characteristics
6.	Capable of identifying problems independently in the area of business management	Independent task, discussion	Can carelessly identify problems in company management without going into their deep analysis	Partly able to identify problems in the management of the company	Can identify problems in company management independently, partly explaining their reasons and ways of resolving them	Can identify problems in company management independently, explaining their reasons and ways of resolving them
7.	Can develop solutions of identified problems in company management both independently and in a team	Independent task, discussion	Can partly develop solutions of identified problems in company management	Can develop partly justified solutions of identified problems in company management both independently and in a team	Can develop justified solutions of identified problems in company management	Is able to build justified and detailed solutions to address company management problems, both independently and in a team
8.	Is capable of arguing about the current events of the company's management, understanding its	Discussion	Can discuss topical issues of company management, but cannot	Can discuss topical issues of company management, but provides	Is able to reason in discussing the current events of the company management by	Is able to reason convincingly in discussing the current events of the company

	connection with the company's performance		provide arguments to justify own opinion	negligent arguments to justify own opinion	providing reasonable questions and answers	management by putting forward reasoned questions and providing extended answers
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Literature and other sources of information:	
<i>Compulsory literature and other sources of information</i>	
1.	Daft, R. L. (2015). <i>Organization theory and design</i> . Cengage learning.
2.	Mullins, L.J. (2016). <i>Management and organisational behaviour</i> . Pearson.
3.	Pitt, M., Koufopoulos, D. (2012). <i>Essentials of Strategic Management</i> . Sage Publications.
<i>Recommended literature</i>	
1.	Adizes, I.(2018). <i>Prāsmīga pārmaiņu vadība</i> . Rīga, Zvaigzne ABC.
2.	Adler, R., (2018). <i>Strategic performance management : accounting for organizational control</i> . NY, Routledge
3.	Brunsson, N., & Olsen, J. P. (2018). <i>The Reforming organization: making sense of administrative change</i> . Routledge.
4.	Caune, J.,Dzedons A. (2009). <i>Stratēģiskā vadīšana</i> . Rīga: Lidojošā zivs.
5.	Clegg, S. R., Kornberger, M., & Pitsis, T. (2015). <i>Managing and organizations: An introduction to theory and practice</i> . Sage.
6.	Cunliffe, A. L. (2008). <i>Organization theory</i> . Sage.
7.	Handbook of organizations (2015) Ed.March J., London, Routledge.
8.	Hodgkinson, G.P., Starbuck, W.H. (2008) <i>Organizational Decision Making</i> . Oxford University Press.
9.	Jeston, J. (2014). <i>Business Process Management</i> . Routledge.
10.	Jones, G. R. (2013). <i>Organizational theory, design, and change</i> . Upper Saddle River, NJ: Pearson,.
11.	Lasserre, P. (2017). <i>Global strategic management</i> . Macmillan International Higher Education.
12.	Praude, V. (2012) <i>Menedžments (2.sejums)</i> .Rīga, Burtene.
13.	Ruperte, I. (2010) <i>Uzņēmuma vadīšana :īsi par galveno teorijā un praksē</i> . Rīga, Jumava.
<i>Other sources of information</i>	
1.	Kurt, A., & Zehir, C. (2016). The relationship between cost leadership strategy, total quality management applications and financial performance.
2.	Mphahlele, A., & Schachtebeck, C. (2018, September). Organisational structure and management style: Perceived effects on employee productivity at an urban university. In 30TH ANNUAL CONFERENCE OF THE SOUTHERN AFRICAN INSTITUTE OF MANAGEMENT SCIENTISTS (SAIMS) (p. 281).
3.	EBSCO HOST data base
4.	RESEARCHGATE data base

5.	EMERALD data base
6.	Google Scholar data base

Microeconomics

Author/s of the course:	
Dr. oec. Anna Ābeltiņa	
Credit points (Latvian):	ECTS credits:
4	6
Final evaluation form:	
Examination	
Study course prerequisites:	
Knowledge at the secondary school level	
Study course aim:	
To provide students with the necessary knowledge, skills and competence acquisition about the substance of microeconomics and its role in the economy.	
Study course learning outcomes (knowledge, skills, competences):	
<ol style="list-style-type: none"> 1. Know the substance, meaning and concepts of microeconomic theory. 2. Able to solve practical tasks in accordance with the acquired theoretical knowledge. 3. Able to critically analyze problems at the level of branch, company and household. 4. Able to provide arguments in discussion using microeconomic concepts and theory. 5. Able to apply microeconomic instruments in order to achieve various objectives. 	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	Microeconomic theory: the substance and key concepts.
2.	Demand, supply and their types of flexibility.
3.	Consumer market behavior methodology.
4.	Production theory. Costs and their types. Profit and the company's goal.
5.	Market and competition. Market forms.
6.	Manufacturing resource (factor) market specifics.

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
19.	Microeconomic theory: the substance and key concepts. <ul style="list-style-type: none"> • Economic theory as a science. • Necessities, product, factors of production. • Economic systems. • Economic turnover. • Economical principle. 	8	4	1

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
20.	Demand, supply and their types of flexibility. <ul style="list-style-type: none"> • Demand function. Demand factors. • Supply function. Supply factors. • Market balance. • Demand and supply elasticity analysis. 	8	4	2
21.	Consumer market behavior methodology. <ul style="list-style-type: none"> • Utility of goods - total and marginal utility. • Cardinal and ordinal utility. • Gossen's laws. • Indifference curve and the budget line. Consumer choice. 	8	4	1
22.	Production theory. Costs and their types. Profit and the company's goal. <ul style="list-style-type: none"> • Production function. • Manufacturer balance. • Cost theory. The short-term costs of production and their types. • Long-term production costs. • Practical application of costs. 	10	4	4
23.	Market and competition. Market forms. <ul style="list-style-type: none"> • Competition and market structure. • Perfect competition characteristics. • Market monopoly and monopolistic ways. • Monopolistic market. • Oligopoly: the essence, models, effects. 	8	4	2
24.	Manufacturing resource (factor) market specifics. <ul style="list-style-type: none"> • Labor market. • Capital market. • Land (natural factors) market. 	6	4	2
Total:		48	24	12

Independent work description:		
Study form	Type of independent work	Form of control
<i>All forms of studies</i>	1. The acquisition of microeconomic theory issues.	Presentation
	2. Find a solution for a given microeconomic problem/task, support the chosen solution with microeconomic theory conclusions.	2 quizzes
	3. Prepare discussion report on a certain microeconomic theory question, support opinion and critically substantiate the statements.	2 seminars

	Read independently sources 1, 2, 3 from the mandatory literature list, and prepare a discussion report on the given issue of microeconomic theory.	
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Structure of the study course:							
Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material watching/listening	Total hours of the course
	Lecture contact hours (including seminars, discussions)	Consultations, guest lectures, conferences, field trips, business games, etc.	Final evaluation (exam, test, defense)	Total			
Full-time	48	12	4	64	64	32	160
Part-time	24	18	6	48	64	48	160
Part-time studies with e-learning elements	12	16	4	32	64	64	160

Evaluation of the study course learning outcomes:						
During the study course, 2 quizzes and 1 independent work assignment have to be successfully completed, 2 seminars have to be participated in, at least 70% of the lectures have to be attended and the exam passed. The final grade for the course is formed as the mean of combined average grades for the independent work assignments and the exam.						
No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (10) (from 95% to 100%)
1.	Understand the essence and basic concepts of microeconomics.	Independent work Seminar Examination	Understand basic concepts.	Understand the basic concepts and terms, but there are difficulties in the formulation of regularities.	Understand the basic concepts, terms and regularities.	Have a good grasp of the substance, concepts and able to analyze the regularities
2.	Understand key microeconomic indicators.	Independent work Seminar Examination	Understand the substance of key indicators.	Understand the substance of key indicators, but there are difficulties in the formulation of regularities.	Understand and able to apply key microeconomic indicators in problem-solving.	Have a good grasp of key microeconomic indicators
3.	Able to solve practical tasks in accordance with the	Independent work Quizzes	Able to apply the acquired knowledge independently	Able to apply the acquired knowledge independently in	Able to deal with different level practical tasks independently.	Able to solve practical tasks freely and creatively.

	acquired theoretical knowledge.	Examination	to solve certain microeconomic problems.	solving microeconomic problems.		
4.	Able to critically analyze problems at the levels of branch, company and household.	Discussion, Seminar	Able to analyze the information obtained, however, there are difficulties discerning regularities.	Able to analyze the information obtained, however, there are difficulties in formulating conclusions.	Able to analyze the information obtained critically and to formulate conclusions.	Able to analyze the obtained information critically, draw conclusions and propose solutions.
5.	Able to provide arguments to discuss the fundamental issues of microeconomics.	Discussion Presentation Seminar	Able to discuss current events, unable to formulate opinion.	Able to discuss current events, but there are difficulties to argue a viewpoint.	Able to provide arguments to discuss current events, formulate and justify their views.	Excellent argumentative and oratorical skills.

Literature and other sources of information:

Mandatory literature and information sources

1. Krugman P., Wells R. (2018). *Microeconomics*. Macmillan Education, New – York.
2. Mankiw, N., G., Taylor M., P. (2017). *Economics*. Cengage Learning
3. Nešpors V. (2015). *Mikroekonomikasteorijaspamati*. RTU Izdevniecība, Rīga.

Further reading

1. Frank R. (2006). *Microeconomics and behavior*. McGraw-Hill/Irwin, London.
2. Gods U. (2008). *Mikroekonomika*. Biznesaaugstskola Turība, Rīga.
3. Dzelmiņa M., Volodina M. (2005). *Mikroekonomika*. Izglītībasloki, Rīga.
4. Fedotovs A. (2007). *Mikroekonomika*. BVK, Rīga.
5. Libermanis G. (2007). *Mikroekonomika*. Multineo, Rīga.

Other sources of information

1. Centrālāstatistikaspārvalde. Electronic resource. Available: www.csb.gov.lv
2. Latvijas Ekonomikas ministrija. Electronic resource. Available: www.em.gov.lv
3. Latvijas Finanšu ministrija. Electronic resource. Available: www.fm.gov.lv
4. Latvijas Banka. Electronic resource. Available: www.bank.lv
5. Latvijas Nacionālā bibliotēka. Ekonomika. E- resursu avoti. Electronic resource. Available: <https://www.lnb.lv/lv/nozaru-celvedis/ekonomika>
6. Zinātnisko žurnālu datubāze EBSCO. Electronic resource. Available: www.search.ebscohost.com
7. Zinātnisko publikāciju, konferenču materiāli. Electronic resource. Available: <http://www.researchgate.net/>
8. Zinātnisko publikāciju, konferenču materiāli. LLU. Electronic resource. Available: <http://www.llu.lv/lv/konferences>

Sociology

Author/s of the course:	
Lecturer, MBA Jeļena Budanceva	
Credit points (Latvian):	ECTS credits:
2	3
Final evaluation form:	
Examination	
Study course prerequisites:	
Knowledge in cultural history and philosophy at the secondary school level	
Study course aim:	
To provide students with the necessary knowledge, skills and competence acquisition in the field of sociology	
Study course learning outcomes (knowledge, skills, competences):	
<ol style="list-style-type: none"> 1. Know and understand the emergence of sociology and its basic theories 2. Know and able to operate with the basic concepts of sociology 3. Know the problems and development processes of modern society 4. Able to obtain the necessary information and analyze it, developing independent work or research studies 5. Able to independently develop sociological research study 	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	Sociology as the scientific study of society. The emergence of sociology and its founders.
2.	Classic, modern and postmodern theories of sociology.
3.	Making of society. Social structures. Social problems.
4.	Personality as a public relations subject and object. Socialization.
5.	Stratification, social mobility. Inequality. Deviation, control.
6.	Studies in sociology - the study types and specifics. Research methods and selection.

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
25.	Sociology as the scientific study of society. The emergence and founders of sociology.	2	2	1
26.	Classical theories of sociology - Marx, Weber, Durkheim.	2	2	1
27.	Society creation. Social structures. social problems.	4	2	1
28.	Modern sociological theories.	4	3	1
29.	Personality as a public relations subject and object. Socialization.	2	2	1
30.	Stratification, social mobility. Deviation, control.	2	1	1
7.	Studies in sociology - types and specifics.	4	2	1

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
8.	Research methods and selection.	4	2	1
		24	16	8

* If, in the program, the course is not available in this form, then these rows have to be highlighted with light gray color

Independent work description:		
Study form	Type of independent work	Form of control
Full-time studies	<i>Independent / Practical assignment's brief description:</i> 1. presentation of a current social problem in the context of postmodern theory 2. combined task, covering sociological research unit <i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> To study at least one postmodern work of a sociological theoretician (as per the further reading list); to study the concepts related to social problems (at least two sources from 1 to 4); read and analyze at least one sociological research study.	2 presentations - group and/or individual - during the classes 1 independent work assignment
	<i>Independent / Practical assignment's brief description:</i> 1. presentation of a current social problem in the context of postmodern theory 2. combined task, covering sociological research unit <i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> To study at least one postmodern, sociological author (as per reading list, 10-19); to study the concepts related to social problems (at least two sources from 1 to 4); read and analyze at least one sociological research study.	1 presentation - group and/or individual - during the classes 2 independent work assignments
Part-time studies with e-learning elements	<i>Independent / Practical assignment's brief description:</i> 1. presentation of a current social problem in the context of postmodern theory 2. combined task, covering sociological research unit <i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> To study at least one postmodern, sociological author (as per reading list, 10-19); to study the concepts related to social problems (at least two sources from 1 to 4); read and analyze at least one sociological research study.	1 presentation - group and/or individual - during the classes 2 independent work assignments

Structure of the study course:				
Study form	Contact hours			

	Lecture contact hours (including seminars, discussions)	Consultations, guest lectures, conferences, field trips, business games, etc.	Final evaluation (exam, test, defense)	Total	Independent work (number of hours)	Mandatory reading and/or audio and video material watching/listening	Total hours of the course
Full-time	24	6	2	32	32	16	80
Part-time	16	6	2	24	32	24	80
Part-time studies with e-learning elements	8	6	2	16	32	32	80

Evaluation of the study course learning outcomes:

The final score is formed as the arithmetic average of all submitted and evaluated assignments during the semester and final test (examination) grade.

The final evaluation of the course for **full-time students** is formed from completed **one** independent work assignment, **two** presentations, active participation in discussions during the classes, lecture attendance (at least 70% of the classes must be attended) and passed exam covering the studied topics of the course;

The final evaluation of the course for **part-time students** is formed from completed **two** independent work assignments, **one** presentation, active participation in discussions during the classes, lecture attendance (at least 50% of the classes must be attended) and passed exam covering the studied topics of the course;

No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (10) (from 95% to 100%)
1.	Know and understand the emergence of sociology and basic theories	Presentation	Know and understand the substance and significance of sociological theories at the basic level	Know and understand the substance and significance of the most important sociological theories	Know and understand the substance and significance of the most important sociological theories, able to discuss	Know and understand the substance, significance and development trends of sociological theories, able to discuss them with supported arguments
2.	Know and able to operate with the basic concepts of sociology	Quiz	Know and understand the concepts of sociology at the basic level	Know and understand the concepts of sociology and their role in sociology	Know and understand the basic concepts, their substance and significance in sociology, able to discuss	Know and understand the substance, significance and development trends of sociological concepts, able

						to discuss them
3.	Know the social problems and development processes of modern society	Independent work Assignment 1	Know some social problems and processes in society	Know several social problems and processes in society	Know social problems and processes in society, able to discuss	Have a good grasp of social problems and processes in society as well as development trends, able to discuss about them
4.	Able to obtain the necessary information and analyze it, developing independent work or research studies	Independent work Assignments 1 and 2	Able to barely independently obtain and analyze the information and data of social character	Able to independently obtain and analyze the information and data of social character	Able to independently obtain and analyze the information and data of social character, as well as discuss	Able to professionally obtain and analyze the information and data of social character, able to discuss
5.	Able to independently develop sociological research study	Independent work Assignment 2	Able to independently develop sociological research study at a basic level	Able to independently develop sociological research study	Able to independently develop sociological research study as well as defend it	Able to professionally develop sociological research study as well as defend it with supported arguments

Literature and other sources of information:

Mandatory literature and information sources

1. *Introduction to sociology.* (2014). London: W.W. Norton & Company.
2. Laķis, P. (2002). *Socioloģija.* Rīga: Zvaigzne ABC.
3. Ritzer, G. (2016). *Essentials of sociology.* Los Angeles: Sage
4. The Oxford Handbook Of Sociology, Social Theory and Organization Studies (2016). United Kingdom: Oxford University Press.

Further reading

1. Rifkins, Dž. (2004). *Jaunās ekonomikas laikmets.* Rīga: Jumava.
2. Corrigan, P. (1997). *The sociology of consumption: an introduction.* Sage Publications.
3. Mūrnieks, E. (2000). *Sabiedrības sociāli ekonomiskā stratifikācija.* Rīga: RTU izdevniecība.
4. Stīgers, M. (2008). *Globalizācija: ļoti saistošs ievads.* Rīga: Satori.
5. Swedberg, R. (2003). *Principles of economic sociology.* Princeton University Press.
6. *Социология 2 половины XX-начала XXI века.* (2010). Ред. – Институт социологии Российской академии наук. Москва: Академический проект.
7. Волков, Ю.Г., Добренъков, В.И., Нечипуренко, В.Н. и др. (2000). *Социология.* Издание 2. Москва: Гардарики.
8. Борзых, С. (2013). *Теория потребления.* Москва: ИНФРА-М.
9. Ritzer, G. (2001). *Explorations in the sociology of consumption: fast food, credit cards and casinos.* Sage.
10. Bauman, Z. (2001). *Liquid modernity.* Polity press.
11. Bauman, Z. (2007). *Consuming Life.* Cambridge: Polity.
12. Beck, U. (1986). *Risikogesellschaft: auf dem Weg in eine andere Moderne.* Frankfurt a.M.: Suhrkamp.
13. Burdjē, P. (2004). *Praktiskā jēga.* Rīga: Omnia Mea.

14.	Ritzer, G. (2011). <i>The McDonaldization of society</i> . 6th ed. Sage Publications.
15.	Baudrillard, J. (1998). <i>The Consumer Society: Myths and Structures</i> . SAGE.
16.	Baudrillard, J. (1994). <i>Simulacra and Simulation</i> . University of Michigan Press.
17.	Fuko, M. (2001). <i>Uzraudzīt un sodīt</i> . Tulk. I. Geile-Sipolniece. Rīga: Omnia Mea.
18.	Castells, M. (1996). <i>The Rise of the Network Society</i> . Cambridge, Massachusetts; Oxford, UK: Blackwell.
19.	Sennett, R. (2006). <i>The Culture of the New Capitalism</i> , Yale books.
20.	Mazika S. (2008). <i>Jaunā institucionālisma pazīmes kultūrā</i> . Liepāja.
21.	Jones, A. (2006). <i>Dictionary of globalization</i> . Polity.
22.	Fulcher, J., Scott, J. (2003). <i>Sociology</i> . Oxford University Press.
Other sources of information	
1.	Žurnāls „Biznesa psiholoģija”
2.	Žurnāls „Социологический журнал
3.	Žurnāls „Социологические исследования”

LEGAL REGULATION OF ENTREPRENEURSHIP

Author/-s of the study course:	
Mg. iur., mg.oec.TatjanaDžugleja	
Credits (Latvian):	ECTS:
6	9
Final evaluation form:	
Exam	
Study course prerequisites:	
Not necessary.	
Study course aim:	
To provide students with the necessary knowledge, skills and competences on drafting of documents, legal force of documents, introduction into law system, labour law, social protection of employees and the essence of commercial law and create an understanding of the practical application of the law norms.	
Study course learning outcomes (Knowledge, Skills, Competencies):	
<ol style="list-style-type: none"> 1. Be able to draw up and prepare, analyse and use documents and also electronic documents. Be able to use computer programs and other information technologies. 2. Understand the essence of introduction into Law, principles of law, methods and content. Understand the peculiarities of the translation of legal norms and their practical application in the legal field. 3. Be able to realize the essence of introduction into labour and social law, principles, methods and content. Understand the peculiarities of the translation of legal labour and social norms and their practical application in the legal field. 4. Understand the essence of commercial law, principles, methods and content. Be able to analyse, select and apply commercial normative legal acts in practice. Be guided in matters of commercial transactions and legal protection of commercial transactions. 5. Be able to collect, select, summarize and analyse legal information necessary for the performance of work assignments, using appropriate legal research methods and information technologies. 6. Be able to argue and present your point of view in legal issues. 	
Study course thematic plan:	
1.	Introduction into drawing up and preparing documents. Legal force of documents. Working with documents. Electronic documents.
2.	Introduction into law. Latvian law system.
3.	Introduction into Labour law. Principles of labour legal relations. Employment contract. termination of an employment contract.
4.	Latvian social law system. Social security and insurance.
5.	Introduction into Commercial law. Commercial law system and its basic principles. The Register of Enterprises of the Republic of Latvia. Commercial Transactions.

Study course calendar plan:

No.	Topic	Lecture contacthours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e - learning elements
31.	Introduction into drawing up and preparing documents. Legal force of documents. Working with documents. Electronic documents.	12	6	3
32.	Introduction into law. Latvian law system.	16	8	4
33.	Introduction into Labour law. Principles of labour legal relations. Employment contract. termination of an employment contract.	18	9	4
34.	Latvian social law system. Social security and insurance.	6	3	2
35.	Introduction into Commercial law. Commercial law system and its basic principles. The Register of Enterprises of the Republic of Latvia. Commercial Transactions.	20	10	5
Total:		72	36	18

Independent work description:

Study form	Type of independent work	Form of control
full-time studies	Work out independently various types of management and household documents.	Individual work
	Summarize information about essence, principles and content of legal system of Latvia.	Tasks, team work, discussions
	Summarize information about establishment of employment legal relationships, preconditions for establishment of employment legal relationships, entering into an employment contract.	Tasks, discussions Test
	Analyse the principles of operation of commercial companies, to identify problematic issues and their solutions in practice.	Report (presentation) Test Seminar
	Final practical work about study course (detailed answers and opinions on the questions asked).	Individual work and exam

	<p>Reading:</p> <p>To study three sources from the list of compulsory sources, two sources from list of additional literature and at least one source from other information sources.</p> <p>Independently read Latvian normative legal acts from the list of these acts on relevant topics.</p>	
part-time studies	Work out independently various types of management and household documents.	Individual work
	Summarize information about essence, principles and content of legal system of Latvia.	Team work, discussions
	Summarize information about establishment of employment legal relationships, preconditions for establishment of employment legal relationships, entering into an employment contract.	Tasks, discussions Test
	Analyse the principles of operation of commercial companies, to identify problematic issues and their solutions in practice.	Report (presentation) Seminar
	Final practical work about study course (detailed answers and opinions on the questions asked).	Individual work and exam.
<p>Reading:</p> <p>To study three sources from the list of compulsory sources, two sources from list of additional literature and at least one source from other information sources.</p> <p>Independently read Latvian normative legal acts from the list of these acts on relevant topics.</p>		
part-time studies with e-learning elements	Work out independently various types of management and household documents.	Individual work
	Summarize information about essence, principles and content of legal system of Latvia.	Tasks

	<p>Summarize information about establishment of employment legal relationships, preconditions for establishment of employment legal relationships, entering into an employment contract.</p>	<p>Test</p>
	<p>Analyse the principles of operation of commercial companies, to identify problematic issues and their solutions in practice.</p>	<p>Report (presentation)</p>
	<p>Final practical work about study course (detailed answers and opinions on the questions asked).</p>	<p>Individual work and exam.</p>
	<p>Reading:</p> <p>To study three sources from the list of compulsory sources, two sources from list of additional literature and at least one source from other information sources.</p> <p>Independently read Latvian normative legal acts from the list of these acts on relevant topics.</p>	

Structure of the study course:

Study form	Contact hours		Individual work (hours)	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
	Lecture contact hours (incl. seminars, discussions etc.)	Consultations, final evaluation in the course			
full-time studies	72	10	72	86	240
part-time studies	36	10		122	
part-time studies with e-learning elements	18	10		140	

The evaluation of the study course learning outcomes:

The final assessment of the study course for **full-time students** consists of successfully passed two tests, presented report, participation in the seminar and successfully passed the exam. Final assessment is formed by: 30% assessment of tests, 40% evaluation of the report; 10% participation in the seminar; 20% exam evaluation.

The final evaluation of the study course for **part-time students** consists of successfully completed independent work – thereport, successfully passed onetest, participation in the seminar and successfully passed the exam. Final assessment is formed by: 40% evaluation of the report; 30% assessment of test; 10% participation in the seminar; 20% exam evaluation.

The final evaluation of the study course for **part-time students with e-learning elements** consists of successfully completed independent work – the report, successfully passed one test and successfully passed the exam. Final assessment is formed by: 40% evaluation of the report; 30% assessment of test, 30% exam evaluation.

No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40%till64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till100%)
1.	Be able to draw up and prepare, analyse and use documents and also electronic documents. Be able to use computer programs and other information technologies.	Individual work	In general is able to draw up and prepare documents, but difficult to analyse documents, also electronic documents. Difficult to use computer programs and other information technologies.	Able to draw up, analyse and prepare documents, also electronic documents. Able to use computer programs and other information technologies.	Able to draw up, analyse in details and prepare documents, also electronic documents. Able to use computer programs and other information technologies.	Able to draw up, analyse in details and prepare documents, also electronic documents. Very high level of digital competences (using computer programs and other information technologies).

2.	Understand the essence of introduction into Law, principles of law, methods and content. Understand the peculiarities of the translation of legal norms and their practical application in the legal field.	Tasks, team work, discussions	In general understand the essence of introduction into Law, able no name principles of law, methods and content, but difficult to understand the peculiarities of the translation of legal norms and their practical application in the legal field.	Good understanding of the essence of introduction into Law, principles of law, methods and content. Good understanding of the peculiarities of the translation of legal norms and their practical application in the legal field.	Very good understanding of the essence of introduction into Law, principles of law, methods and content. Very good understanding of the peculiarities of the translation of legal norms and their practical application in the legal field.	Perfect understanding of the essence of introduction into Law, principles of law, methods and content. Perfect understanding of the peculiarities of the translation of legal norms and their practical application in the legal field.
3.	Be able to realize the essence of introduction into labour and social law, principles, methods and content. Understand the peculiarities of the translation of legal labour and social norms and their practical application in the legal field.	Tasks, discussions test	In general able realize the essence of introduction into labour and social law, principles, methods and content, but difficult to understand the peculiarities of the translation of legal labour and social norms and their practical application in the legal field.	Able to realize the essence of introduction into labour and social law, principles, methods and content. Understand the peculiarities of the translation of legal labour and social norms and their practical application in the legal field.	Able to realize the essence of introduction into labour and social law, principles, methods and content. Very good understanding of the peculiarities of the translation of legal labour and social norms and their practical application in the legal field.	Able to realize the essence of introduction into labour and social law, principles, methods and content. Perfect understanding of the peculiarities of the translation of legal labour and social norms and their practical application in the legal field.
4.	Understand the essence of commercial law, principles, methods and content. Be able to analyse, select and apply commercial normative legal acts in practice. Be guided in matters of commercial transactions and legal protection of commercial transactions.	Report (presentation) Test Seminar	In general understands the essence of commercial law, principles, methods and content. Difficult to analyse, select and apply commercial normative legal acts in practice. In general is guided in matters of commercial transactions and legal protection of commercial transactions.	Good understanding of the essence of commercial law, principles, methods and content. Analyse, select and apply commercial normative legal acts in practice. Is guided in matters of commercial transactions and legal protection of commercial transactions.	Very good understanding of the essence of commercial law, principles, methods and content. Very good analysing, selecting and applying abilities of commercial normative legal acts in practice. Is guided in matters of commercial transactions and	Perfect understanding of the essence of commercial law, principles, methods and content. Perfect analysing, selecting and applying abilities of commercial normative legal acts in practice. Is guided in matters of commercial transactions and

					legal protection of commercial transactions.	legal protection of commercial transactions.
5.	Be able to collect, select, summarize and analyse legal information necessary for the performance of work assignments, using appropriate legal research methods and information technologies.	Individual work	In general able to collect, select and summarize legal information necessary for the performance of work assignments, using appropriate legal research methods and information technologies. Difficult to analyse collected information.	Good abilities of collecting, selecting, summarizing and analysing legal information necessary for the performance of work assignments, using appropriate legal research methods and information technologies.	Very good abilities of collecting, selecting, summarizing and analysing legal information necessary for the performance of work assignments, using appropriate legal research methods and information technologies.	Perfect abilities of collecting, selecting, summarizing and analysing legal information necessary for the performance of work assignments, using appropriate legal research methods and information technologies.
6.	Be able to argue and present your point of view in legal issues.	Report (presentation), seminar	In general understands the essence of introduction into law, labour and social law, commercial law, but difficult to justify your point of view in some legal issues.	Good understanding of the essence of introduction into law, labour and social law, commercial law. Able to argue your point of view in some legal issues.	Very good understanding of the essence of introduction into law, labour and social law, commercial law. Able to argue your point of view in some legal issues.	Perfect understanding of the essence of introduction into law, labour and social law, commercial law. Able to argue your point of view in some legal issues.

Literature and information sources:

Compulsory literature and information sources

1.	Baikovs A. Introduction into law: lectures outline and control assignments for the non-law students (part-time and distance learning)/ A. Baikov, N. Nikiforov; Baltic International Academy. Riga: Baltic International Academy, 2007 (210 pages).
2.	Daniels K. Introduction to employment law. CIPD: Kogan Page, 2019 (287 pages).
3.	English and European perspectives on contract and commercial law. Oxford and Portland, Oregon: Bloomsbury, 2017 (498 pages).
4.	Flogaitis S. Oxford and Portland, Oregon: Hart Publishing, 2017 (105 pages).
5.	Jones L. Introduction to business law. Oxford: University press, 2015 (680 pages).
6.	Shirley T. Model business letters, e-mails & other business documents =Lietiškovēstuļu, e-pasta un citulietiškodokumentu paraugi. Rīga: Zvaigzne ABC, 2006 (496 pages).
7.	Tāre I. Labour law in Latvia. 2nd edition. The Netherlands: Kluwer Law International, 2012 (130 pages).
8.	Zasova A., Meļihovs A. Assessment of labour market elasticity in Latvia. Rīga, Latvijasbanka, 2005 (59 pages).

Additional literature and information sources

1.	Bingham T. The role of law. Penguin UK: Reprint edition, 2011 (213 pages).
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2.	Burrows A. A casebook on contract. 6th Revised edition. Oxford, United Kingdom: Bloomsbury Publishing PLC , 2018 (968 pages).
3.	Glanville W. Learning the Law. Sweet & Maxwell; 16th edition, 2016 (304 pages).
4.	Herebero, Ana Gómez. Social security as a human right: the protection afforded by the European Convention on Human Rights. Strasbourg: Council of Europe Publishing, 2007 (67 pages).
5.	Herebero, Ana Gómez. Social security: protection at the international level and developments in Europe. Strasbourg: Council of Europe Publishing, 2009 (241 pages).
6.	Kelsen H. General Theory of Law and State. Aldine Transaction, 2005 (556 pages).
7.	Labour law reforms in Eastern and Western Europe/TomassDavulis. Brussels, Belgium: P.I.E. Peter Lang, 2017 (501 pages).
8.	Reddy J., Canavan R. Commercial law. New edition. London, United Kingdom: Taylor & Francis Ltd , 2015 (207 pages).
9.	Social security and the rule of law: [General Survey concerning social security instruments in light of the 2008 Declaration on Social Justice for a Fair Globalization: third item on the agenda: information and reports on the application of conventions and recommendations: report of the Committee of Experts on the Application of Conventions and Recommendations (articles 19, 22 and 35 of the Constitution)]. Geneva: International Labour Office, 2011 (279 pages).
10.	The law of social security. 5 th edition. London: Butterworths, 2002 (805 pages).
Latvian normative legal acts	
1.	13.04.2000. Commercial Law. Available: https://likumi.lv/ta/en/id/5490-the-commercial-law
2.	14.10.1998. Civil Procedure Law. Available: https://likumi.lv/ta/en/en/id/50500
3.	31.10.2002. Electronic Documents Law. Available: https://likumi.lv/ta/en/en/id/68521
4.	04.11.1950. European Convention on Human rights. Available: https://www.echr.coe.int/Documents/Convention_ENG.pdf
5.	23.03.2000. Group of Companies Law. Available: https://likumi.lv/ta/en/en/id/4423
6.	20.06.2001. Labour Law. Available: https://likumi.lv/ta/en/id/26019-labour-law
7.	26.09.2002. Labour Dispute Law. Available: https://likumi.lv/ta/en/en/id/67361
8.	07.12.1984. Latvian Administrative Violations Code. Available: https://likumi.lv/ta/en/en/id/89648
9.	15.12.1992. Law On Judicial Power. Available: https://likumi.lv/ta/en/en/id/62847
10.	06.05.2010. Law On Legal Force of Documents. Available: https://likumi.lv/ta/en/en/id/210205
11.	31.05.2012. Law On Official Publications and Legal Information. Available: https://likumi.lv/ta/en/en/id/249322
12.	07.09.1995. Law On Social Security. Available: https://likumi.lv/ta/en/en/id/36850
13.	31.10.2002. Law On State Social Allowances. Available: https://likumi.lv/ta/en/en/id/68483
14.	01.10.1997. Law On State Social Insurance. Available: https://likumi.lv/ta/en/en/id/45466
15.	20.11.1990. Law On the Enterprise Register of the Republic of Latvia. Available: https://likumi.lv/ta/en/en/id/72847
16.	06.04.2006. Ombudsman Law. Available: https://likumi.lv/ta/en/en/id/133535
17.	06.11.1995. On Maternity and Sickness Insurance. Available: https://likumi.lv/ta/en/en/id/38051
18.	28.01.1937. The Civil Law. Available: https://likumi.lv/ta/en/en/id/225418
19.	15.02.1922. The Constitution of the Republic of Latvia. Available: https://likumi.lv/ta/en/en/id/57980
20.	17.06.1998. The Criminal Law. Available: https://likumi.lv/ta/en/en/id/88966
Other information sources	
1.	Council Directive 91/383/EEC of 25 June 1991 supplementing the measures to encourage improvements in the safety and health at work of workers with a fixed- duration employment relationship or a temporary employment relationship.
2.	Council Directive 91/533/EEC of 14 October 1991 on an employer's obligation to inform employees of the conditions applicable to the contract or employment relationship.
3.	Council Directive 92/85/EEC of 19 October 1992 on the introduction of measures to encourage improvements in the safety and health at work of pregnant workers and workers who have recently given birth or are breastfeeding (tenth individual Directive within the meaning of Article 16 (1) of Directive 89/391/EEC).
4.	Council Directive 94/33/EC of 22 June 1994 on the protection of young people at work.
5.	Directive 2014/67/EU of the European Parliament and of the Council of 15 May 2014 on the enforcement of Directive 96/71/EC concerning the posting of workers in the framework of the provision of services and amending Regulation (EU) No 1024/2012 on administrative cooperation through the Internal Market Information System ('the IMI Regulation').

36.	Directive 2014/54/EU of the European Parliament and of the Council of 16 April 2014 on measures facilitating the exercise of rights conferred on workers in the context of freedom of movement for workers.
7.	Eleventh Council Directive 89/666/EEC of 21 December 1989 concerning disclosure requirements in respect of branches opened in a Member State by certain types of company governed by the law of another State.
8.	Proposal for a DIRECTIVE OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL on single-member private limited liability companies.
9.	Failure of a Member State to fulfil obligations - Directive 2005/56/EC - Cross-border mergers of limited liability companies - Failure to transpose within the prescribed period.
10.	Directive 2001/29/EC of the European Parliament and of the Council of 22 May 2001 on the harmonisation of certain aspects of copyright and related rights in the information society.
11.	Directive 2001/84/EC on the resale right for the benefit of the author of an original work of art.
12.	Directive 2004/48/EC of the European Parliament and of the Council of 29 April 2004 on the enforcement of intellectual property rights.
13.	Directive 2011/77/EU of the European Parliament and of the Council of 27 September 2011 amending Directive 2006/116/EC on the term of protection of copyright and certain related rights.
14.	Directive 2012/28/EU of the European Parliament and of the Council of 25 October 2012 on certain permitted uses of orphan works Text with EEA relevance.
15.	Directive 2014/26/EU of the European Parliament and of the Council of 26 February 2014 on collective management of copyright and related rights and multi-territorial licensing of rights in musical works for online use in the internal market Text with EEA relevance.
16.	Directive 95/46/EC of the European Parliament and of the Council of 24 October 1995 on the protection of individuals with regard to the processing of personal data and on the free movement of such data.
17.	Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).
18.	Labour law: its role, trends and potential, source: https://www.ilo.org/wcmsp5/groups/public/@ed_dialogue/@actrav/documents/publication/wcms_111442.pdf
19.	Perspectives on labour economics for development, source: https://www.ilo.org/wcmsp5/groups/public/@dgreports/@dcomm/@publ/documents/publication/wcms_190112.pdf
20.	Shaw Malcolm N. International law. 5 th edition. http://pc-freak.net/international_university_college_files/Cambridge%20University%20Press%20-%20Malcolm%20N.%20Shaw%20-%20International%20Law,%205th%20Edition.pdf
21.	Termination of employment instruments, source: https://www.ilo.org/wcmsp5/groups/public/---ed_norm/---normes/documents/meetingdocument/wcms_153602.pdf

Work, Environment and Civil Protection

Author/s of the course:	
Mg.da.,ing., adjunct lecturer Mārtiņš Pužulis	
Credit points (Latvian):	ECTS credits:
2	3
Final evaluation form:	
Examination	
Study course prerequisites:	
Secondary education requirements in physics, mathematics, biology, anatomy	
Study course aim:	
To provide students with the necessary knowledge, skills and competence acquired in the field of labor, environmental and civil protection.	
Study course learning outcomes (knowledge, skills, competences):	
<ol style="list-style-type: none"> 1. Understand labor protection system in the EU and the country. 2. Understand basic principles of the environmental and civil protection system. 3. Able to create a labor protection system in the company. 4. Able to perform the environmental risk assessment of their profession. 5. Able to manage labor protection training processes in the company. 	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	Labor protection laws and regulations. Situation in the country regarding the field of labor protection.
2.	The internal monitoring of work environment. Identification and assessment of risks related to work environment.
3.	Action plan. Accidents at work and occupational diseases.
4.	Electric safety. Fire protection.
5.	Civil protection and disaster management.
6.	Environmental protection basics.

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements *
37.	Labor protection laws and regulations. Situation in the country regarding the field of labor protection.	4	2	
38.	The internal monitoring of work environment. Determination and assessment of risks related to work environment.	12	6	
39.	Action plan. Accidents at work and occupational diseases.	2	2	
40.	Electric safety. Fire protection.	2	1	
41.	Civil protection and disaster management.	3	2	

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements *
42.	Environmental protection basics.	1	1	
Total:		24	16	

* If, in the program, the course is not available in this form, then these rows have to be highlighted with light gray color.

Independent work description:		
Study form	Type of independent work	Form of control
Full-time studies	<i>Independent / Practical assignment's brief description:</i> 1. Labor protection situation in the student's chosen field or business or company. 2. Identifying risk factors in a particular work environment.	Essay Independent work
	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> Study the 1st, the 2nd, the 3rd sources from the mandatory source list and 1.-5. from the other sources of information list of specific topics.	
Part-time studies	<i>Independent / Practical assignment's brief description:</i> 1. Labor protection situation in the student's chosen field or business or company. 2. Description and analysis of possible disasters in the student's place of residence.	Essay Description
	<i>Mandatory literature reading and/or audio and video material for listening/ watching brief description:</i> Study the 1st, the 2nd, the 3rd sources from the mandatory source list and 1.-5. from the other sources of information list of specific topics.	

Structure of the study course:							
Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material watching/ listening	Total hours of the course
	Lecture contact hours (including seminars, discussions)	Consultations, guest lectures, conferences, field trips, business games, etc.	Final evaluation (exam, test, defense)	Total			
Full-time	24	6	2	32	32	16	80
Part-time	16	6	2	24	32	24	80

Evaluation of the study course learning outcomes:

Students, during the study course, successfully have to complete **two** independent work assignments, have to participate in **two** seminars, have to attend **70%** of the lectures and **have to pass** the exam.

The final score is a combination of:

- 30% of the total exam evaluation consisting of the average evaluation of the independent work done during the semester;
- 70% of the total exam evaluation consists of the exam score.

No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (10) (from 95% to 100%)
1.	Understand labor protection system in the EU and the country.	Essay. Practical work.	Partly understand labor protection system.	Have mastery of the key system operating principles.	Able to understand the key processes of the labor protection system. This is reflected in practical work.	Excellently done practical work. Completely understand the formation of labor protection system and the performance differences in the EU.
2.	Able to create a labor protection system in the company.	Discussion.	Partly understand labor protection system in the company.	Have mastery of the key labor protection system operating principles in the company.	Able to understand the key processes of the labor protection system. This is reflected in practical work.	Excellently done practical work. Completely understand the formation of labor protection system in the company.
3.	Able to perform the environmental risk assessment of their profession.	Practical work. Seminar.	Partly understand work environment risk nature and their evaluation.	Have mastery of the main conditions to identify risks in work environment.	Understand the work environment risk assessment processes. Can explain the substance of these processes.	Understand the work environment risk detection techniques. Able to analyze and explain with supporting details the work environment risk assessment results.
4.	Able to manage labor protection training processes in the company.	Practical work. Discussion.	Partly understand the need for training in the field of labor protection.	Have mastery of the main principles of creating labor protection training system.	Able to organize and write labor protection instructions for certain jobs.	Have mastery of training system's designing principles. Able to analyze flexibly and with supporting details the elements of the system.
5.	Understand the basic principles of the environmental and civil protection system.	Discussion. Practical work.	Partially understand civil protection and disaster	Have understanding of civil	Understand the basic principles of the civil	Have mastery of civil protection system formation and its operational

			management principles and environmental principles.	protection processes. Have understanding of the basic principles of environmental protection.	protection system formation. Understand the basic principles of environmental protection.	procedures in the country. Can clarify with supporting details the operation of elements of the system.
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Literature and other sources of information:

Mandatory literature and information sources

1. Kaļķis V., Roja Ž., Kaļķis H. (2015). Arodveselība un riski darbā. Medicīnas apgāds. Rīga, 533
2. Darba drošība.(2010). LBAS.LM.,278
3. Ergonomika darbā.(2010). LBAS.LM.190
4. Kusiņš J., Kļava G. Civilā aizsardzība. (2011) SIA Drukātava, 124
5. Nikodemus O., Brumelis G. Dabas aizsardzība.(2015) LU Akadēmiskais apgāds, 288

Further reading

1. Darba higiēna.(2010) LBAS.LM., Rīga, 179
2. Psihosociālā darba vide.(2010) LBAS, LM,Rīga, 156
3. Darba apstākļi un veselība darbā. (2010) LBAS, LM,Rīga, 167
4. Darba aizsardzība uzņēmumā. Palīgs jaunajam komersantam.(2013) LDDK, Rīga, 48.lpp CD komplektā.

Other sources of information

1. Darba aizsardzības likums (spēkā esošā redakcija). Passed: 20.06.2001. Published: Latvijas Vēstnesis, 06.07.2001. Nr.105(2492)
2. Likums "Civilās aizsardzības un katastrofas pārvaldīšanas likums" (spēkā esošā redakcija) Passed: 05.05.2016. Published: Latvijas Vēstnesis 25.05.2016. Nr. 100(5672)
3. Ministru kabineta noteikumi Nr.238 "Ugunsdrošības noteikumi" (spēkā esošā redakcija) Passed: 19.04.2016. Published: Latvijas Vēstnesis 22.04.2016. Nr.78(5650)
4. www.osha.lv
5. www.vdi.gov.lv
6. www.lm.gov.lv
7. www.vugd.gov.lv
8. www.varam.gov.lv

LATVIAN LANGUAGE

Author/-s of the study course:	
Assistant professor Zane Veidenberga, mg.edu.mgmt., PhD candidate	
Credits (Latvian):	ECTS:
2	3
Final evaluation form:	
Examination	
Study course prerequisites:	
-	
Study course aim:	
To provide students with the acquisition of necessary knowledge and skills required to obtain A1 level in the Latvian Language.	
Study course learning outcomes (Knowledge, Skills, Competencies):	
<ol style="list-style-type: none"> 1. Students can recognise familiar words and very basic phrases concerning oneself, one's family and immediate concrete surroundings when people speak slowly and clearly. 2. Students can understand familiar names, words and very simple sentences. 3. Students can interact in a simple way provided the other person is prepared to repeat or rephrase things at a slower rate of speech and help them formulate what they are trying to say. They can ask and answer simple questions in areas of immediate need or on very familiar topics. 4. Students can write a short, simple text and fill in forms with personal details, for example, entering their name, nationality and address on a registration form. 	
Study course thematic plan:	
1.	Greeting and addressing. Introducing yourself. Contact details (Alphabet. Verbs <i>būt, nebūt</i> . Numbers 1-20. Pronouns.)
2.	People, countries, languages and nationalities (Verbs <i>dzīvot, runāt, strādāt, studēt</i> .)
3.	In a town and in the country (Verbs <i>redzēt, apmeklēt</i> + nouns in the relevant case.)
4.	My home and my family (Verbs <i>dzīvot, irēt</i> + nouns in the relevant case.)
5.	Travelling and transport (Verbs <i>iet, braukt, lidot</i> + nouns in the relevant case.)
6.	Daily routines (Times of the day, verbs <i>ēst, dzert, lasīt, gulēt, darīt</i> + nouns in the relevant case.)
7.	In a shop and bank (Verbs <i>pirkt, pārdot, maksāt</i> + nouns in the relevant case.)
8.	Food and meals (Verbs <i>cept, vārīt, garšot, negaršot</i> + nouns in the relevant case.)

Study course calendar plan:				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e - learning elements
1.	Greeting and addressing. Introducing yourself Contact details (Alphabet. Verbs <i>būt, nebūt</i> . Numbers 1-20. Pronouns.)	4		

Study course calendar plan:

No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e - learning elements
2.	People, countries, languages and nationalities (Verbs <i>dzīvot, runāt, strādāt, studēt.</i>)	4		
3.	In a town and in the country (Verbs <i>redzēt, apmeklēt</i> + nouns in the relevant case.)	4		
4.	My home and my family (Verbs <i>dzīvot, īrēt</i> + nouns in the relevant case.)	4		
5.	Travelling and transport (Verbs <i>iet, braukt, lidot</i> + nouns in the relevant case.)	4		
6.	Daily routines (Times of the day, verbs <i>ēst, dzert, lasīt, gulēt, darīt</i> + nouns in the relevant case.)	4		
7.	In a shop and bank (Verbs <i>pirkt, pārdot, maksāt</i> + nouns in the relevant case.)	4		
8.	Food and meals (Verbs <i>cept, vārīt, garšot, negaršot</i> + nouns in the relevant case.)	4		
Total:		32		

Independent work description:

Study form	Type of independent work	Form of control
full-time studies	Write a short story telling how you get from your hostel/ apartment to the university/ airport/ city centre etc. in at least 10 sentences.	Completed written task submitted in Moodle – marking + feedback
	Prepare a 5 minute presentation (PowerPoint + speech) telling a story about yourself (or your daily routine, home, home country, city, family etc.).	Presentation, classroom discussion (questions – answers)
part-time studies		
part-time studies with e-learning elements		

Structure of the study course:

Study form	Contact hours			

	Lecture contact hours (incl. seminars, discussions etc.)	Consultations, guest lectures, conferences, study visits, workshops, business games and simulations etc.	Final evaluation in the course	Total	<i>Individual work (hours)</i>	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
full-time studies	32	6	2	40	24	16	80
part-time studies							
part-time studies with e-learning elements							

The evaluation of the study course learning outcomes:

Students shall:

- attend at least 70% of contact classes and take an active participation in classroom activities;
- complete successfully 2 independent work assignments (see *Independent work description* table) meeting the requirements for A1 level;
- pass final test (consisting of oral and written part).

The final grade for the course is formed by successful completion of the 3 above mentioned requirements, i.e. active participation in classroom activities (20%), 2 independent work assignments (30%) and final test (50%).

No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1.	Students can recognise familiar words and very basic phrases concerning oneself, one's family and immediate concrete surroundings when people speak slowly and clearly.	Practical reading exercises and listening tasks, question – answer sessions	Students can recognise 40%-64% of familiar words and very basic phrases	Students can recognise 65%-84% of familiar words and very basic phrases	Students can recognise 85%-94% of familiar words and very basic phrases	Students can recognise 95%-100% of familiar words and very basic phrases
2.	Students can understand familiar names, words and very simple sentences.	Practical reading exercises and listening tasks, individual and pair work, question – answer sessions	Students can understand 40%-64% of familiar names, words and very simple sentences	Students can understand 65%-84% of familiar names, words and very simple sentences	Students can understand 85%-94% of familiar names, words and very simple sentences	Students can understand 95%-100% of familiar names, words and very simple sentences
3.	Students can interact in a simple way provided the other person is prepared to repeat or	Practical speaking and listening tasks in pairs and	Students can ask simple questions,	Students can ask simple questions,	Students can interact asking simple	Students can freely interact

	rephrase things at a slower rate of speech and help them formulate what they are trying to say. They can ask and answer simple questions in areas of immediate need or on very familiar topics.	groups, presentation	partially understand what is said/ asked, but have difficulties with providing answers	fully understand what is said/ asked, but have difficulties with providing relevant answers due to grammatical or vocabulary issues	questions and providing simple answers, but there are minor vocabulary and grammar issues	asking simple questions and providing simple answers
4.	Students can write a short, simple text and fill in forms with personal details, for example, entering their name, nationality and address on a registration form.	Written tasks (individual work), examination	40%-64% of tasks completed correctly	65%-84% of tasks completed correctly	85%-94% of tasks completed correctly	95%-100% of tasks completed correctly

Literature and information sources:	
Compulsory literature and information sources	
1.	Auziņa, I. et.al. (2014). <i>A1 Laipa. Latviešu valodas mācību grāmata</i> . Rīga: Latviešu valodas aģentūra.
Additional literature and information sources	
1.	Dumpe, D. (2009). <i>Latvian in three months</i>. Rīga: Zvaigzne ABC.
2.	Ozola, N. (2005). <i>Латышский язык за три месяца</i>. Rīga: Zvaigzne ABC.
3.	Poikāns, K. (2014). <i>Es protu latviešu valodu. Testu krājums (A1, A2)</i> . Rīga: Zvaigzne ABC.
4.	Svarinska, A. (2003). <i>Latviešu valoda. Mācību kurss 25 nodarbībām</i> . Rīga: Zvaigzne ABC.
Other information sources	
1.	Latvian Academy of Science Terminology Commission. Akadterm. Online dictionary. [Accessed 30.11.2018.] Available at: http://termini.lza.lv/term.php
2.	European Commission. Eur-lex. Translation corpus. [Accessed 30.11.2018.] Available at: http://eur-lex.europa.eu
3.	Linguee. Online LV-ENG/ENG-LV dictionary. [Accessed 30.11.2018.] Available at: http://www.linguee.com/english-latvian/
4.	Sproģe, I., Kaupers, R. Joka pēc alfabēts [Accessed 30.11.2018.] Available at: https://www.youtube.com/watch?v=W5e9GJfHC4A&index=4&list=PLqJcHm-6n4cGcJ_AWZisWAL5FZ53xCsg0
5.	Tilde. Letonika. Online dictionary [Accessed 30.11.2018.] Available at: https://www.letonika.lv/groups/default.aspx?g=2
6.	Tilde. Online LV-ENG/ENG-LV dictionary and translation tool. [Accessed 30.11.2018.] Available at: https://www.tilde.lv/
7.	Zīle, U. Mācāmieš krāsas. [Accessed 30.11.2018.] Available at: https://www.youtube.com/watch?v=gylg2qAj_dE&list=PLqJcHm-6n4cGcJ_AWZisWAL5FZ53xCsg0
8.	Zīle, U. Mācāmieš skaitīt līdz desmit, mācāmieš ciparus. [Accessed 30.11.2018.] Available at: https://www.youtube.com/watch?v=f4-CcJONi8&index=2&list=PLqJcHm-6n4cGcJ_AWZisWAL5FZ53xCsg0

Digital marketing

Author/s of the course:	
MBA Edgars Koroņevskis	
Credit points (Latvian):	ECTS credits:
2	3
Final evaluation form:	
Examination	
Study course prerequisites:	
Marketing	
Study course aim:	
Provide students with the acquisition of appropriate digital marketing knowledge and practical skills.	
Study course learning outcomes (knowledge, skills, competences):	
<ol style="list-style-type: none">1. Understand the importance of digital marketing in today's marketing communication.2. Understand the user experience and usability principles.3. Understand digital marketing methods and channels.4. Understand social media marketing.5. Able to plan digital marketing activities, campaigns and budget.	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	Digital marketing functions and channels, e-commerce
2.	Content marketing
3.	Search Engine Optimization (SEO)
4.	Social media management
5.	Paid advertising
6.	Evaluation methods of marketing activities

Study course calendar plan:

In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.

No.	Topic	Lecture contact hours (including seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements*
9.	Digital marketing functions and channels, e-commerce <ul style="list-style-type: none"> • Business objectives and target audiences • Digital marketing planning, budget • Methods and channels • User experience, usability 	4	3	1.5
10.	Content marketing <ul style="list-style-type: none"> • Principles, content plan • Content types • The basic principles of formatting 	4	3	1.5
11.	Search Engine Optimization (SEO) <ul style="list-style-type: none"> • SEO basics • SEO strategy and plan • Tool usage: Google webmasters, Google My Business 	4	2	1
12.	Social media management <ul style="list-style-type: none"> • Social media communication plan • The most popular channels: Facebook, Instagram, YouTube etc. • Content creation for social media networks 	4	2	1
13.	Paid advertising <ul style="list-style-type: none"> • Banner planning • Google Ads • Facebook advertising 	4	3	1.5
14.	Evaluation methods of marketing activities <ul style="list-style-type: none"> • Google Analytics • Social media statistical tools 	4	3	1.5
	Total:	24	16	8

Independent work description:		
Study form	Type of independent work	Form of control
<i>Full-time studies, part-time studies, part-time studies with e-learning elements</i>	1. Fill out target-audience matrix, to create at least 1 audience person and 1 client travel	Group work
	2. Create Google Ads Display advertising campaign in test environment	Seminar
	3. Creation a content marketing plan	Group work
	4. Create a digital marketing campaign plan and budget	Presentation

Structure of the study course:							
Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material watching/ listening	Total hours of the course
	Lecture contact hours (including seminars, discussions)	Consultations, guest lectures, conferences, field trips, business games, etc.	Final evaluation (exam, test, defense)	Total			
<i>Full-time</i>	24	6	2	32	32	16	80
<i>Part-time</i>	16	6	2	24	32	24	80
<i>Part-time studies with e-learning elements</i>	8	6	2	16	32	32	80

Evaluation of the study course learning outcomes:						
No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (10) (from 95% to 100%)
1.	Understand the importance of digital marketing in today's marketing communication.	Discussion, examination	Understand the basic concepts	Understand the importance of digital marketing	Understand the significance and principles of digital marketing	Freely able to describe the most popular digital marketing principles
2.	Understand the user experience and usability principles.	Seminar	Understand basic terms, is able to recognize	Able to analyze and understand the importance of user experience,	Able to demonstrate practical usability and poor user	Able to illustrate the theory with practical examples and

			simplified examples	understand its link with meeting the digital marketing objectives	experience cases, understand the significance of these factors in marketing communication	point out the main user experience problems, draw conclusions based on user research
3.	Understand digital marketing methods and channels.	Seminar, examination	Able to list the most popular forms of digital marketing	Able to list and describe in detail the various forms of digital marketing, able to describe their advantages and disadvantages	Able to describe a significant number of the digital marketing methods, describing in detail the advantages and interaction of the channels	Able to compare, in a balanced way, digital marketing methods and channel use, based on the evaluation methods and research data
4.	Understand social media marketing.	Discussion	Able to name the most popular social media networks	Understand the main differences among the most popular social media channels, able to choose the most appropriate social media channel for the target audience	Able to devise appropriate strategy for each media channel	Able to devise appropriate strategy and assessment system for each social media channel, connecting it with other resources, such as websites
5.	Able to plan digital marketing activities, campaigns and budget.	Presentation	Understand the basic principles of planning, able to design a simplified plan	Able to design a detailed communication plan while planning the use of different channels	Able to create a digital marketing plan with activities, cost planning	Able to create a detailed plan with a budget, the assessment of other marketing methods and time schedule

Macroeconomics

Author/s of the course:	
Dr. oec. Anna Ābeltiņa	
Credit points (Latvian):	ECTS credits:
4	6
Final evaluation form:	
Examination	
Study course prerequisites:	
Microeconomics	
Study course aim:	
To provide students with the necessary knowledge, skills and competence acquisition in the field of macroeconomics.	
Study course learning outcomes (knowledge, skills, competences):	
<ol style="list-style-type: none"> 1. Understand the substance and basic concepts of macroeconomics as the foundation of the state's economic policy. 2. Understand key macroeconomic indicators. 3. Able to solve practical tasks in accordance with the acquired theoretical knowledge. 4. Able to critically analyze problems at the economy level. 5. Able to provide arguments to discuss the fundamental issues of macroeconomics. 	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	The substance and key indicators of macroeconomics
2.	Macroeconomic balance and instability
3.	Monetary system
4.	Fiscal framework
5.	International economic relations

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
15.	Introduction to macroeconomics. <ul style="list-style-type: none"> • The object of macroeconomics. • Macroeconomic methodology. • The basic problem and aims of macroeconomics. 	4	2	1

Study course calendar plan:

In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.

No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
16.	Key indicators of macroeconomics. <ul style="list-style-type: none"> • Gross National Product and Gross Domestic Product. • The methods of calculating Gross Domestic Product. • Other macroeconomic indicators. • Nominal and real Gross Domestic Product. Price indices. • Gross Domestic Product and population welfare. Economic growth. 	8	4	2
17.	Macroeconomic instability. <ul style="list-style-type: none"> • Production cycles as macroeconomic instability manifestation. • The substance of inflation and its forms of expression. • The substance, types and socioeconomic consequences of unemployment. 	6	3	1
18.	Monetary system. <ul style="list-style-type: none"> • Money demand and supply. • Two-tier banking system. • Monetary policy. 	8	4	2
19.	Aggregate demand and supply. <ul style="list-style-type: none"> • Aggregate demand - its structure and factors. • Aggregate supply: Keynesian and classical approach. • Aggregate supply changes. • Macroeconomic balance and changes. • Demand and supply shocks. Automatic process and regulatory measures. 	6	3	1
20.	Income – expenditure model component analysis. <ul style="list-style-type: none"> • Consumption, savings, investment. • Income–expenditure balance and multiplication effects. 	4	2	1
21.	Fiscal framework. <ul style="list-style-type: none"> • Government expenditure structure. • Taxes: functions, principles. • The state budget, its deficit and public debt. 	6	3	2

Study course calendar plan:				
In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
22.	International economic relations. <ul style="list-style-type: none"> • International trade - substance and policy. • International capital movement. • The international labor movement. • International Monetary System. 	6	3	2
Total:		48	24	12

Independent work description:		
Study form	Type of independent work	Form of control
<i>All forms of studies</i>	<ol style="list-style-type: none"> 1. The acquisition of macroeconomic theory issues. 2. Find a solution for a given macroeconomic problem/task, to support the chosen solution with macroeconomic theory conclusions. 3. Prepare discussion report on a certain macroeconomic theory question, support opinion and critically substantiate the statements. 	Presentation 2 quizzes 2 seminars
	Independently read sources 1, 2 and 3 from the mandatory literature list, and prepare a discussion report on the given issue of macroeconomic theory.	

Structure of the study course:							
Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material watching/listening	Total hours of the course
	Lecture contact hours (including seminars, discussions)	Consultations, guest lectures, conferences, field trips, business games, etc.	Final evaluation (exam, test, defense)	Total			
<i>Full-time</i>	48	12	4	64	64	32	160
<i>Part-time</i>	24	18	6	48	64	48	160
<i>Part-time studies with e-learning elements</i>	12	16	4	32	64	64	160

Evaluation of the study course learning outcomes:

During the study course, 2 quizzes and 1 independent work assignment have to be successfully completed, 2 seminars have to be participated in, at least 70% of the lectures have to be attended and the exam passed. The final grade for the course is formed as the mean of combined average grades for the independent work assignments and the exam.

No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (10) (from 95% to 100%)
1.	Understand the substance and basic concepts of macroeconomics as the foundation of the state's economic policy.	Independent work Seminar Examination	Understand the basic concepts.	Understand the basic concepts and terms, but there are difficulties in the formulation of regularities.	Understand the basic concepts, terms and regularities.	Have a good grasp of the substance, concepts and able to analyze the regularities.
2.	Understand key macroeconomic indicators.	Independent work Seminar Examination	Understand the substance of key indicators.	Understand the substance of key indicators, but there are difficulties in the formulation of regularities.	Understand and able to apply key macroeconomic indicators in problem-solving.	Have a good grasp of key macroeconomic indicators.
3.	Able to solve practical tasks in accordance with the acquired theoretical knowledge.	Independent work Quizzes Examination	Able to apply the acquired knowledge independently to solve certain macroeconomic problems.	Able to apply the acquired knowledge independently in solving macroeconomic problems.	Able to deal with different level practical tasks independently.	Able to solve practical tasks freely and creatively.
4.	Able to critically analyze problems at the economy level.	Discussion Seminar	Able to analyze the information obtained, however, there are difficulties discerning regularities.	Able to analyze the information obtained, however, there are difficulties in formulating conclusions.	Able to analyze the information obtained critically and to formulate conclusions.	Able to analyze the obtained information critically, draw conclusions and propose solutions.
5.	Able to provide arguments to discuss the fundamental issues of macroeconomics.	Discussion Presentation Seminar	Able to discuss current events, unable to formulate opinion.	Able to discuss current events, but there are difficulties to argue a viewpoint.	Able to provide arguments to discuss current events, formulate and justify opinions.	Excellent argumentative and oratorical skills.

Literature and other sources of information:**Mandatory literature and information sources**

1.	Krugman, P., Wells R. (2018). Macroeconomics. N.-Y: Macmillan Education, p. 561.
2.	Bikse, V. (2015). Makroekonomika: teorija un politika. Liepāja, LiePU LiePA, 269 lpp.
3.	Šenfelde, M. (2012). Makroekonomika. Rīga, RTU izdevniecība, 244 lpp.
Further reading	
1.	Baumol, W., J, Blinder, A., S. (2012). Economics: Principles & Policy, 12 th International Edition. South-Western Cengage Learning, 437 – 612, 689 – 727 p.
2.	Kutuzova, O. (2012). Finances un kredīts. Biznesa augstskola Turība 15 – 88, 126 – 162, 179 - 217.
3.	Mankiw, N., G., Taylor M., P. (2010). Economics. South-Western Cengage Learning, 473 – 783 p.
4.	Брю, С., Л., Макконнел К., Р. (2015). Экономикс: краткий курс. Москва: ИНФРА-М, 461 стр.
5.	Tautsaimniecības analīze http://www.fm.gov.lv/lv/sadalas/tautsaimniecibas_analize/
6.	Makroekonomikas ikmēneša apskats http://www.fm.gov.lv/lv/sadalas/tautsaimniecibas_analize/tautsaimniecibas_analize/ikmeneses_makroekonomikas_un_budzeta_apskats/
7.	Nodokļi http://www.fm.gov.lv/lv/sadalas/nodoklu_politika/
8.	Starptautiskā sadarbība https://www.em.gov.lv/lv/nozares_politika/starptautiska_sadarbiba/
Other sources of information	
1.	Centrālā statistikas pārvalde www.csb.gov.lv
2.	Latvijas Ekonomikas ministrija www.em.gov.lv
3.	Latvijas Finanšu ministrija www.fm.gov.lv
4.	Latvijas Banka www.bank.lv
23.	Zinātnisko žurnālu datubāze EBSCO www.search.ebscohost.com

Branding

Author/s of the course:	
Dr.phil., Professor Velga Vēvere	
Credit points (Latvian):	ECTS credits:
2	3
Final evaluation form:	
Examination	
Study course prerequisites:	
Management	
Study course aim:	
To provide students with the necessary knowledge, skills and competence acquisition in the field of branding.	
Study course learning outcomes (knowledge, skills, competences):	
<ol style="list-style-type: none"> 1. Understand the substance of the concept of "branding" and related concepts. 2. Understand the steps of branding process and necessary data mining methods used for its implementation. 3. Able to analyze brands, to determine their value. 4. Able to analyze consumer purchasing decision-making stages. 	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	The essence and meaning of branding in a company's (organization's) activities
2.	Branding development (directions and authors)
3.	Branding in various kinds of businesses
4.	External identifiers of a brand
5.	Brand building and management
6.	Brand portfolio management
7.	Place branding
8.	Brand promotion

Study course calendar plan:

In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.

No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
24.	The role of brand in an organization's activities: <ul style="list-style-type: none">• Brand definitions• Branded and non-branded products• Brand analysis models	3	2	1
25.	The development of branding: <ul style="list-style-type: none">• Brand creation, history• The development stages of branding	3	1	1
3.	Branding in various industries: <ul style="list-style-type: none">• Manufacturer's brand• Service brand• Co-brand• Retail brand	4	3	1
27.	External identifiers of a brand <ul style="list-style-type: none">• Name• Logo• Advertising slogan• Packaging	4	3	1
28.	Brand development: <ul style="list-style-type: none">• Strategic• Administrative• Operational	3	2	1
29.	Brand portfolio management: <ul style="list-style-type: none">• The concept of brand portfolio• Brand distribution and expansion• Segmentation and positioning	3	2	1
30.	Place branding: <ul style="list-style-type: none">• Concept• Nation branding• City branding	2	1	1

Study course calendar plan:

In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.

No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
31.	Brand promotion: <ul style="list-style-type: none">• Marketing communication• Promotion strategy	2	2	1
Total:		24	16	8

* If, in the program, the course is not available in this form, then these rows have to be highlighted with light gray color

Independent work description:		
Study form	Type of independent work	Form of control
Full-time studies	<i>Independent / Practical assignment's brief description:</i> 1. Analyze the texts given by the instructor 2. Prepare a presentation "X brand study"	Seminar, discussion Independent work
	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> Study sources 1, 2, 3 and 4 from the mandatory list of sources and source 4 from the further reading section on the topics acquired during the study course	
Part-time studies	<i>Independent / Practical assignment's brief description:</i> 1. Analyze the texts given by the instructor 2. Prepare a presentation "X brand study"	Seminar, discussion Independent work
	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> Study sources 1, 2, 3 and 4 from the mandatory list of sources and source 4 from the further reading section on the topics acquired during the study course	
Part-time studies with e-learning elements	<i>Independent / Practical assignment's brief description:</i> 1. Analyze the texts given by the instructor 2. Prepare a presentation "X brand study"	Seminar, discussion Independent work
	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> Study sources 1, 2, 3 and 4 from the mandatory list of sources and source 4 from the further reading section on the topics acquired during the study course	

Structure of the study course:							
Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material watching/ listening	Total hours of the course
	Lecture contact hours (including seminars, discussions)	Consultations, guest lectures, conferences, field trips, business games, etc.	Final evaluation (exam, test, defense)	Total			
Full-time	24	6	2	32	32	16	80
Part-time	16	6	2	24	32	24	80
Part-time studies with e-learning elements	8	6	2	16	32	32	80

Evaluation of the study course learning outcomes:			
During the course, students have to prepare 2 independent assignments and participate in 1 seminar, as well as to attend at least 50% of lectures and pass a written examination. The final evaluation is the average grade of 3 assessments (2 independent work assignments and the exam)			
No.	Learning outcome:		Evaluation criteria

		<i>Evaluation method/s</i>	<i>Minimum level (from 40% to 64%)</i>	<i>Average level (from 65% to 84%)</i>	<i>High level (from 85% to 94%)</i>	<i>Excellent level (10) (from 95% to 100%)</i>
1.	Know about the substance of branding, its principles and methods	Seminar, discussion, examination	Able to name key branding concepts, describe them	Know the key branding concepts, able to identify and describe the types of brand	Excellent understanding of brand essence and brand typology, understand the brand's role in society	Freely discusses branding concepts and terminology, able to analyze and judge the trends
2.	Know strategic planning and plan implementation	Independent work, discussion, quiz	Understand the structure of a plan and the main principles of its creation	Understand the structure of a plan and the main principles of its creation very well	Understand the planning process at the strategic level, able to draw up a plan	Understand the planning process at the strategic level, able to create a brand development plan
3.	Know how to determine brand value	Independent work, discussion	Know the brand structure and able to describe the main elements	Know the brand structure and able to describe the main features as well as conduct their detailed analysis	Know the brand valuation methods, able to use them in practice	Know the brand valuation methods, able to use them in practice as well as to calculate brand equity
4.	Information collection and processing skills and the maintenance of brand value	Discussion, group work	Have skills in obtaining information from various sources	Able to critically evaluate the information gathered, however, there are problems in the formulation of the question under study	Able to get and process information very well, formulate research questions and plan the research study	Able to get and process information very well, formulate research questions and plan the research study as well as conduct it
5.	Have problem analysis and solving competences	Discussion, independent assignment, quiz	Able to identify the brand management problems and to present them in front of the audience	Able to identify the brand management problems and present them in front of the audience, however, unable to offer solutions	Able to identify the brand management problems and present them in front of the audience, as well as able to offer solutions to the problems	Able to identify the brand management problems and present them in front of the audience, as well as develop a problem-solving strategy (model)

Literature and other sources of information:

Mandatory literature and information sources

1	3.	Balmer J. M. T., Abratt, R. (2016). Corporate brands and corporate marketing: emerging trends in the big five eco-system. <i>Journal of brand management</i> , Available at: https://www.researchgate.net/publication/283720522 Corporate brands and corporate marketing Emerging trends in the big five eco-system
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2	4. Brito, M. (2013). <i>Your brand, the next media company: how a social business strategy can enable better content, smarter marketing and deeper customer relationships</i> . Indianapolis, IN : QuePub.
3	5. Ghernev A. (2018). <i>Strategic Brand Management</i> . Evanston: Northwestern University.
4	6. Godins, S. (2014). <i>Violetā govs : [kā veicināt sava zīmola, produktu un pakalpojumu atpazīstamību]</i> . Jelgava : Zoldnera izdevniecība.
5	Grubor, A. Milovano, O. (2017). Brand Strategies in the Era of Sustainability. <i>Interdisciplinary Description of Complex Systems</i> 15(1), 78-88. Available at https://hrcak.srce.hr/file
6	Hammonds, Dž. (2008). <i>Tava biznesa zīmols : kā vadīt zīmolu, piesaistīt klientus un kļūt pamanāmam tirgū</i> . Rīga : Lietišķās informācijas dienests.
7	7. Marwick, A., E. (2013). <i>Status update : celebrity, publicity, and branding in the social media age</i> . New Haven ; London : Yale University Press. 2013.
8	Praude, V. (2012). <i>Menedžments</i> . Rīga : Burtene, 2012.
9	8. Rosenbaum-Elliott, R., Percy, L., Pervan, S. (2018). <i>Strategic brand management</i> . Oxford: Oxford University Press.
Further reading	
1	Anholt, S. Competitive identity. (2007). <i>The New Brand Management for Nations, Cities and Regions</i> . London: Palgrave Macmillan.
3	Cocoran I. (2007). <i>The Art of Digital Branding</i> . New York: Allworth Press.
2	Kornberger, M. (2010). <i>Brand Society. How Brands Transform Management and Life-style</i> . Cambridge: Cambridge University Press.
4	Kucuk, S. U. (2019). <i>Brand Hate : Navigating Consumer Negativity in the Digital World</i> . Cham, Switzerland : Palgrave Macmillan, [2019]
5	Steenkamp, J.-B. (2017). <i>Global brand strategy : world-wise marketing in the age of branding</i> . London : Palgrave Macmillan.
Other sources of information	
1	https://www.adweek.com/brand-marketing/
2	https://brandstruck.co/blog/
3	https://identitydesigned.com/
4	https://www.thebrandingjournal.com/

RESEARCH METHODOLOGY

Author/-s of the study course:	
Assistant professor Mg.Psych. Jekaterina Bierne	
Credits (Latvian):	ECTS:
4	6
Final evaluation form:	
Exam	
Study course prerequisites:	
no	
Study course aim:	
To provide students with the necessary knowledge, skills and competences in the field of research methodology	
Study course learning outcomes (Knowledge, Skills, Competencies):	
<ol style="list-style-type: none"> 1. Understand the main research methodology concepts and research principles 2. Able to independently formulate the aim and tasks of the research, question and hypothesis, research variables 3. Able to choose data acquisition and analysis procedures appropriate for the purpose of the research 4. Able to adequately assess the validity and reliability of the research performed, the amount of the required data (sample) of the study 5. Able to statistically process quantitative research data 6. Able to analyze the required information in order to gain understanding of the particular subject of research in the field of economics and management science 7. Able to present the results of the study 8. Able to reasonably discuss the conclusions of the study and application possibilities 	
Study course thematic plan:	
1.	Essence of research methodology, principles of the scientific research. The role of researches in the development and improvement of the company performance. General requirements for research work. Research work organization. Stages of research conducting and creating a structure for research paper.
2.	Research topic, subject, subject, object, aim and tasks. Research question and research hypothesis.
3.	General scientific methods, data collecting (gathering) methods and data processing techniques in modern research. Specifics of qualitative and quantitative research.
4.	The essence and structuring of the research theoretical background. Requirements for development and presentation of the research theoretical background. Search and selection of the information sources and analysis of its content according to the research aim.
5.	Research design (descriptive, experimental, quasi-experimental, data mining schemes).
6.	Research variables and their measurement scales (data types). Determination of variables according to the aim, question, hypothesis of the research.
7.	Quality characteristics of the research: reliability, validity, representativeness. Techniques for sample selection.
8.	The essence of the statistical hypothesis. Types of relationships between variables. Hypotheses about statically significant differences and correlation between variables. Statistical conclusion and its reliability.
9.	Organization of empirical data collecting and processing (documents analysis, observation, interview, questionnaire, focus group, etc. according to the specifics of the study). Integration of the theoretical constructs of the research into the research methodology.

10.	Possibilities for statistical analysis of the research data (indicators of descriptive statistics, inferential statistics tools and their correspondence to the research design).
11.	Introduction to multivariate statistics. Univariate, bivariate and multivariate statistics for different research designs. Possibilities of dispersion analysis, regression analysis, application of factor analysis.
12.	Formatting and presentation of research results.

Study course calendar plan:

No.	Topic	Lecture contact ours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements
32.	Essence of research methodology, principles of the scientific research. The role of researches in the development and improvement of the company performance. General requirements for research work. Research work organization. Stages of research conducting and creating a structure for research paper.	4	2	1
33.	Research topic, subject, subject, object, aim and tasks. Research question and research hypothesis.	4	2	1
34.	General scientific methods, data collecting (gathering) methods and data processing techniques in modern research. Specifics of qualitative and quantitative research.	4	2	2
35.	The essence and structuring of the research theoretical background. Requirements for development and presentation of the research theoretical background. Search and selection of the information sources and analysis of its content according to the research aim.	4	2	1
36.	Research design (descriptive, experimental, quasi-experimental, data mining schemes).	4	2	1
37.	Research variables and their measurement scales (data types). Determination of variables according to the aim, question, hypothesis of the research.	4	2	1
38.	Quality characteristics of the research: reliability, validity, representativeness. Techniques for sample selection.	4	2	1
39.	The essence of the statistical hypothesis. Types of relationships between variables. Hypotheses about statically significant differences and correlation between variables. Statistical conclusion and its reliability.	4	2	2
40.	Organization of empirical data collecting and processing (documents analysis, observation, interview, questionnaire, focus group, etc. according to the specifics of the study). Integration of the theoretical constructs of the research into the research methodology.	4	2	2
41.	Possibilities for statistical analysis of the research data (indicators of descriptive statistics, inferential statistics tools and their correspondence to the research design).	4	2	2
42.	Introduction to multivariate statistics. Univariate, bivariate and multivariate statistics for different research designs. Possibilities of dispersion analysis, regression analysis, application of factor analysis.	4	2	1

Study course calendar plan:				
No.	Topic	Lecture contact ours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements
43.	Formatting and presentation of research results.	4	2	1
Total:		48	24	16

Independent work description:		
Study form	Type of independent work	Form of control
All study forms	<ol style="list-style-type: none"> 1. Creating the Bibliography including ar least 15 literature and information sources of different types, in accordance with the Guidelines. 2. Creating the research paper Introductions including research topicality (relevance), aim, tasks, object and subject, data mining and processing methods, reseacrh limitations in accordance with the Guidelines. 3. Creating the introduction based resarch work presentations in accordance with the Guidelines. 4. Analysis of the two different published scientific researches in the field of management, including research question, methodology, validity, findings and significance level. 	Written task submission and evaluation, presentation and discussion, control work
	Mandatory reading: 1)3rd source (full text), 2)2rd source (section 1.2; pp.64 -84, section 2, pp. 84 -206, section 3.2, pp. 212 – 271, section 5, pp.316 - 352 3) 1st source(section 2; pp.63 – 126)	

Structure of the study course:							
Study form	Contact hours				Individual work (hours)	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
	Lecture contact hours (incl. seminars, discussions etc.)	Consultations, guest lectures, conferences, study visits, workshops, business games and simulations etc.	Final evaluation in the course	Total			
full-time studies	48	8	4	64	64	32	160
part-time studies	24	18	6	48	64	48	160

part-time studies with e-learning elements	12	16	4	32	64	64	160
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The evaluation of the study course learning outcomes:

Students are expected to fully and successfully perform all independent tasks, to participate in 2 seminars delivering the presentations matching requirement, to attend at least 50% of classroom meetings, to successfully perform control work and exam test. Final grade for the course derives as the mean of all performed independent tasks and the exam.

No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1.	Understand the main research methodology concepts and research principles	Discussion, control work	Understand the main research principles, but there are difficulties with methodology concepts	Correct understanding of the main research methodology concepts and research principles with some gaps	Correct understanding of and free operating with the main research methodology concepts and research principles	Correct and detailed understanding and reasoning on the research methodology concepts and research principles
2.	Able to independently formulate the aim and tasks of the research, question and hypothesis, research variables	Independent work, discussion, control work	Able to independently formulate the simple aim and tasks of the research, but there are difficulties with question and hypothesis, research variables	Partially able to independently formulate the aim and tasks of the research, question and hypothesis, research variables	Able to independently formulate the aim and tasks of the research, question and hypothesis, research variables	Able to independently and sophisticatedly formulate the aim and tasks of the research, question and hypothesis, research variables
3.	Able to choose data acquisition and analysis procedures appropriate for the purpose of the research	Independent work, control work	Able to choose data acquisition and analysis procedures partly appropriate for the purpose of the research from the limited scope	Partially able to choose data acquisition and analysis procedures appropriate for the purpose of the research	Able to choose data acquisition and analysis procedures appropriate for the purpose of the research	Able to confidently and sophisticatedly choose data acquisition and analysis procedures appropriate for the purpose of the research
4.	Able to adequately assess the validity and reliability of the research	Discussion, control work	Able to assess the validity and reliability of the	Partially able to adequately assess the	Able to adequately assess the	Able to adequately and

	performed, the amount of the required data (sample) of the study		research performed, but there are problems with the amount of the required data (sample) of the study	validity and reliability of the research performed, the amount of the required data (sample) of the study	validity and reliability of the research performed, the amount of the required data (sample) of the study	confidence assess the validity and reliability of the research performed, the amount of the required data (sample) of the study
5.	Able to statistically process quantitative research data	Independent work, control work	Able to statistically process quantitative research data, using limited amount of tools and with lack of grounded statistical reasoning	Partially able to statistically process quantitative research data, making grounded conclusions, which partially reflects the research results	Able to statistically process quantitative research data, making grounded statistical conclusions	Able to statistically process quantitative research data with wide variety of tools, making grounded statistical conclusions on research results
6.	Able to analyze the required information in order to gain understanding of the particular subject of research in the field of economics and management science	Independent work, discussion	Able to analyze minimal amount of required information in order to gain understanding of the particular subject of research in the field	Able to analyze the required information in order to gain partial understanding of the particular subject of research in the field	Able to analyze the required information in order to gain understanding of the particular subject of research in the field	Able to confidently and sophisticatedly analyze the required information in order to gain understanding of the particular subject of research in the field
7.	Able to present the results of the study	Discussion	Able to present the results of the study partially as required, with lack of confidence	Able to consequently present the results of the study with some minor mistakes	Able to consequently and confidently present the results of the study as required	Able to confidently and impressively present the results of the study as required
8.	Able to reasonably discuss the conclusions of the study and application possibilities	Discussion	Able to the conclusions of the study and application possibilities,	Able to reasonably discuss the conclusions of the study and	Able to reasonably discuss the conclusions of the study and	Able to reasonably and confidently discuss the

			with lack of appropriate reasoning and confidence	application possibilities with some difficulties	application possibilities	conclusions of the study and application possibilities
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Literature and information sources:	
<i>Compulsory literature and information sources</i>	
1.	Bryman, A. (2016). <i>Social Research Methods</i> . UK: Oxford University Press.
2.	Guidelines on Preparation and Defense of Research Papers, Project Reports and Theses at the University of Economics and Culture (edited and approved 30.01.2019.) J.Titko, O.Lentjušenkova, S.Keišs u.c. Rīga: Ekonomikas un kultūras augstskola, 2018.
<i>Additional literature and information sources</i>	
1.	Adams, K.A. (2019). <i>Research methods, statistics, and applications</i> . LA: Sage
2.	Bordens, K.S., Abbott, B. (2018). <i>Research Design and Methods: a Process Approach</i> . 10th ed. Dubuque, IA : McGraw-Hill Education
3.	Dawson, C. (2009). <i>Introduction to research methods: a practical guide for anyone undertaking a research project</i> . Oxford: How To Books.
4.	Fisher, C., Buglear, J. (2010). <i>Researching and writing a dissertation: an essential guide for business students</i> . New York: Financial Times/Prentice Hall.
5.	Gill, J., Johnson, P. (2010). <i>Research methods for managers</i> . LA: Sage
6.	Wilson, J. (2010). <i>Essentials of business research: a guide to doing your research project</i> . LA: Sage Publications.
<i>Other information sources</i>	
1.	EBSCO HOST data base. Electronic source. Available at: http://web.b.ebscohost.com/
2.	EMERALD Insight database. Electronic source. Available at: https://www.emerald.com/insight/
3.	Google Scholar database. Electronic source. Available at: https://scholar.google.com/
4.	Information Research. Electronic source. Available at: http://informationr.net/ir/

ACCOUNTING

Author/s of the course:	
Professor, Dr.oec. Vita Zariņa	
Credit points (Latvian):	ECTS credits:
4	6
Final evaluation form:	
Examination	
Study course prerequisites:	
Microeconomics, Legal regulation of business	
Study course aim:	
To provide students with the necessary knowledge, skills and competence acquisition in the field of accounting.	
Study course learning outcomes (knowledge, skills, competences):	
6. Know and understand the substance, meaning and concepts of accounting records 7. Know the latest laws and regulations related to accounting records 8. Know the accounting records process and accounting work organization 9. Able to apply the acquired knowledge to manage the records of assets and liabilities 10. Able to express, support and defend opinion 11. Able to conduct accounting work related to the records of economic processes, prepare reports 12. Able to analyze accounting record keeping organization	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	Accounting as a form of record keeping, its meaning and tasks. Requirements for accounting records. Systems, types and forms of accounting records.
2.	Classification and characterization of economic assets and their sources of origin.
3.	Accounting balance sheet and its characteristics. Changes in the balance as a result of economic operations.
4.	Accounting accounts and double entry. Balance sheet accounts and operation accounts. Plan of book-keeping accounts. Double entry.
5.	Recording and evaluation of balance sheet and profit or loss items.
6.	Documentation and inventory.
7.	Accounting reports. The company's annual report and its components.
8.	Accounting work organization in a company.

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
44.	Accounting as a form of record keeping, its meaning and tasks. Requirements for accounting records. Systems, types and forms of accounting records.	4	2	1
45.	Classification and characterization of economic assets and their sources of origin.	4	2	1

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
46.	Accounting balance sheet and its characteristics. Changes in the balance as a result of economic operations.	8	4	2
47.	Accounting accounts and double entry. Balance sheet accounts and operation accounts. Plan of book-keeping accounts. Double entry.	4	2	1
48.	Recording and evaluation of balance sheet and profit or loss items.	20	10	4
49.	Documentation and inventory.	2	1	1
50.	Accounting reports. The company's annual report and its components.	4	2	1
51.	Accounting work organization in a company.	2	1	1
Total:		48	24	12

Independent work description:			
Study form	Type of independent work	Form of control	
Full-time studies	<i>Independent / Practical assignment's brief description:</i> 1. the classification of economic resources and their sources, the opening balance sheet composing, economic operations bookings, records in accounts, closing of accounts and balance sheet composing; 2. complex task that covers all successively completed accounting cycle stages; 3. the acquisition of accounting theory issues; 4. the business operations account correspondence learning.	2 independent work assignments; 2 quizzes Seminar	
	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> To study literature included in the mandatory list of sources and one source from of the list of further reading (in foreign language) about the topics acquired during the course.		
Part-time studies	<i>Independent / Practical assignment's brief description:</i> 1. the classification of economic resources and their sources, the opening balance sheet composing, economic operations bookings, records in accounts, closing of accounts and balance sheet composing; 2. complex task that covers all successively completed accounting cycle stages; 3. the acquisition of accounting theory issues; 4. the business operations account correspondence learning.	2 independent work assignments; 2 quizzes Seminar	
	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> To study literature included in the mandatory list of sources and one source from of the list of further reading (in foreign language) about the topics acquired during the course.		

<i>Part-time studies with e-learning elements</i>	<p><i>Independent / Practical assignment's brief description:</i></p> <ol style="list-style-type: none"> 1. the classification of economic resources and their sources, the opening balance sheet composing, economic operations bookings, records in accounts, closing of accounts and balance sheet composing; 2. complex task that covers all successively completed accounting cycle stages; 3. the acquisition of accounting theory issues; 4. the business operations account correspondence learning. 	2 independent work assignments; 2 quizzes Seminar
	<p><i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i></p> <p>To study literature included in the mandatory list of sources and two sources from of the list of further reading (at least one in a foreign language) about the topics acquired during the course.</p>	

Structure of the study course:

Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material watching/ listening	Total hours of the course
	Lecture contact hours (including seminars, discussions)	Consultations, guest lectures, conferences, field trips, business games, etc.	Final evaluation (exam, test, defense)	Total			
<i>Full-time</i>	48	12	4	64	64	32	160
<i>Part-time</i>	24	18	6	48	64	48	160
<i>Part-time studies with e-learning elements</i>	12	16	4	32	64	64	160

Evaluation of the study course learning outcomes:

The final evaluation of the course for **full-time students** is formed from successfully completed two independent work assignments, two passed quizzes, active participation in discussions (seminar) during the classes and passed exam covering the studied topics of the course;

The final evaluation of the course for **part-time students** is formed from successfully completed two independent work assignments, two passed quizzes, active participation in discussions (seminar) during the classes and passed exam covering the studied topics of the course.

No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (10) (from 95% to 100%)
1.	Know and understand the substance, meaning and concepts of accounting records	Independent work, discussion, quiz	Know the key concepts, their substance and importance in accounting records	Know the key concepts, their substance and importance in accounting records, their regularities	Know and understand the key concepts, their substance and importance in accounting records, as well as their regularities and use	Know the substance, meaning and concepts of accounting records well, as well as their regularities, able

						to use them independently
2.	Know the latest laws and regulations related to accounting records	Quiz, discussion	Know only the main requirements of the laws and regulations regarding the accounting records	Partly know the requirements of the laws and regulations regarding the accounting records	Familiar and able to explain the requirements of the laws and regulations regarding the accounting records	Have a good grasp of the requirements of the laws and regulations regarding the accounting records
3.	Know the accounting records process and accounting work organization	Discussion, practical work, individual assignment	Know the main accounting records processes and accounting work organization	Partly know the accounting records process and accounting work organization	Know the accounting records process and accounting work organization	Have a good grasp of the accounting records process and accounting work organization
4.	Able to apply the acquired knowledge to manage the records of assets and liabilities	Independent work, discussion, quiz	Able with difficulty to apply knowledge concerning accounting records	Mainly able to independently apply knowledge concerning accounting records	Able to apply the acquired knowledge to manage the records, in relation to accounting records	Able to apply the acquired book-keeping knowledge professionally in relation to accounting records
5.	Able to express, support and defend opinion	Discussion	Able to express, support and defend opinion, but there are difficulties with argumentation	Able to express a well-argued and supported opinion, as well as able to defend it	Able to express a well-argued opinion, discuss the latest developments	Able to express well-argued and supported opinion, as well as discuss and defend it
6.	Able to conduct accounting work related to the records of economic processes	Independent work, discussion	Have difficulties to independently conduct accounting work related to the records of economic processes	Mainly able to conduct accounting work related to the records of economic processes	Able to independently conduct accounting work related to the records of economic processes, but there are errors in solving specific problems	Able to independently conduct accounting work related to the records of economic processes
7.	Able to analyze accounting record keeping organization	Independent work, discussion, quiz	Able to analyze accounting work organization, unable to identify problems and	Able to independently analyze and evaluate accounting work organization, unable to	Able to independently analyze and evaluate accounting work organization, identify problems, and, using a	Able to independently analyze and evaluate accounting work organization, perceive the problems, and,

			find possible solutions	identify problems and find possible solutions	variety of research methods, find possible solutions	using various research methods, find solutions for the improvement of accounting work
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Literature and other sources of information:

Mandatory literature and information sources

1. Leibus, I., Grigorjeva, R., Jesemčika, A., Svarinska, A. (2016). Grāmatvedībspamatiuzņēmumos. Atkārtots un atjaunots 2.izdevums. Rīga: Lietišķāsinformācijasdienests.
2. Gadapārskatu un konsolidēto gadapārskatulikums. Spēkā no 22.10.2015. Electronic resource. Available: <https://likumi.lv/ta/id/277779-gada-parskatu-un-konsolideto-gada-parskatu-likums>
3. Gadapārskatu un konsolidēto gadapārskatusagatavošanasnoteikumi, LR MK noteikuminr. 775. Spēkā no 22.10.2015 no 22.12.2015. Electronic resource. Available: <https://likumi.lv/ta/id/278844-gada-parskatu-un-konsolideto-gada-parskatu-likuma-piemerosanas-noteikumi>
4. 9. Leibus, I. (2016). Pirmiesolīkomerccdarbībā: darbībasuzsākšana, grāmatvedība un nodokļi. Rīga: Lietišķāsinformācijasdienests.
5. Likums "Par grāmatvedību". Pieņemts 14.10.1992. Publicēts: Ziņotājs, 12.11.1992. Nr. 44/45.
6. Noteikumi par grāmatvedībaskārtošanu un organizāciju, LR MK noteikumiNr. 585.Spēkā no 22.10.2015 no 21.10.2003. Electronic resource. Available: <https://likumi.lv/doc.php?id=80418>

Further reading

1. Leibus, I., Grigorjeva, R., Jesemčika, A., Svarinska, A. (2014). Grāmatvedībspamatiuzņēmumos. Rīga: Lietišķāsinformācijasdienests.
2. Jaunzeme, J. S. (2016). Starptautiskie finanšu pārskatu standarti: standartu apkopojums un pielietojumapiemēri. Rīga: Lietišķāsinformācijasdienests, (Balancesbibliotēka).
3. Grebenko, M. (2015). Darbalikums un grāmatvedība. Rīga: Lietišķāsinformācijasdienests, (Balancesbibliotēka).
4. Jevigina, I., Sundukova, Z. (2004). Finanšu grāmatvedībspamati. Rīga: RTU Izdevniecība.
5. Krogzeme, H. (2011). Nodokļu un finanšu grāmatvedībspamati. Rīga: RTU Izdevniecība.
6. Sundukova, Z. (2011). Uzņēmējdarbības līdzekļu un to veidošanās avotu uzskaites un novērtēšana. Mācību grāmata. Rīga: RTU Izdevniecība.
7. Ābika L., Brūna I., Būmane I., Kasale M. (2008). Praktiskodarbību uzdevumi grāmatvedības teorijā. 2. papildināts izdevums. Rīga: SIA Izglītības solji.
8. Shields, G. (2018). Accounting Principles. The Ultimate Guide to Basic Accounting Principles, Gaap, Accrual Accounting, Financial Statements, Double Entry Bookkeeping and More. Leipzig: Amazon.
9. Maynard, J. (2017). Financial Accounting, Reporting & Analysis. United Kingdom: Oxford University Press.
10. Sangster, A. (2018). Frank Wood's Business Accounting 1. Harlow: Pearson.
11. Financial Accounting and Reporting (IFRS). (2018). Icaew: Partner in Learning.
12. Grigorjeva, R., Jesemčika, A., Leibus, I., Svarinska, A., (2009) Finanšu grāmatvedība. Rīga: Izglītības solji, 252 lpp.

Other sources of information

1. Grāmatvedības uzskaites kārtība budžeta iestādēs, LR MK noteikumi Nr.87. Spēkā no 13.02.2018. . Electronic resource. Available: <https://likumi.lv/ta/id/297134-gramatvedibas-uzskaites-kartiba-budzeta-iestades>
2. Bilance: [žurnāls] – Rīga: SIA Lietišķāsinformācijasdienests
3. iFinanses: [žurnāls] – Rīga: SIA Izdevniecība ižurnāls

PHILOSOPHY

Author/s of the course:	
Dr.phil., Professor VelgaVēvere	
Credit points (Latvian):	ECTS credits:
2	3
Final evaluation form:	
Examination	
Study course prerequisites:	
Secondary school level knowledge of the history of culture and literature	
Study course aim:	
To provide students with the necessary knowledge, skills and competence acquisition in the field of philosophy.	
Study course learning outcomes (knowledge, skills, competences):	
<ul style="list-style-type: none"> 13. Know and understand the substance of philosophy, its role and function in society 14. Know the historical and contemporary models of philosophical analysis 15. Able to carry out the philosophical analysis of current socio-economic and cultural problems 16. Know the basic principles of text analysis 17. Able to use the basic principles of critical thinking 18. Able to support and defend opinion 19. Able to collect and evaluate information 20. Able to practically present the results of research, write pointed essays 	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	The substance of philosophy and its role in society
2.	The European origins of philosophy - mythology, ancient philosophy
3.	Late antique and medieval philosophy
4.	Classic modern philosophical concepts
5.	The 19th-21st century philosophical directions - existentialism, pragmatism, psychoanalysis, phenomenology, the philosophy of life, hermeneutics
6.	Language philosophy, analytical philosophy and logical positivism
7.	Philosophy and culture, cultural semiotics
8.	The philosophy of science from historical and contemporary perspective
9.	The human being and society - social utopias, the problem of power
10.	Philosophy and economics, the philosophy of money and consumption

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
52.	The substance of philosophy and its role in society	2	1	0.5
53.	The European origins of philosophy - mythology, ancient philosophy	3	2	0.5
3.	Late antique and medieval philosophy	2	1	0.5
55.	Classic modern philosophical concepts	3	2	0.5

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
56.	The 19th-21st century philosophical directions - existentialism, pragmatism, psychoanalysis, phenomenology, the philosophy of life, hermeneutics	4	4	2
57.	Language philosophy, analytical philosophy and logical positivism	2	1	1
58.	Philosophy and culture, cultural semiotics	2	1	1
59.	The philosophy of science from historical and contemporary perspective	2	1	1
9.	The human being and society - social utopias, the problem of power	2	1	0.5
61.	Philosophy and economics, the philosophy of money and consumption	2	2	0.5
Total:		24	16	8

* If, in the program, the course is not available in this form, then these rows have to be highlighted with light gray color

Independent work description:		
Study form	Type of independent work	Form of control
Full-time studies	<i>Independent / Practical assignment's brief description:</i> 1. Analyze the text fragments given by the instructor according to a certain scheme: a) the main idea of the passage (supported by quotations from the text); b) information about the author and the work in question (paragraph 1); c) the today's topicality and importance of the problems raised in the passage 2. Prepare for the quiz on the key concepts and directions of philosophy	Independent work
	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> Study sources 1, 2, 4 and 5 from the mandatory list of sources and sources 1, 2, 3, 7, 8 from the further reading section on the topics acquired during the study course	Quiz
Part-time studies	<i>Independent / Practical assignment's brief description:</i> 1. Analyze the text fragments given by the instructor according to a certain scheme: a) the main idea of the passage (supported by quotations from the text); b) information about the author and the work in question (paragraph 1); c) the today's topicality and importance of the problems raised in the passage 2. Prepare for the quiz on the key concepts and directions of philosophy	Independent work Quiz
	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> Study sources 1, 2, 4 and 5 from the mandatory list of sources and sources 1, 2, 3, 7, 8 from the further reading section on the topics acquired during the study course	
Part-time studies with e-learning elements	<i>Independent / Practical assignment's brief description:</i> 1. Analyze the text fragments given by the instructor according to a certain scheme: a) the main idea of the passage (supported by quotations from the text); b) information about the author and the work in question (paragraph 1); c) the today's topicality and importance of the problems raised in the passage 2. Prepare for the quiz on the key concepts and directions of philosophy	Independent work Quiz

	<p><i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i></p> <p>Study sources 1, 2, 4 and 5 from the mandatory list of sources and sources 1, 2, 3, 7, 8 from the further reading section on the topics acquired during the study course</p>	
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Structure of the study course:							
Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material watching/ listening	Total hours of the course
	Lecture contact hours (including seminars, discussions)	Consultations, guest lectures, conferences, field trips, business games, etc.	Final evaluation (exam, test, defense)	Total			
Full-time	24	6	2	32	32	16	80
Part-time	16	6	2	24	32	24	80
Part-time studies with e-learning elements	8	6	2	16	32	32	80

Evaluation of the study course learning outcomes:						
Students successfully complete all independent work assignments and pass the exam. The final grade for the course is formed as the mean of combined average evaluations for the independent work assignments and the exam.						
No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (10) (from 95% to 100%)
1.	Know and understand the substance and basic concepts of philosophy	Independent work, discussion, quiz	Know the main concepts of philosophy, have the basic understanding of philosophy's role in society	Know the main concepts of philosophy, able to identify the problems of philosophy, describe them	Excellent knowledge of the main concepts of philosophy, able to discuss independently the philosophy's role in society	Fully aware of the key concepts of philosophy, able to independently discuss the philosophy's role in society and to use the knowledge for situation analysis
2.	Know the historical and contemporary models of philosophical analysis	Independent work, discussion, quiz	Able to identify the main historical philosophical analysis models, describe them superficially	Able to identify the main historical philosophical analysis models, describe them in depth	Able to identify the main philosophical analysis models, characterize them as well as analyze them in today's context	Have a good grasp of the historical philosophical analysis models, analyze them in today's context, make a creative interpretation
3.	Able to carry out the philosophical analysis of current socio-economic and cultural problems	Independent work, discussion	Able to identify some of the current socio-economic and cultural challenges, provide insight from the	Able to identify the current socio-economic and cultural problems, make their philosophical description	Able to identify the current socio-economic and cultural problems, perform their philosophical analysis	Able to identify the current socio-economic and cultural problems, critically analyze them and offer possible solution variants

			perspective of philosophy			
4.	Know the basic principles of text analysis	Discussion, group work	Know what the textual analysis is, able to use it at the elementary level	Know the text analysis methods, able to apply them in practice	Have a good grasp of the basic principles of text analysis, able to independently carry out philosophical text research	Fully conversant with the basic principles of text analysis, able to independently carry out philosophical text research
5.	Able to use the basic principles of critical thinking	Discussion, independent assignment, quiz	Able to identify, name and characterize thinking errors	Able to identify, name and characterize thinking errors, offer solutions	Able to use critical thinking methods and techniques in text and situation analysis, offer solutions	Able to critically analyze information and situations, present opinion and find solutions
6.	Able to support and defend opinion	Independent work, discussion, quiz	Able to form philosophical argumentation according to the proposed models	Able to form philosophical argumentation according to the proposed models, defend opinion	Able to creatively use philosophical argumentation methods, make counter arguments, discuss	Able to creatively use philosophical argumentation methods, make counter arguments, discuss, moderate discussions
7.	Able to collect and evaluate information	Independent work, discussion	Able to find the necessary sources in libraries and online databases with the help of the instructor	Able to independently find the necessary sources in libraries, online databases, select and evaluate them	Able to independently find the necessary sources in libraries, online databases, evaluate them and use in research	Able to independently find the necessary sources in libraries and online databases, creatively use them in scientific research and make original conclusions
8.	Able to practically present the results of research, write pointed essays	Independent work	Able to report the results of the research in an essay	Able to report the results of the research in an essay and present them to an audience	Able to report the results of the research in a well-argued, pointed essay, support findings and present the results to an audience	Able to report the results of the research, argue its conclusions very well, present them in front of an audience, as well as moderate student discussions

Literature and other sources of information:

Mandatory literature and information sources

1.	10. Delēzs, Ž., Gvatari, F. (2010). <i>Kasirfilosofija?</i> Rīga :Jāņa Rozes apgāds.
2.	Dirāns, V. (2010). <i>Filosofijas stāsts :pasaules izcilāko filosofu dzīve un atziņas.</i> Rīga :Zvaigzne ABC.
3.	Evans S. (2018). <i>A history of Western philosophy.</i> Downers Grove, Illinois, Inter Varsity Press.

4.	11.	<i>Filosofijasvēsture : no antīkāspasauleslīdzmūsdienām.</i> (2006). Rīga:JāņaRozesapgāds.
5.	12.	Kūle, M. (sast.). (2016). <i>Fenomenoloģijāmūsdienupasaulē.</i> Rīga: LU FSI
6.	13.	Pazuhina, N., Štolls, P., Šuvajevs, I. (2018). <i>Bezvarīgovara: Masariks, Patočka, Havel.</i> Rīga: LU FSI.
7.	14.	Platons. (2015). <i>Dialogi.</i> Rīga: Zinātne.
8.	15.	Rasels, B. (2008). <i>Filosofijasproblēmas.</i> Rīga :JāņaRozesapgāds.
9.		Rufinga, M. (2016). <i>Kants, Šopenhauers un Nīče.</i> LU FSI: Rīga.
		Stūre-Stūriņa, I. (2016). <i>Totēms un tabu: toreiz un tagad.</i> Rīga: LU FSI
Further reading		
1.		Barts, R. (2008). <i>Camera lucida: piezīme par fotogrāfiju.</i> Rīga: Laikmetīgāsmākslascentrs.
2.		Blekbērns, S. (2007). <i>Domā :neatvairāmsievadsfilozofijā.</i> Rīga: 1/4 Satori.
3.		Debors, G. (2017). <i>Izrādessabiedrība.</i> Rīga: Laikmetīgāsmākslascentrs.
4.		Freids. (2017). <i>Viņpustīksmesprincipa.</i> Rīga: Zvaigzne ABC.
5.		Jankovskis, Ģ. &Jankovska, M. (2017). <i>Being There and Together.</i> Rīga: Creative Media Baltic.
6.		Kūle, M. (sast.) (2016). <i>Fenomenoloģijāmūsdienupasaulē.</i> Rīga: FSI.
7.		<i>Memory Access Denied.</i> (2019). Rīga: Zinātne
8.		Safranski, R. (2010). <i>Nīče :viņadomāšanasbiogrāfija.</i> Rīga :DienasGrāmata.
9.		Vējš, J. N. (2017). <i>Četrasesejas par Berlinu.</i> Rīga: FSI.
10.		Vēvere, V. S(2011). <i>SērensKirkegors: būt un vēstīt.</i> Rīga: FSI.
11.		Vēvere, V. (sast.). (2014). <i>Kirkegoriskielasījumi.</i> Rīga: FSI.
Other sources of information		
1.		Punctum. Literatūras un filozofijasžurnāls. Electronic resource [viewed on 25.09.2019]. Available: www.punctummagazine.lv
2.		<i>RīgasLaiks.</i> Rīga :RīgasLaiks.
3.		Satori. Electronic resource [viewed on 25.09.2019]. Available: www.satori.lv
4.		StanfordEncyclopediaofPhilosophy. Electronic resource [viewed on 25.09.2019]. Available: www.plato.stanford.edu

FINANCIAL THEORY

Author/s of the course:	
Dr.oec., adjunct lecturer Aina Joppe	
Credit points (Latvian):	ECTS credits:
2	3
Final evaluation form:	
Examination	
Study course prerequisites:	
Knowledge at the secondary school level	
Study course aim:	
To provide students with the necessary knowledge, skills and competence acquisition about the substance of finance and its role in the economy	
Study course learning outcomes (knowledge, skills, competences):	
21. Know and understand the substance and concepts of finance.	
22. Know the substance, structure, functions of the financial system in a market economy.	
23. Able to draw up a public institution budget estimate, the financing plan, reflecting the likely revenue and expenditure of the institution, as well as make budget amendments	
24. Able to express well-argued and supported opinion, as well as defend it	
25. Able to obtain and analyze information about the financial sector	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	The role of the state in the economy and its impact on the financial system
2.	The role, structure, functions, methods and institutions of the financial system
3.	The structure of the financial system
4.	Financial management and control
5.	Commercial finance basics
6.	The essence, structure and meaning of budget
7.	The substance and classification of the internal revenue of the state
8.	State budget expenditure classification
9.	Budget deficit, government borrowing
10.	Local government finances
11.	The EU budget, its objectives, the principles of its creating

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
62.	The role of the state in the economy and its impact on the financial system	1	1	0.5
63.	The role, structure, functions, methods and institutions of the financial system	2	1	0.5
3.	The structure of the financial system	2	1	0.5
65.	Financial management and control	2	2	1

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
66.	Commercial finance basics	4	2	1
67.	The essence, structure and meaning of budget	1	1	1
68.	The substance and classification of the internal revenue of the state	4	2	0.5
69.	State budget expenditure classification	4	2	0.5
9.	Budget deficit, government borrowing	1	1	1
71.	Local government finances	2	2	0.5
72.	The EU budget, its objectives, the principles of its creating	1	1	1
Total:		24	16	8

* If, in the program, the course is not available in this form, then these rows have to be highlighted with light gray color

Independent work description:		
Study form	Type of independent work	Form of control
Full-time studies	<i>Independent / Practical assignment's brief description:</i> <ol style="list-style-type: none"> The acquisition of financial theory issues The formation and launching of a company The development of budget estimates Prepare a presentation on local government finances 	2 independent work assignments; 2 quizzes
	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> <ol style="list-style-type: none"> Study sources 1, 2 from the mandatory list of sources on the topics acquired during the study course Present the lessons learned from reading a book (the book should be linked to the financial sector) 	
Part-time studies and Part-time studies with e-learning elements	<i>Independent / Practical assignment's brief description:</i> <ol style="list-style-type: none"> The acquisition of financial theory issues The development of budget estimates Prepare a presentation on local government finances 	2 independent work assignments; 2 quizzes
	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> <ol style="list-style-type: none"> Study sources 1, 2 from the mandatory list of sources on the topics acquired during the study course Present the lessons learned from reading a book (the book of any genre should be linked to the financial sector) 	

Structure of the study course:				
Study form	Contact hours			

	<i>Lecture contact hours (including seminars, discussions)</i>	<i>Consultations, guest lectures, conferences, field trips, business games, etc.</i>	<i>Final evaluation (exam, test, defense)</i>	Total	<i>Independent work (number of hours)</i>	<i>Mandatory reading and/or audio and video material watching/listening</i>	<i>Total hours of the course</i>
<i>Full-time</i>	24	6	2	32	32	16	80
<i>Part-time</i>	16	6	2	24	32	24	80
<i>Part-time studies with e-learning elements</i>	8	6	2	16	32	32	80

Evaluation of the study course learning outcomes:

The final evaluation of the course for **full-time students** is formed from completed **two** independent work assignments, **two** quizzes passed, active participation in discussions during the classes, lecture attendance (at least 70% of the classes must be attended) and passed exam covering the studied topics of the course;

The final evaluation of the course for **part-time students** is formed from completed **two** independent work assignments, **two** quizzes passed, active participation in discussions during the classes, lecture attendance (at least 70% of the classes must be attended) and passed exam covering the studied topics of the course;

No.	<i>Learning outcome:</i>	<i>Evaluation method/s</i>	<i>Evaluation criteria</i>			
			<i>Minimum level (from 40% to 64%)</i>	<i>Average level (from 65% to 84%)</i>	<i>High level (from 85% to 94%)</i>	<i>Excellent level (10) (from 95% to 100%)</i>
1.	Know and understand the substance and concepts of finance	Quiz	40-64% of tasks completed correctly	65-84% of tasks completed correctly	85-94% of tasks completed correctly	95-100% of tasks completed correctly
2.	Know the substance, structure, functions of the financial system in a market economy	Practical work Home work	40-64% of tasks completed correctly	65-84% of tasks completed correctly	85-94% of tasks completed correctly	95-100% of tasks completed correctly
3.	Able to draw up a public institution budget estimate, the financing plan, reflecting the likely revenue and expenditure of the institution, as well as make budget amendments	Class discussion	40-64% of tasks and quizzes completed correctly	65-84% of tasks and quizzes completed correctly	85-94% of tasks and quizzes completed correctly	95-100% of tasks and quizzes completed correctly
4.	Able to express a well-argued and supported opinion, as well as able to defend it	Practical work in groups	Able to discuss the latest developments, unable to support opinion	Able to discuss the latest developments, but there are difficulties to support their viewpoint	Able to provide arguments to discuss the latest developments	Able to provide arguments to discuss the latest developments, to identify problems and solve them

5.	Able to obtain and analyze information about the financial sector	Class work	Able to obtain information about the financial sector	Able to obtain and analyze information about the financial sector	Able to obtain and analyze information about the financial sector, discern regularities	Able to obtain and analyze information about the financial sector, identify problems and offer solution
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Literature and other sources of information:	
<i>Mandatory literature and information sources</i>	
1.	Ketners, K.(2018). Nodokļi un nodokļu plānošanas principi. Rīga: Tehnoinform Latvia
2.	Leibus, I. (2016). Pirmie soļi komercdarbībā: darbības uzsākšana, grāmatvedība un nodokļi. Rīga: Lietišķās informācijas dienests.
3.	Lukašina ,O. (2019). Ceļvedis Latvijas nodokļu likumdošanā. Rīga: Tehnoinform Latvia.
4.	Rurāne ,M.(2019). Finanšu pārvaldība un analīze.Rīga: Avots.
5.	Terence,C.M. (2018). Corporate Finance. London and New York: Routledge
<i>Further reading</i>	
1.	Bodie, E., Merton,R. (2010). Finance. M: Wiljams..
2.	Brigsa, S. (2011). Publiskās finanses. Valmiera: Vidzemes augstskola..
3.	Leibus, I. (2016). Pašnodarbināto grāmatvedība un nodokļi. Atkārtots un atjaunots 7. izdevums. Rīga, SIA „Lietišķās informācijas dienests
4.	Sangster, A. (2018). Frank Wood's Business Accounting 1. Harlow: Pearson
5.	Shefrin H. (2017). Behavioral corporate finance. New York, McGraw-Hill Education
6.	Shields, G. (2018). Accounting Principles. The Utimate Guide to Basic Accounting Principles,Gaap, Accrual Accounting,Financial statements,Doble Entry Bookkeeping and More. Leipzig: Amazon
7.	Sundukova, Z. (2011). Uzņēmējdarbības līdzekļu un to veidošanās avotu uzskaitē un novērtēšana. Rīga: RTU Izdevniecība.
8.	Taillard, M. (2019). A Practical Guide to Personal Finance: Budget, Invest, Spend. London: Omnibus Bunes Centre
<i>Other sources of information</i>	
1.	Bilance: [žurnāls] – Rīga: SIA Lietišķās informācijas dienests
2.	iFinances: [žurnāls] – Rīga: SIA Izdevniecība iŽurnāls
3.	Eiropas Savienības fondu mājaslapa. Electronic resource [viewed on 25.12.2017]. Available: : http://www.esfondi.lv
4.	Likums “Par budžetu un finanšu vadību”, (spēkā esošā redakcija, 31.12.2018.). <i>Latvijas Vēstnesis</i> , [viewed on 20.02.2018]. Available: https://likumi.lv/doc.php?id=58057
5.	LETA. Electronic resource [viewed on 25.12.2018]. Available: http://www.diena.lv/bizness
6.	LR Finanšu ministrijas mājas lapa. Electronic resource [viewed on 25.12.2017]. Available: http://www.fm.gov.lv
7.	VSIA „Latvijas Vēstnesis”. Electronic resource [viewed on 25.12.2018]. Available: www.likumi.lv
8.	Žurnāls „Kapitāls”. Electronic resource [viewed on 25.12.2018]. Available: http://www.kapitals.lv
9.	Zinātnisko publikāciju, konferenču materiāli. Electronic resource [viewed on 25.12.2018]. Available: http://www.researchgate.net/
10.	Zinātnisko žurnālu datu bāze EBSCO. Electronic resource [viewed on 25.12.2018]. Available: http://www.search.ebscohost.com

Cross-cultural Communication (Bachelor – 3 ECTS)

Author/s of Study course:	
Larisa Turuševa, Dr. paed., assoc., prof.	
Credits (Latvian)	Credit score in the ECTS system:
2	3
Test form:	
Examination	
Study course prerequisites:	
Management	
Course objectives are:	
Promote the development of students' competence in applied communication in the context of globalisation, enhancing the student's self-cognitive abilities in creative intercultural dialogue, as well as the holistic perception of essence in the interaction process. Provide a practical basis for effective partnership in a globalised environment.	
Course outcomes (knowledge, skills, competencies):	
<ul style="list-style-type: none"> • Understands concepts in the communication area • Understands the difference in communication between different cultures • Knows the challenges in intercultural communication • Knows intercultural leadership concepts and fundamentals • Knows intercultural communication risks and their management • Understands behavioural/cultural/tradition norms for different cultures • Is able to communicate successfully in international environment • Can find the required information independently and analyse it for solving a problem 	
The content of the study course required to attain the results of the study (thematic plan of the course):	
73.	Stereotypes. Understanding of intercultural divergence and diversity.
74.	Other hierarchies, individualism, age, women and men roles, families, distance issues.
75.	Multiplicity of communication. The techniques of persuasion and influence across cultures.
76.	Different cultures' attitude to time.
77.	Tact and sensitivity in regards of religion, success and priorities.
78.	Decision making Meetings, conversations, presentations.

Study course schedule:				
<i>Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics</i>				
No.	Topic	Lecture hours (incl. seminars, discussion)		
		full-time studies	full-time studies	part-time studies with e-learning elements*
1.	Stereotypes. Understanding of intercultural divergence and diversity.	6		
2.	Other hierarchies, individualism, age, women and men roles, families, distance issues.	6		
3.	Multiplicity of communication. The techniques of persuasion and influence across cultures.	4		
4.	Different cultures' attitude to time.	12		

Study course schedule:				
Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics				
No.	Topic	Lecture hours (incl. seminars, discussion)		
		full-time studies	full-time studies	part-time studies with e-learning elements*
5.	Tact and sensitivity in regards of religion, success and priorities.	8		
6.	Decision making Meetings, conversations, presentations.	12		
Total:		48		

Description of the independent tasks:		
Study form	Type of independent assignment	Type of control
Full-time studies	Collect information on at least 3 different management types in the international environment	Presentation
	Analyse the differences in communication in three different cultures (time, woman, hierarchy, etc.)	Presentation
	To do Moodle test and analyse one's own mistakes.	Independent assignment
	Preparation and delivering of a presentation related to the study field of the course Compulsory literature: 1. <i>International Journal of Communication</i> . (retrieved 27.07.2019). Available at: http://ijoc.org . 2. DuPraw M. E. and Axner M. <i>Working on Common Cross-cultural Communication Challenges. Toward a More Perfect Union in an Age of Diversity</i> . (Retrieved on 29.08.2019) http://www.pbs.org/ampu/crosscult.html 3. Lewis R. (2006). <i>When Cultures Colledge: leading across cultures</i> . 3rd ed.,. ISBN -13. 9781904838029. 4. <i>Cross-Cultural Communication InterNations Magazine</i> . (Retrieved on 29.08.2019) https://www.internations.org/magazine/11-cross-cultural-communication 5. Thill J., Courtland B. (2007). <i>Excellence in business communication</i> . Upper Saddle River, N.J.: Pearson Prentice Hall. 2007-1 vol. (split pagination). ISBN: 0131870769. 6. <i>Cross-Cultural Communication. Communication Journals</i> . (Retrieved on 9.08.2019) www.questia.com/library/p436938/cross-cultural-communication 7. Finnegan R. (2002). <i>Communicating. The multiple modes of human interconnection</i> . London and New York: Routledge, 2002. 306 pp. ISBN: 0-415 8. FitzPatrick L., Valskov K. and Mounter P. <i>Internal Communications</i> . (2014). A manual for practitioners. London: Kogan Page. 2014.272 pp. ISBN13: 9780749469320	Presentation

Study course organisation and the volume of the course:				
Study form	Contact hours			

	Lecture hours (incl. seminars, discussion)	<i>Consultations, guest lectures, conferences, study tours, applied games, etc.</i>	<i>Final Test (exam, test, defence)</i>	Total	<i>Individual work hours</i>	<i>Compulsory reading and/or audio and video material listening/watching</i>	Total course credit hours
<i>Full-time</i>	48	12	4	64	64	32	160

Course acquisition requirements and evaluation of results:

- At least 70% of class attendance, performing practical tasks, analysing own and team's performance and progress
- 4 independent tasks successfully completed (see "Description of the independent tasks")
- Successfully fulfilled Moodle test
- Successful exam (presentation on selected topic, related to course)

No.	Learning outcomes	Evaluation method	Evaluation criteria			
			Minimal level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	with distinction (from 95% to 100%)
1.	Understands concepts in the communication area	Theory knowledge test	40-69% test questions and tasks completed correctly	70-89% test questions and tasks completed correctly	90-100% test questions and tasks completed correctly	Knows and understands concepts in the communication area
2.	Understands the difference in communication between different cultures	Theory knowledge test	40-69% test questions and tasks completed correctly	70-89% test questions and tasks completed correctly	90-100% test questions and tasks completed correctly	knows and understands the difference in communication between different cultures
3.	Knows the challenges in intercultural communication	Theory knowledge test	40-69% test questions and tasks completed correctly	70-89% test questions and tasks completed correctly	90-100% test questions and tasks completed correctly	Knows the challenges in intercultural communication
4.	Knows intercultural leadership concepts and fundamentals	Theory knowledge test	40-69% test questions and tasks completed correctly	70-89% test questions and tasks completed correctly	90-100% test questions and tasks completed correctly	Knows and understands intercultural management concepts and principles
5.	Knows intercultural communication risks and their management	Theory knowledge test	40-69% test questions and tasks completed correctly	70-89% test questions and tasks completed correctly	90-100% test questions and tasks completed correctly	Knows and understands intercultural communication risks and their management
6.	Understands behavioural/cultural/tradition norms for different cultures	Theory knowledge test	40-69% test questions and tasks completed correctly	70-89% test questions and tasks completed correctly	90-100% test questions and tasks completed correctly	Manages and understands behavioral/cultural/tradition norms for different cultures and knows how to

						use own knowledge in business relationship
7.	Is able to communicate successfully in international environment	Classroom discussion	Minimal skill to argue about intercultural communication issues	Can discuss legal issues, however there are difficulties to support one's own opinion with arguments	Is able to argue in the debate on intercultural communication issues	Can demonstrate the understanding of the key concepts and rules of communication
8.	Can find the required information independently and analyse it for solving a problem	Independent homework. Results summary in a written report	Minimal ability to find the necessary information independently, minimal use of information obtained	Can find the required information independently, but cannot demonstrate a deep understanding about using the obtained information; there are difficulties to analyse information independently	Can select and analyse the required information independently in order to find an answer to complex and specific questions	Can find the required information independently and analyse it for solving a problem
9.	Is able to analyse the situation in the field of intercultural communication and solves problems independently.	Independent homework.	Minimal understanding of the situation analysed, there are difficulties in identifying problems	Can independently identify the problems in intercultural communication, but lacks deep understanding of the problem	Is able to identify the problems of intercultural communication independently, able to demonstrate deep understanding of the problem, can find ways to solve problems	Is able to analyse the situation in the field of intercultural communication and solves problems independently.

Literature and other sources of information:

Compulsory literature and other sources of information

1.	<i>International Journal of Communication</i> . (retrieved 27.07.2019). Available at: http://ijoc.org .
2.	DuPraw M. E. and Axner M. <i>Working on Common Cross-cultural Communication Challenges. Toward a More Perfect Union in an Age of Diversity</i> . (Retrieved on 29.08.2019) http://www.pbs.org/ampu/crosscult.html
3.	Lewis R. (2006). <i>When Cultures Collide: leading across cultures</i> . 3rd ed., ISBN -13. 9781904838029.
4.	<i>Cross-Cultural Communication InterNations Magazine</i> . (Retrieved on 29.08.2019) https://www.internations.org/magazine/11-cross-cultural-communication
5.	Thill J., Courtland B. (2007). <i>Excellence in business communication</i> . Upper Saddle River, N.J.: Pearson Prentice Hall. 2007-1 vol. (split pagination). ISBN: 0131870769.
6.	<i>Cross-Cultural Communication</i> . Communication Journals. (Retrieved on 9.08.2019) www.questia.com/library/p436938/cross-cultural-communication

7.	Finnegan R. Communicating. (2002). <i>The multiple modes of human interconnection</i> . London and New York: Routledge, 2002. 306 pp. ISBN: 0-415
8.	FitzPatrick L., Valskov K. and Mounter P. <i>Internal Communications</i> . (2014). A manual for practitioners. London: Kogan Page. 2014.272 pp. ISBN13: 9780749469320
Recommended literature	
1.	<i>Multicultural Communication and the Process of Globalisation</i> . (2003). Proceedings of the International Scientific Conference 25 - 26 April 2003. LLU: Jelgava, 2003. ISBN: 9984-596-73-7.
2.	Smith S. (2004). <i>Business Communication Strategies in the International Business World – Brattleboro</i> . Pro Lingua Associates. 247 pp. ISBN: 0-86647-314-9.
3.	<i>The Cambridge Business English Dictionary</i> . (2011). Cambridge University. ISBN: 0-86647-314-9.
Other sources of information	
1.	<i>Advanced Communication Skills</i> . (2010). MTD Training-Book Boon. 58 pp. ISBN-13:9788776816612.
2.	Dahl Ø., Jensen I., Nynäs P. (2006). <i>Bridges of understanding perspectives of Intercultural communication</i> . Oslo Academic Press. 7-21 pp. ISBN: 8274772695, 9788274772694.
3.	Duck S., McMahan D. (2009). <i>The basics of communication: a relational perspective</i> . London: Sage. -1 vol. Dal. Pag. ISBN: 9781412941532 (pbk.)
4.	<i>International Journal of Communication</i> . (retrieved 27.05.2018). Available at: http://ijoc.org .
5.	MSG (retrieved 27.08.2019.), available at: http://www.managementstudyguide.com/business_communication.html

TAX SYSTEM

Author/s of the course:	
Mg.oec., Lecturer, Tatiana Daudiša	
Credit points (Latvian):	ECTS credits:
4	6
Final evaluation form:	
Examination	
Study course prerequisites:	
Business Economics and Planning, Financial Accounting, Microeconomics	
Study course aim:	
To provide students with the necessary knowledge, skills and competence acquisition in the field of tax system (taxation).	
Study course learning outcomes (knowledge, skills, competences):	
<p>26. Understand the essence, principles and methods of the Latvian Republic's tax system.</p> <p>27. Understand the Latvian normative documentation requirements regarding taxation.</p> <p>28. Understand the concepts of tax objects, tax base, tax rates.</p> <p>29. Understand the procedures of tax calculation, payment, administration.</p> <p>30. Able to perform tax calculations, tax payments, completing tax documents.</p> <p>31. Able to calculate the influence of tax burden on the company's economic performance.</p>	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	Latvian tax system, its substance and functions. Tasks and functions of the Ministry of Finance. The State Revenue Service's tasks, functions and responsibilities in relation to tax administration.
2.	The state budget, local budget, special budget. Budgeting and fiscal discipline conditions.
3.	Objects of taxation, tax base, tax rate. Taxation, calculation and payment arrangements. Tax revenue distribution by budgets.
4.	Compulsory social security contributions to the state. Solidarity tax.
5.	Personal income tax.
6.	Corporate income tax. Micro-enterprise tax.
7.	Value added tax.
8.	Excise tax.
9.	Customs duty.
10.	Property tax.
11.	Natural resource tax. Lottery and gambling tax.
12.	Vehicle operation tax. Company car tax.

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
79.	Latvian tax system, its substance and functions. Tasks and functions of the Ministry of Finance. The State Revenue Service's tasks, functions and responsibilities in relation to tax administration.	4	2	1
80.	The state budget, local budget, special budget. Budgeting and fiscal discipline conditions.	4	2	1
81.	Objects of taxation, tax base, tax rate. Taxation, calculation and payment arrangements. Tax revenue distribution by budgets.	4	2	1
82.	Compulsory social security contributions to the state. Solidarity tax.	6	3	1
	Personal income tax.	6	3	1
84.	Corporate income tax. Micro-enterprise tax.	6	3	1
	Value added tax.	6	3	1
86.	Excise tax.	2	1	1
87.	Customs duty.	4	2	1
	Property tax.	2	1	1
89.	Natural resource tax. Lottery and gambling tax.	2	1	1
90.	Vehicle operation tax. Company car tax.	2	1	1
Total:		48	24	12

* If, in the program, the course is not available in this form, then these rows have to be highlighted with light gray color

Independent work description:		
Study form	Type of independent work	Form of control
<i>Full-time studies</i>	<i>Independent / Practical assignment's brief description:</i> 1. State social contribution calculation for distribution depending on the type of insurance. 2. Personal income tax calculation depending on income size, income-generating place and differentiated exempt minimum size determination. 3. Writing a tax invoice based on the Law on Value Added Tax. 4. Customs duty application and reporting arrangements, making the supply of goods from third countries.	Independent work Independent work Independent work

	<p><i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i></p> <ol style="list-style-type: none"> 1. <i>Law on Taxes and Duties</i> 2. <i>Law on Personal Income Tax</i> 3. <i>Enterprise Income Tax Law</i> 4. <i>Law on Immovable Property Tax</i> 5. <i>Law on Value Added Tax</i> 6. <i>Law on Excise Duties</i> 7. <i>Customs Tax Law</i> 8. <i>Natural Resources Tax Law</i> 9. <i>Law on Gambling and Lotteries</i> 10. <i>Law on State Social Insurance</i> 11. <i>Electricity Tax Law</i> 12. <i>Micro-enterprise Tax Law</i> 13. <i>Law on the Vehicle Operation Tax and Company Car Tax</i> 14. <i>Solidarity Tax Law</i> 15. <i>State Budget Law explanations</i> (http://www.fm.gov.lv/files/valstsbudzets/FMPask_A_060319_proj2019.pdf) 	Independent work
Part-time studies	<p><i>Independent / Practical assignment's brief description:</i></p> <ol style="list-style-type: none"> 1. State social contribution calculation for distribution depending on the type of insurance. 2. Personal income tax calculation depending on income size, income-generating place and differentiated exempt minimum size determination. 3. Writing a tax invoice based on the Law on Value Added Tax. 4. Customs duty application and reporting arrangements, making the supply of goods from third countries. 	Independent work Independent work Independent work Independent work
	<p><i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i></p> <ol style="list-style-type: none"> 1. <i>Law on Taxes and Duties</i> 2. <i>Law on Personal Income Tax</i> 3. <i>Enterprise Income Tax Law</i> 4. <i>Law on Immovable Property Tax</i> 5. <i>Law on Value Added Tax</i> 6. <i>Law on Excise Duties</i> 7. <i>Customs Tax Law</i> 8. <i>Natural Resources Tax Law</i> 9. <i>Law on Gambling and Lotteries</i> 10. <i>Law on State Social Insurance</i> 11. <i>Electricity Tax Law</i> 12. <i>Micro-enterprise Tax Law</i> 13. <i>Law on the Vehicle Operation Tax and Company Car Tax</i> 14. <i>Solidarity Tax Law</i> 15. <i>State Budget Law explanations</i> (http://www.fm.gov.lv/files/valstsbudzets/FMPask_A_060319_proj2019.pdf) 	Independent work

<i>Part-time studies with e-learning elements</i>	<p><i>Independent / Practical assignment's brief description:</i></p> <ol style="list-style-type: none"> 1. State social contribution calculation for distribution depending on the type of insurance. 2. Personal income tax calculation depending on income size, income-generating place and differentiated exempt minimum size determination. 3. Writing a tax invoice based on the Law on Value Added Tax. 4. Customs duty application and reporting arrangements, making the supply of goods from third countries. 	<p>Independent work</p> <p>Independent work</p> <p>Independent work</p> <p>Independent work</p>
	<p><i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i></p> <ol style="list-style-type: none"> 1. <i>Law on Taxes and Duties</i> 2. <i>Law on Personal Income Tax</i> 3. <i>Enterprise Income Tax Law</i> 4. <i>Law on Immovable Property Tax</i> 5. <i>Law on Value Added Tax</i> 6. <i>Law on Excise Duties</i> 7. <i>Customs Tax Law</i> 8. <i>Natural Resources Tax Law</i> 9. <i>Law on Gambling and Lotteries</i> 10. <i>Law on State Social Insurance</i> 11. <i>Electricity Tax Law</i> 12. <i>Micro-enterprise Tax Law</i> 13. <i>Law on the Vehicle Operation Tax and Company Car Tax</i> 14. <i>Solidarity Tax Law</i> 15. <i>State Budget Law explanations</i> (http://www.fm.gov.lv/files/valstsbudzets/FMPask_A_060319_proj2019.pdf) 	

Structure of the study course:							
Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material watching/ listening	Total hours of the course
	Lecture contact hours (including seminars, discussions)	Consultations, guest lectures, conferences, field trips, business games, etc.	Final evaluation (exam, test, defense)	Total			
Full-time	48	12	4	64	64	32	160
Part-time	24	18	6	48	64	48	160
Part-time studies with e-learning elements	12	16	4	32	64	64	160

Evaluation of the study course learning outcomes:
<p><i>During the study course, 4 independent work assignments and 8 practical work assignments have to be successfully completed, at least 50% of the lectures have to be attended and the exam passed.</i></p> <p><i>The final grade for the course is the mean of combined average grades for the independent and practical work assignments and the exam evaluation.</i></p>

No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (10) (from 95% to 100%)
1.	Understand the substance, principles and methods of the Latvian Republic's tax system.	Individual work, the exam	Understand the basic concepts	Understand the most important concepts, but there are difficulties with perceiving regularities	Understands the key concepts and regularities	Freely able to analyze economic regularities
2.	Understand the Latvian legal requirements regarding taxation.	Individual work, the exam	Understand essential requirements of the Latvian normative documentation	Understand the Latvian normative documentation requirements regarding taxation, but there are difficulties discerning the regularities	Understand the Latvian normative documentation requirements regarding taxation	Have a good grasp of the Latvian legal requirements regarding taxation
3.	Understand the concepts of tax objects, tax base, tax rates.	Individual work, the exam	Understand the basic concepts	Understand the most important concepts, but there are difficulties with perceiving regularities	Understands the key concepts and regularities	Freely able to analyze economic regularities
4.	Understand the procedures of tax calculation, payment, administration.	Seminar, examination	Understand the basic requirements of tax calculation, payment, administration	Understand the procedures of tax calculation, payment and administration, however, there is a difficulty in discerning the regularities	Understand the procedures of tax calculation, payment and administration.	Have a good grasp of the procedures of tax calculation, payment, administration
5.	Able to perform tax calculations, tax payments, completing tax documents.	Individual work, discussion	Know how to make tax calculation, document completion and tax payments according to a pattern	Know how to make tax calculation, document completion and tax payments, but there are difficulties with discerning regularities	Know how to make tax calculation, document completion and tax payments	Have a good grasp of the procedures of tax calculation, document completion and tax payments
6.	Able to calculate the influence of tax burden on the company's economic performance.	Group work, discussion.	Able to calculate the influence of tax burden on the company's economic	Able to calculate the influence of tax burden on the company's economic performance	Able to calculate the influence of tax burden on the company's economic performance and to make a	Have a good grasp of calculating the influence of tax burden on the company's economic

			performance, but there are difficulties discerning regularities		supported decision on the opportunity of tax optimization	performance and able to support decision making with arguments on the results of tax optimization
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Literature and other sources of information:

Mandatory literature and information sources

1. Krogzeme, H. (2010.). Finances un nodokļi. Rīga: RTU izdevniecība
2. Lukašina, O., Juhimeca, J. (2019). Komerccdarījumu grāmatvedības uzskaitē un nodokļupiemērošana. Rīga: Lietišķās informācijas dienests.-192 lpp.
3. Leibus, I. (2016). Pašnodarbinātogrāmatvedība un nodokļi. Atkārtots un atjaunots 7.izdevums. Rīga: Lietišķās informācijas dienests.-143 lpp.
4. 16. Prohorovs, A. (2017.). Uzņēmuma ienākumu nodoklis Latvijā un Igaunijā: tāietekme uzņēmējdarbību, investīcijām, bezdarbāliecniekiem, nodokļu ienākumiem un valsts ekonomisko izaugsmi Rīga: Zinātne

Further reading

1. Andrejeva, V., Ketners, K. (2008.). Valsts ienākumu teorijas pamati. Rīga: RTU izdevniecība
2. Vītola, Ī., Leibus, I., Joma, D., Jakušonoka, I. (2012). Nodokļu problēmu risinājumu autsaunniecības attīstībai Latvijā. Zinātniskā monogrāfija. Jelgava, Latvijas Lauksaimniecības universitāte.- 101 lpp.
3. Krogzeme, H. (2011). Nodokļu un finanšu grāmatvedības pamati. Rīga: RTU izdevniecība, 392 lpp.
4. Urtāns, A., Ketners, K., Ankalniņš, M., Krastiņš, A. (2008.). Nodokļi, nodevas un muiža Latvijā. Rīga: RTU izdevniecība
5. VID metodiskais materiāls (2018.). Darbavērojuma un ziņu par darba ņēmēju iemāz pildīšana un iesniegšana Elektroniskās deklarēšanas sistēmā
6. VID metodiskais materiāls (2018.). Iedzīvotāju ienākumu nodokļa atvieglojumu piemērošana
7. VID metodiskais materiāls (2017.). Iedzīvotāju ienākumu nodokļa avansmaksājumi no saimnieciskās darbības ienākuma
8. VID metodiskais materiāls (2018.). Mikrouzņēmumu nodoklis
9. VID metodiskais materiāls (2018.). Par PVN piemērošanu preču eksportam/importam un ar tranzīta pārvadājumiem saistītiem pakalpojumiem
10. VID metodiskais materiāls (2018.). Par pievienotās vērtības nodokļa uzskaites kārtību grāmatvedībā personām, kuras grāmatvedības reģistrs kārtoti vienā kārtībā rakstās sistēmā
11. VID metodiskais materiāls (2018.). Uzņēmumu ienākumu nodokļa deklarācijas aizpildīšanas kārtība

Other sources of information

1. Ketners, K., Titova, S. (2009). Nodokļu politika Eiropas Savienības vidē. Banku augstskola. Rīga: Banku augstskolas Biznesa un finanšu pētniecības centrs. 128 lpp.
2. Ketners, K. (2008). Nodokļi Eiropas Savienībā un Latvijā: salīdzinošā analīze un praktiski ieteikumi / Kārlis Ketners, Olga Lukašina. Rīga: Merkūrijs LAT. 237 lpp.
3. Ketners, K. (2008). Nodokļu optimizācijas principi / Kārlis Ketners. Rīga: Merkūrijs LAT. 116 lpp.
4. Rešina, G. (2003). Latvijas Republikas Budžets: vakar, šodien, rīt. Rīga.
5. Budžeta reformas. Valsts budžeta veidošanas attīstības tendences Latvijā un pasaulē. (2003). Valsts kanceleja. Politikas koordinācijas departaments. – 79 lpp.
6. Kodoliņa, I. (2002). Latvijas nodokļi rezidentiem. Rīga
7. Lukašina, O., Januška, M. (2002). Komerccdarījumu aplikšana ar nodokļiem. Rīga
8. Baumel, W.J., Blinder, A.S. (1988). Economics, principles and policy. – Harcourt Brace Jovanovich

MANAGEMENT INFORMATION SYSTEMS

Author/s of Study course:	
Dr.sc.admin., assoc. professor Ināra Kantāne	
Credit points:	Credit score in the ECTS system:
4	6
Test form:	
Examination	
Study course prerequisites:	
Management, the business basics, informatics in the volume of a secondary school	
Course objectives are:	
Provide students with the necessary knowledge, skills and competences in management information systems and their application	
Course outcomes (knowledge, skills, competencies):	
<ol style="list-style-type: none"> 1. Knows and understands the basic concepts of the information system, understands the role of information systems in organisations. 2. Understands the role of management information systems in management processes, knows information systems, modern tendencies of development. 3. Knows information systems components. 4. Manages information systems security and data protection issues. 5. Knows and understands cloud usage opportunities in management processes. 6. Understands the opportunities of the use of e-commerce. 7. Able to find the necessary information independently, process it, analyse, evaluate and reflect it. Can present the results of work 8. Able to prepare and execute electronic documents. 	
The content of the study course required to attain the results of the study (thematic plan of the course):	
1.	Introduction to management information systems. Importance of information systems, key concepts.
2.	Use of management information systems in management processes, modern development tendencies. Types of information systems.
3.	Information systems components.
4.	Information systems security and data protection.
5.	Use of cloud computing in management processes.
6.	E-commerce.
7.	Compilation, processing, analysis, reflection and presentation of information.
8.	Electronic document preparation. E-signature and e-identity.

Study course schedule:				
<i>Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics</i>				
No.	Theme	Lectures (t.sk workshops, discussions) number of contact hours		
		full-time studies	part-time studies	part-time studies with e-learning elements*
91.	Introduction to management information systems. Importance of information systems, key concepts.	4	2	1
92.	Use of management information systems in management processes, modern development tendencies. Types of information systems.	4	2	1
93.	Information systems components.	10	5	2.5
94.	Information systems security and data protection.	2	1	0.5
95.	Use of cloud computing in management processes.	2	1	0.5
96.	E-commerce.	2	1	0.5
97.	Compilation, processing, analysis, reflection and presentation of information.	22	11	5.5
98.	Electronic document preparation. E-signature and e-identity.	2	1	0.5
	Total:	48	24	12

Description of the independent tasks:		
Study form	Type of independent assignment	Type of control
<i>Full-time studies</i>	A brief description of the Independent/practical task: 1 Research, description and presentation of the management Information system. 2. Data processing and analysis using Microsoft Excel. 3. Data processing and analysis using Microsoft Access. 4. Preparing and designing documents.	4 independent works
	A brief description of the compulsory reading and/or audio and video media: Study sources 1, 2, 3 from the list of compulsory literature and information sources	
<i>Part-time studies</i>	A brief description of the Independent/practical task: 1 Research, description and presentation of the management Information system. 2. Data processing and analysis using Microsoft Excel. 3. Data processing and analysis using Microsoft Access. 4. Preparing and designing documents.	4 independent works

	A brief description of the compulsory reading and/or audio and video media: Study sources 1, 2, 3 from the list of compulsory literature and information sources	
<i>Part-time studies with e-learning elements</i>	A brief description of the Independent/practical task: 1 Research, description and presentation of the management Information system. 2. Data processing and analysis using Microsoft Excel. 3. Data processing and analysis using Microsoft Access. 4. Preparing and designing documents.	4 independent works
	A brief description of the compulsory reading and/or audio and video media: Study sources 1, 2, 3 from the list of compulsory literature and information sources	

Organisation and volume of independent work:

<i>Study form</i>	<i>Contact hours</i>				<i>Independent work hours</i>	<i>Compulsory reading and/or audio and video material listening/watching</i>	<i>Total course credit hours</i>
	<i>Lecture hours (incl. seminars, discussion)</i>	<i>Consultations, guest lectures, conferences, study tours, applied games, etc.</i>	<i>Final Test (exam, test, defence)</i>	<i>Total</i>			
<i>Full-time</i>	48	8	4	64	64	32	160
<i>Part-time</i>	24	18	6	48	64	48	160
<i>Part-time studies with e-learning elements</i>	12	16	4	32	64	64	160

Course acquisition requirements and evaluation of results:

Course acquisition requirements and evaluation of results: The final evaluation of the course of study for full-time students consists of successfully completed four independent works, successfully executed practical work and successful completion of the exam. The final assessment is formed by: 40% of the overall examination score is the average of the results of independent work carried out during semester, 40% - average of practical work developed during the semester, 20% - examination.

The final assessment of the study for part-time and part-time with e-elements for the students consists of successfully completed four independent works, successfully completed practical work and successfully passed exam. The final assessment is formed by: 40% of the overall examination score is the average of the results of independent work carried out during semester, 40% - average of practical work developed during the semester, 20% - examination.

No.	<i>Learning outcomes</i>	<i>Evaluation method</i>	<i>Evaluation criteria</i>			
			<i>Minimal level (from 40% to 64%)</i>	<i>Intermediate level (from 65% to 84%)</i>	<i>High level (from 85% to 94%)</i>	<i>With distinction (from 95% to 100%)</i>

1.	Knows and understands the basic concepts of the information system, understands the role of information systems in organisations.	Discussion Test	Knows and understands the basic concepts of information systems.	Knows and understands partly the concepts of the information systems and their meaning.	Knows and understands the concepts of the information systems and their meaning.	Knows and understands the nature, concepts of the information systems and their meaning.
2.	Understands the role of management information systems in management processes, knows types of information systems, modern tendencies of development.	Independent work. Test	40-64% of tasks are executed correctly	65-84% of tasks are executed correctly	85-94% of tasks are executed correctly	95-100% of tasks are executed correctly
3.	Knows information systems components.	Independent work. Test	40-64% of tasks are executed correctly	65-84% of tasks are executed correctly	85-94% of tasks are executed correctly	95-100% of tasks are executed correctly
4.	Manages information systems security and data protection issues.	Independent work. Test	40-64% of tasks are executed correctly	65-84% of tasks are executed correctly	85-94% of tasks are executed correctly	95-100% of tasks are executed correctly
5.	Knows and understands cloud usage opportunities in management processes.	Practical assignment Test	40-64% of tasks are executed correctly	65-84% of tasks are executed correctly	85-94% of tasks are executed correctly	95-100% of tasks are executed correctly
6.	Understands the opportunities of the use of e-commerce.	Practical assignment Test	40-64% of tasks are executed correctly	65-84% of tasks are executed correctly	85-94% of tasks are executed correctly	95-100% of tasks are executed correctly
7.	Able to prepare and execute electronic documents.	Practical assignment	40-64% of tasks are executed correctly	65-84% of tasks are executed correctly	85-94% of tasks are executed correctly	95-100% of tasks are executed correctly
8.	Able to find the necessary information independently, process it, analyse, evaluate and reflect it.	Practical assignment Independent work	40-64% of tasks are executed correctly	65-84% of tasks are executed correctly	85-94% of tasks are executed correctly	95-100% of tasks are executed correctly
9.	Can summarise and present the results of work	Presentation of the results of practical task and examination	Can summarise the results of work	Can present the results of their own work, however, it is difficult to do it in a manner understandable to others	Can present the results of their own work	Able to present their results intelligibly and confidently

Literature and other sources of information:

Compulsory literature and other sources of information

1.	Kenneth, J.S., Effy, O. (2015). <i>Management Information Systems</i> , 7th edition. Stamford, CT, USA: Cengage Learning. Elektroniskais resurss [skatīts 30.11.2018]. Pieejams: http://www.ebook3000.com/Management-Information-Systems_471056.html
2.	Kenneth, C.L., Laudon, J.P. (2012). <i>Management Information Systems Managing the Digital Firm</i> , 13th edition. Elektroniskais resurss [skatīts 30.11.2018]. Pieejams: www.icto.info/laudon-management-information-systems-13th-global-edition-c2014-1.pdf
3.	Brown, C.V., DeHayes, D.W., Hoffer, J.A., Martin, W.E., Perkins, W.C. (2012). <i>Managing Information Technology</i> , 7th edition. Elektroniskais resurss [skatīts 30.11.2018]. Pieejams: https://bayanbox.ir/view/1605660057609727211/Brown-2012-Managing-information-technology.pdf
Recommended literature	
1.	Valacich, J., Schneider, C. (2018). <i>Information Systems Today: Managing in the Digital World</i> , 8th edition, Harlow : Pearson.
2.	Šmits, Ē., Koens, Dž. (2017). <i>Jaunais digitālais laikmets: kā nākotnē mainīsies mūsu dzīve, valstis un bizness</i> . Rīga: Zvaigzne ABC
3.	Rainer, K.R., Cegielski, C.G. (2011). <i>Introduction to Information Systems</i> , 3rd Edition. Jon Willey and Sons. Elektroniskais resurss [skatīts 30.11.2018]. Pieejams: https://books.google.lv/books/about/Introduction_to_Information_Systems.html?id=maK8xskEduYC&printsec=fro ntcover&source=kp_read_button&redir_esc=y#v=onepage&q&f=false
4.	Kroenke, D. (1989). <i>Management information systems</i> . Santa Cruz, Mitchell.
5.	Kleiders, J. (2018). <i>Datorzinības Microfot Office 2013/2016</i> . Rīga: Juridiskā koledža.
6.	Mika, V. (2008). <i>Access pamati</i> . Rīga: Biznesa augstskola Turība.
7.	Augucēvičs, J. (2015). <i>Word. MS Office 2013</i> . Rīga: Biznesa augstskola Turība.
8.	Ringe, E. (2009). <i>Excel. Strādāsimātrāk, ērtāk un efektīvāk</i> . Rīga: BiznesaaugstskolaTurība
9.	Microsoft Office palīdzība un apmācība. (2018). Elektroniskais resurss [skatīts 30.11.2018]. Pieejams: https://support.office.com/lv-lv/?legRedir=true&CTT=97&CorrelationId=a2751d65-c74b-4783-b44c-2b044c8db41b
10.	GCFLearnFree.org (2018). [skatīts 30.11.2018]. Pieejams: https://edu.gcfglobal.org/en/ .
Other sources of information	
1.	Eiropas komisija. Mākoņdatošanas potenciāla atraisīšana Eiropā — kas ir mākoņdatošana un kā tā attiecas uz mani? (2012). Elektroniskais resurss [skatīts 30.11.2018]. Pieejams: http://europa.eu/rapid/press-release_MEMO-12-713_lv.htm
2.	E-komercija – iespējas biznesa idejām. (2009). Elektroniskais resurss [skatīts 30.11.2018]. Pieejams: http://www.lvportals.lv/visi/likumi-prakse/193910-e-komercija-iespejas-biznesa-idejam/
3.	Tehnoloģiju jaunumu portāls. (2018). Elektroniskais resurss [skatīts 30.11.2018]. Pieejams: http://www.datuve.lv
4.	Esi drošs. (2018). Elektroniskais resurss [skatīts 30.11.2018]. Pieejams: http://www.esidross.lv
5.	Drošība internetā. (2015). Elektroniskais resurss [skatīts 30.11.2018]. Pieejams: http://eprasmes.lv/wp-content/uploads/2015/08/Drosiba_interneta_eScouts_final.pdf
6.	LATVIJAS REPUBLIKAS tiesību akti. Elektroniskais resurss [skatīts 30.11.2018]. Pieejams: https://likumi.lv/

Professional foreign language I (English)

Author/s of the course:	
PhD, Associate Professor Gatis Dilāns	
Credit points (Latvian):	ECTS credits:
4	6
Final evaluation form:	
Examination	
Study course prerequisites:	
English at the secondary school level	
Study course aim:	
To provide students with the necessary knowledge, skills and competence acquisition in the economic field in English in accordance with the EU standards regarding English level B2.	
Study course learning outcomes (knowledge, skills, competences):	
<ol style="list-style-type: none"> 9. Know and understand the concepts of the field of economy in the English language; 10. Know the terminology of the field: economy related terms; 11. Know the terms of related sectors; 12. Able to use the knowledge and communication skills, which include reading, speaking, listening and writing skills in the professional field, participating in discussions, creating dialogues, performing tasks; 13. Able to use professional terminology in various communicative situations (e.g., job search, job interview, professional communication); 14. Able to find the necessary information in English on the Internet, to structure, classify it, to work with the terminology and domain-specific dictionaries; 15. Able to independently find the necessary information and analyze it in order to use it in problem solving (data collection and analysis); 16. Able to analyze the situation in the field of economics, independently solve problems using the English language (formulating the problems); 17. Able to creatively use the foreign language in professional communication, student mobility and academic environment. 	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	Work. Workplace. Professions.
2.	Ways of working.
3.	Job search.
4.	Pay.
5.	People, jobs and careers.
6.	Entrepreneurs (managers) and business organizations.
7.	Business topics I, II (enterprise development, innovation, production, raw materials, suppliers, business ideas, buyers and sellers, advertising, e-commerce, sales and costs, etc.).
8.	Business topics III, IV (profit, payment, balance, credit, debit, share capital, debt, successful company, bankruptcy, corporate buyouts and mergers, finance, trade, etc.).

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
1.	Work. Workplace. Professions.	4	2	2
2.	Ways of working.	4	2	2
3.	Job search.	4	2	2
4.	Pay.	6	2	2
5.	People, jobs and careers.	8	3	2
6.	Entrepreneurs and business organizations.	8	3	2
7.	Business topics I, II (enterprise development, innovation, production, raw materials, suppliers, business ideas, buyers and sellers, advertising, e-commerce, sales and costs, etc.).	15	8	2
8.	Business topics III, IV (profit, payment, balance, credit, debit, share capital, debt, successful company, bankruptcy, corporate buyouts and mergers, finance, trade, etc.).	15	10	2
	Total:	64	32	16

* If, in the program, the course is not available in this form, then these rows have to be highlighted with light gray color

Independent work description:		
Study form	Type of independent work	Form of control
<i>Full-time studies</i>	Complete the tasks, improving the knowledge of the general terms and vocabulary to be used in their area.	Checking the answers of the tasks, tests.
	Read on the topic, as well as watch thematic video material in <i>Moodle</i> environment.	Thematic discussions.
<i>Part-time studies</i>	Complete the tasks, improving the knowledge of the general terms and vocabulary to be used in their area.	Checking the answers of the tasks, tests.
	Read on the topic, as well as watch thematic video material in <i>Moodle</i> environment.	Thematic discussions.
<i>Part-time studies with e-learning elements</i>		

Independent work organization and scope:

Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material watching/ listening	Total hours of the course
	Lecture contact hours (including seminars, discussions)	Consultations , guest lectures, conferences, field trips, business games, etc.	Final evaluation (exam, test, defense)	Total			
Full-time	64	12	4	80	48	32	160
Part-time	32	18	6	56	56	48	160
Part-time studies with e-learning elements	16	12	4	32	64	64	160

Evaluation of the study course learning outcomes:

The final evaluation of the course for **full-time students** is composed from successfully completed **three** independent work assignments, **three** tests (quizzes), active participation in thematic discussions, attendance (at least 70% of the classes) and successfully passed **exam** covering a specialized topic (management);

The final evaluation of the course for **part-time students** is composed from successfully completed **three** independent work assignments, **three** tests (quizzes), active participation in thematic discussions, attendance (at least 70% of the classes) and successfully passed **exam** covering a specialized topic (management);

No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (10) (from 95% to 100%)
1.	Know and understand the concepts of the field of economy (marketing and sales management) in the English language;	Theoretical knowledge test	40-64% of correct answers to the test questions	65-84% of correct answers to the test questions	85-94% of correct answers to the test questions	95-100% of correct answers to the test questions
2.	Know the terminology of the field: economy (marketing and sales management) related terms;	Theoretical knowledge test	40-64% of correct answers to the test questions	65-84% of correct answers to the test questions	85-94% of correct answers to the test questions	95-100% of correct answers to the test questions
3.	Know the terms of related sectors;	Theoretical knowledge test	40-64% of correct answers to the test questions	65-84% of correct answers to the test questions	85-94% of correct answers to the test questions	95-100% of correct answers to the test questions
4.	Able to use the knowledge and communication skills, which include reading, speaking, listening and writing skills in the professional field, participating in discussions, creating dialogues, performing tasks;	Class discussion	Able to discuss issues in the field of economy (marketing and sales management)	Able to discuss issues in the field of economy (marketing and sales)	Capable of good and reasoned debate in English on the issues regarding	Able to argue effectively and discuss confidently in English about the

			on a basic level, unable to formulate their opinion in English	management) on an average level, however, there are difficulties in supporting personal opinion	economy (marketing and sales management)	issues of economy (marketing and sales management)
5.	Able to use professional terminology in various communicative situations (e.g., job search, job interview, professional communication)	Practical exercises in class	40-64% of tasks executed correctly	65-84% of tasks executed correctly	85-94% of tasks executed correctly	95-100% of tasks executed correctly
6.	Able to find the necessary information in English on the Internet, to structure, classify it, to work with the terminology and domain-specific dictionaries	Class discussion	There are difficulties in the summarization of work results and their comprehensive discussion with others	Able to summarize the results, however, there are difficulties in independent structuring and analyzing using English	Able to work completely independently with dictionaries and sources of information, structure information	Able to work completely independently with dictionaries and sources of information, structure information, present it effectively
7.	Able to independently find the necessary information and analyze it in order to use it in problem solving (data collection and analysis)	Individual homework, summarizing the results in the form of notes	Able to find the necessary information independently on a basic level, unable to apply the obtained information	Able to find the necessary information independently on an average level, there are difficulties to carry out independent information analysis	Able to select and analyze the necessary information independently in order to answer complex, specific questions	Able to select and analyze the necessary and substantial information independently in order to answer complex, specific questions as well as convincingly present it to others
8.	Able to analyze the situation in the field of economics (marketing and sales management), independently solve problems using the English language (formulating the problems)	Independent home work	Able to identify problems in the field of economy (marketing and sales management) on a basic	Able to independently identify problems in the field of economy (marketing and sales management)	Able to independently identify problems in the field of economy (marketing and sales management)	Able to identify problems in the field of economy (marketing and sales management)

			level, there are difficulties in identifying problems in English	t) on an average level, but there is a lack of understanding in terms of language use	t) in English, to show the understanding of language use	independently in English, to show the understanding of language use effectively and convincingly
9.	Able to creatively use the foreign language in professional communication, student mobility and academic environment	Discussion, feedback	Able partly creatively use the foreign language in professional communication, unable to independently find the necessary language resources	Able to creatively use the foreign language in professional communication, however, unable to use the language appropriate for academic environment	Able to creatively use the foreign language in oral and professional communication, student mobility and academic environment	Able to creatively, effectively and convincingly use the foreign language in professional communication, student mobility and academic environment

Literature and other sources of information:

Mandatory literature and information sources

1. Mascull, B. (2018). *Business Vocabulary in Use*. 3rd edition. Cambridge: Cambridge University Press.
2. McKeown, A., Wright, R. (2011). *Professional English in Use: Management*. Cambridge: CUP.

Further reading

1. Pile, L. (2006). *Intelligent Business. Workbook. Upper Intermediate Business English*. Harlow: Pearson Longman, Education Limited.
2. Allison, J., Emmerson, P. (2013). *The Business. Intermediate. Student's Book*. New York: MacMillan.

Other sources of information

1. Žurnāls "The Economist" – <http://www.economist.com>
2. Žurnāls "Business Week" – <http://www.businessweek.com>
3. Avīze "Financial Times" – <http://www.ft.com/home/uk>
4. Avīze "The Wall Street Journal" – <http://europe.wsj.com/home-page>
5. Merriam-Webster Online Dictionary – <http://www.merriam-webster.com>
6. Letonikas Angļu-Latviešu vārdnīca <http://www.letonika.lv/groups/default.aspx?g=2&r=10331062>
7. Daudznozaru terminoloģijas portāls – <http://termini.letonika.lv>
8. Ekonomikas terminu vārdnīca – <http://www.financenet.lv/tools/dictionary>
9. Biržas vārdnīca – <http://www.rfb.lv/public/birzasskola/vardnica.html>

International Trade Law

Author/s of the course:	
Mg.iur., Assistant Professor Ināra Brante	
Credit points (Latvian):	ECTS credits:
4	6
Final evaluation form:	
Examination	
Study course prerequisites:	
Regulatory Framework of Business	
Study course aim:	
To provide students with the necessary knowledge, skills and competence acquisition on the substance, legal foundations of international trade law and raise awareness about practical regulatory application of the law.	
Study course learning outcomes (knowledge, skills, competences):	
<ol style="list-style-type: none"> 1. Understand the concept, system of international trade law, the specifics and the hierarchy of rules and regulations. 2. Familiar with the international organizations and institutions related to international trade law. 3. Know the regulatory framework of the international trade agreements, the rights and obligations of the parties. 4. Understand the terms and conditions of the international trade contracts INCOTERMS. 5. Familiar with the international business regulatory laws and regulations' application possibilities in practice. 6. Able to provide arguments to discuss the issues of international trade regulations in practice. 	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	The concept and system of international trade law. The subjects of international trade law.
2.	The 1980 UN Convention on Contracts for the International Sale of Goods. The structure of the Convention. The basic principles of the application of the Convention.
4.	The international trade contract INCOTERMS.
5.	UNCITRAL international commerce contract principles.
6.	UNIDROIT - international commerce contract principles.
7.	The concept and substance of international maritime law. The United Nations Convention on the Law of the Sea.
8.	International transport by road.
9.	International air transport.
10.	International transport by rail. Intermodal freight transport.
11.	Methods of payment in international trade. Dispute resolution in international arbitration.

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
107.	Introduction. The concept, system, legal subjects of international trade law. The unification of international trade law. The international trade agreements of Latvia. The international organizations and institutions related to international trade law.	2	1	1

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
108.	The 1980 UN Convention on Contracts for the International Sale of Goods. The structure of the Convention. The basic principles of the application of the Convention. Concluding, entering into contracts.	4	3	1
109.	The General Agreement on Tariffs and Trade (GATT) The main goals and objectives of GATT.	4	3	2
110.	UNIDROIT The international commerce contract principles. E-commerce.	6	2	1
111.	International trade contract INCOTERMS Terms, regulations.	6	3	1
112.	UNCITRAL international commerce contract principles. Aspects of the application of the principles in practice. UNCITRAL recommendations for commercial contract preparation.	6	3	1
113.	Maritime law. The concept and substance of international maritime law. The United Nations Convention on the Law of the Sea. International maritime transport regulations.	4	3	1
114.	International transport by road. The concept and essence of international transport by road. International transport by road regulation in the EU. Latvian legislation on transport by road.	6	3	1
115.	International air transportation. The Chicago and the Warsaw Convention. Bilateral agreements signed by Latvia on air communications.	6	3	1
116.	International transport by rail. Convention concerning International Carriage of Goods by Rail. Bilateral agreements signed by Latvia on international transport by rail. Intermodal freight transport.	6	2	1
117.	Methods of payment in international trade. Dispute resolution in international arbitration.	4	2	1
Total:		48	24	12

* If, in the program, the course is not available in this form, then these rows have to be highlighted with light gray color

Independent work description:		
Study form	Type of independent work	Form of control
<i>Full-time studies</i>	<p><i>Independent / Practical assignment's brief description:</i></p> <ol style="list-style-type: none"> Gather information about the sources of law regulating international trade law. Combined task, which covers the substance, principles, methods and content of the regulatory framework of international transport. To analyze the UNIDROIT proposals and principles for international commercial transactions and their application in practice. Prepare necessary documents for concluding and implementation of foreign trade deals. Find and analyze errors in the drafted document. 	2 independent work assignments 2 quizzes
	<p><i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i></p> <p>To study sources 1, 2, 3 from the mandatory list of sources, sources 1, 2, 3 from the other sources of information list (Latvian laws and regulations) about the topics acquired during the course.</p>	

<i>Part-time studies</i>	<p><i>Independent / Practical assignment's brief description:</i></p> <ol style="list-style-type: none"> 1. Gather information about the sources of law regulating international trade law. 2. Combined task, which covers the substance, principles, methods and content of the regulatory framework of international transport. 3. To analyze the UNIDROIT proposals and principles for international commercial transactions and their application in practice. 4. Prepare necessary documents for concluding and implementation of foreign trade deals. Find and analyze errors in the drafted document. 	2 independent work assignments 2 quizzes
	<p><i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i></p> <p>To study sources 1, 2, 3 from the mandatory list of sources, sources 1, 2, 3 from the other sources of information list (Latvian laws and regulations) about the topics acquired during the course.</p>	
<i>Part-time studies with e-learning elements</i>	<p><i>Independent / Practical assignment's brief description:</i></p> <ol style="list-style-type: none"> 1. Gather information about the sources of law regulating international trade law. 2. Combined task, which covers the substance, principles, methods and content of the regulatory framework of international transport. 3. To analyze the UNIDROIT proposals and principles for international commercial transactions and their application in practice. 4. Prepare necessary documents for concluding and implementation of foreign trade deals. Find and analyze errors in the drafted document. 	2 independent work assignments 2 quizzes
	<p><i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i></p> <p>To study sources 1, 2, 3 from the mandatory list of sources, sources 1, 2, 3 from the other sources of information list (Latvian laws and regulations) about the topics acquired during the course.</p>	

Structure of the study course:							
Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material watching/ listening	Total hours of the course
	Lecture contact hours (including seminars, discussions)	Consultations, guest lectures, conferences, field trips, business games, etc.	Final evaluation (exam, test, defense)	Total			
<i>Full-time</i>	48	12	4	64	64	32	160
<i>Part-time</i>	24	18	6	48	64	48	160
<i>Part-time studies with e-learning elements</i>	12	16	4	32	64	64	160

Evaluation of the study course learning outcomes:		
<p>The final evaluation of the course for full-time students is formed from completed two independent work assignments, two quizzes passed, active participation in discussions during the classes, lecture attendance (at least 70% of the classes must be attended) and passed exam covering the studied topics of the course;</p> <p>The final evaluation of the course for part-time students is formed from completed two independent work assignments, two quizzes passed, active participation in discussions during the classes, lecture attendance (at least 70% of the classes must be attended) and passed exam covering the studied topics of the course;</p> <p>The final evaluation of the course for part-time students with e-learning elements is formed from completed two independent work assignments, two quizzes passed, active participation in discussions during the classes, lecture attendance (at least 70% of the classes must be attended) and passed exam covering the studied topics of the course;</p>		
No.	Learning outcome:	Evaluation criteria

		<i>Evaluation method/s</i>	<i>Minimum level (from 40% to 64%)</i>	<i>Average level (from 65% to 84%)</i>	<i>High level (from 85% to 94%)</i>	<i>Excellent level (10) (from 95% to 100%)</i>
1.	Understand the concept, system of international trade law, the specifics and the hierarchy of rules and regulations.	Quiz, discussion	Understand the basic concepts	Understand the most important concepts, but there are difficulties with perceiving regularities	Understand the key concepts and regularities	Freely able to analyze economic regularities
2.	Familiar with the international organizations and institutions related to international trade law.	Independent work, discussion, quiz	Understand the basic operation principles of international organizations	Understand the tasks and functions of international organizations, but there are difficulties with discerning regularities	Understand the tasks and functions, the most important principles and regularities of international organizations	Have a good grasp of operations of international organizations
3.	Know the regulatory framework of the international trade agreements, the rights and obligations of the parties.	Discussion, practical work, individual work	Partly know the regulatory framework of the international trade agreements, however, have difficulties identifying the rights and obligations of the parties	Know the regulatory framework of the international trade agreements, but there are difficulties to support opinion	Know the regulatory framework of the international trade agreements, the rights and obligations of the parties	Have a good grasp of the regulatory framework of the international trade agreements, the rights and obligations of the parties, able to support opinion
4.	Understand the terms and conditions of the international trade contract INCOTERMS	Independent work, discussion, quiz	Partly able to independently apply terms and conditions of the international trade contracts INCOTERMS	Able to independently apply terms and conditions of the international trade contracts INCOTERMS, however, there are difficulties to support opinion	Able to independently apply terms and conditions of the international trade contracts INCOTERMS	Able to independently apply terms and conditions of the international trade contracts INCOTERMS, support opinion and offer solutions
5.	Familiar with the international business regulatory laws and regulations' application	Independent work	Understand the international business regulatory laws and	Able, to a limited extent, independently apply the acquired knowledge and	Able, to a full extent, independently apply the acquired knowledge, but,	Able, to a full extent, independently apply the acquired

	possibilities in practice		regulations' application possibilities in practice	there are mistakes in the completion of tasks	occasionally, there are mistakes in the completion of tasks	knowledge in solving issues
6.	Able to provide arguments to discuss the issues of international trade regulations in practice	Independent work, discussion	Able to discuss about current events, unable to clearly formulate opinion	Unable to express and defend a well-argued and supported opinion	Able to express a supported opinion, but have difficulties to defend it with arguments	Able to express well-argued and supported opinion, as well as discuss and defend it

Literature and other sources of information:

Mandatory literature and information sources

1.	Bojārs, J. (2018). Starptautiskās tirdzniecības un komercijas tiesības. Starptautiskās privāttiesības, V sējums. Rīga: LU Akadēmiskais apgāds.
2.	Likums Par Apvienoto Nāciju Organizācijas Konvenciju par starptautiskajiem preču pirkuma-pārdevuma līgumiem. Pieņemts: 19.06.1997. Publicēts: Latvijas Vēstnesis, 03.07.1997. Nr.170
3.	Autoru kolektīvs.(2013). Komerctiesību aktuālie jautājumi Latvijā un Eiropā. Tiesu namu aģentūra.

Further reading

1.	Schmitthoff: The Law and Practice of International Trade. Published by: Sweet & Maxwell. Authors: Carole Murray; David Holloway; Daren Timson-Hunt; Giles Dixon.
2.	Megret, Frederic, Globalization and International Law (August 4, 2008). MAX PLANCK ENCYCLOPEDIA OF INTERNATIONAL LAW, Oxford University Press, 2009. Available at SSRN: https://ssrn.com/abstract=1200782
3.	Guzman, Andrew T., Global Governance and the WTO (August 2002). UC Berkeley Public Law Research Paper No. 89. Available at SSRN: https://ssrn.com/abstract=321365 or http://dx.doi.org/10.2139/ssrn.321365
4.	Giovannucci, Daniele, Basic Trade Finance Tools: Payment Methods in International Trade. Available at SSRN: https://ssrn.com/abstract=996765
5.	Shaffer, Gregory, The World Trade Organization Under Challenge: Democracy and the Law and Politics of the WTO's Treatment of Trade and Environment Matters (February 22, 2010). Harvard Environmental Law Review, Vol. 25, pp. 1-93, Winter 2001. Available at SSRN: https://ssrn.com/abstract=828644
6.	Dolan, John, The Law of Letters of Credit. THE LAW OF LETTERS OF CREDIT, 4th edition, John F. Dolan, A.S. Pratt & Sons, 2007; Wayne State University Law School Research Paper No. 07-36. Available at SSRN: https://ssrn.com/abstract=1020705
7.	Bainbridge, D., Howell, C.(2014). Intellectual property asset management: how to identify, protect, manage and exploit intellectual property within the business environment. Abingdon, Oxon, UK : Routledge.
8.	Autoru Kolektīvs. (2013).Latvijas Republikas Uzņēmumu Reģistra tiesību piemērošanas prakse. Komerctiesības, biedrošanās tiesības un publiskie reģistri. Zvaigzne ABC.
9.	Koraha, V. (2002).Ievads Eiropas kopienas konkurences tiesībās un praksē. Tiesu namu aģentūra.
10.	Hart, H. (1998).The concept of law. Oxford: Clarendon press. Von Gerven D., Strom P. The European Company. – Cambridge University Press, 2008.
11.	Von Gerven D., Strom, P. (2008).The European Company. – Cambridge University Press.
12.	United Nations Convention on Contracts for the International Sale of Goods https://www.uncitral.org/pdf/english/texts/sales/cisg/V1056997-CISG-e-book.pdf
13.	UNCITRAL Rules on Transparency for Treaty-based Investor-State Arbitration http://www.uncitral.org/pdf/english/texts/arbitration/arb-rules-2013/UNCITRAL-Arbitration-Rules-2013-e.pdf

Other sources of information

1.	Pasaules tirdzniecības organizācija (PTO) http://www.wto.org
2.	Starptautiskā tirdzniecības palāta (ICC) mājas lapa http://www.iccwbo.org/
3.	Pasaules tirdzniecības organizācija (PTO) http://www.wto.org
4.	Eiropas Savienības Oficiālais Vēstnesis, Eiropas tiesību akti un publikācijas http://eur-lex.europa.eu/oj/direct-access.html?locale=lv

5.	Komerclikums. Pieņemts: 13.04.2000. Publicēts: Latvijas Vēstnesis, 04.05.2000. Nr.158/160
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Logistics

Author/s of the course:	
Dr.sc. administr., Assistant Professor Tatjana Kuļikova	
Credit points (Latvian):	ECTS credits:
2	3
Final evaluation form:	
Examination	
Study course prerequisites:	
Fundamentals of entrepreneurship, Marketing, Branding	
Study course aim:	
To provide students with the necessary knowledge, skills and competence acquisition in the field of logistics.	
Study course learning outcomes (knowledge, skills, competences):	
<ol style="list-style-type: none"> 1. Know and understand the nature and basic concepts of logistics. 2. Have mastery of the modern logistics process management principles and tools. 3. Understand the tasks of procurement logistics. 4. Understand the methods of supplier search. 5. Understand the steps and principles of order making. 6. Able to analyze the processes of logistics. 7. Able to make suggestions for the optimization opportunities of the company's logistics processes. 	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	The subject and history of logistics
2.	The environment of logistics
3.	The logistics of purchasing
4.	Production logistics
5.	Distribution logistics
6.	Service logistics
7.	Transportation logistics
8.	Stocks management
9.	Warehousing
10.	Order management
11.	Packaging of goods

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements*
1.	The subject and history of logistics	2	1	0,5

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements*
2.	The environment of logistics	2	1	0,5
3.	The logistics of purchasing	3	2	0,5
4.	Production logistics	2	1	0,5
5.	Distribution logistics	2	2	0,5
6.	Service logistics	2	1	0,5
7.	Transportation logistics	2	1	1
8.	Stocks management	3	2	1
9.	Warehousing	2	2	1
10.	Order management	2	1	1
11.	Packaging of goods	2	2	1
Total:		24	16	8

* If, in the program, the course is not available in this form, then these rows have to be highlighted with light gray color

Independent work description:		
Study form	Type of independent work	Form of control
<i>Full-time studies</i>	<i>Independent / Practical assignment's brief description:</i> 1. On the basis of the example of a real company, describe the company's logistical processes. Make suggestions for the improvement of logistical processes and the logistical cost reduction opportunities. Complete 2 homework assignments.	Seminar, submitted and successfully evaluated homework assignments.
	Mandatory reading of V.Praude's "Logistics". Mandatory topics: transportation logistics, procurement logistics, inventory management and warehousing.	
<i>Part-time studies and Part-time studies with e-learning elements</i>	<i>Independent / Practical assignment's brief description:</i> 1. Choose a real company in operation describing the company's logistical processes. Make suggestions for the improvement of logistical processes and the logistical cost reduction opportunities.	Seminar, submitted and successfully evaluated homework assignments.
	Mandatory reading of V.Praude's "Logistics". Mandatory topics: transportation logistics, procurement logistics, inventory management and warehousing. Mandatory reading of the e-course materials in e-environment.	

Structure of the study course:				
Study form	Contact hours			

	<i>Lecture contact hours (including seminars, discussions)</i>	<i>Consultations, guest lectures, conferences, field trips, business games, etc.</i>	<i>Final evaluation (exam, test, defense)</i>	Total	<i>Independent work (number of hours)</i>	<i>Mandatory reading and/or audio and video material watching/listening</i>	<i>Total hours of the course</i>
<i>Full-time</i>	24	6	2	32	32	16	80
<i>Part-time</i>	16	6	2	24	32	24	80
<i>Part-time studies with e-learning elements</i>	8	6	2	16	32	32	80

Evaluation of the study course learning outcomes:

Students, during the study course, successfully have to complete 2 independent work assignments, have to participate in 1 seminar, have to attend 50% of the lectures and have to pass the exam. The final score consists of:

- 30% of the total exam evaluation consisting of the average evaluation of the independent work done during the semester;
- 70% of the total exam assessment consists of the exam score.

No.	<i>Learning outcome:</i>	<i>Evaluation method/s</i>	<i>Evaluation criteria</i>			
			<i>Minimum level (from 40% to 64%)</i>	<i>Average level (from 65% to 84%)</i>	<i>High level (from 85% to 94%)</i>	<i>Excellent level (10) (from 95% to 100%)</i>
1.	Know and understand the nature and basic concepts of logistics.	Seminar, examination	Partly understand the basic concepts of logistics	Understand the most important concepts, but there are difficulties with applying the basic concepts in the real logistical system	Understand the key concepts and logistical processes	Able to freely analyze the processes of logistics
2.	Understand the modern logistics process management principles and tools.	Seminar, homework, examination	Partly understand the principles of logistical processes	Understand the most important logistics process management principles	Understand the logistics process management principles and tools	Able to freely analyze the interaction between the principles of logistics management and logistics objectives in the business environment
3.	Understand the tasks of procurement logistics.	Seminar, homework, examination	Partly understand the tasks of procurement logistics	Understand the most important tasks of procurement logistics	Understand the logistical tasks and the principles of their making	Able to freely analyze the tasks of procurement logistics

4.	Understand the methods of supplier search.	Seminar, homework, examination	Partly understand the methods of supplier search	Able to understand the most important supplier search methods	Understand the supplier search methods and know the supplier evaluation criteria	Have a good grasp of supplier search methods and able to evaluate the suppliers according to criteria
5.	Understand the steps and principles of order making.	Seminar, homework, examination	Partly understand the principles of order making	Able to analyze and evaluate the most important order making principles	Able to analyze and evaluate the order making principles, make suggestions	Able to freely analyze and have a good grasp at the company's order making principles, able to develop and make suggestions and decisions for its improvement and optimization
6.	Able to analyze the processes of logistics.	Seminar	Partly able to understand the company's logistics processes	Able to understand the most important logistic processes: efficient flows of goods and information planning, implementation and management of related services	Able, on the basis of an analytical approach, to understand the processes of logistics: efficient flows of goods and information planning, implementation and management of related services	Have a good grasp at and able, on the basis of an analytical approach, to understand the processes of logistics: efficient flows of goods and information planning, implementation and management of related services
7.	Able to make suggestions for the optimization opportunities of the company's logistics processes.	Seminar	Partly able to analyze and evaluate the company's logistics	Able to analyze and evaluate the most important logistical processes of the company	Able to analyze and evaluate the company's logistics, partly able to develop and make suggestions	Able to freely analyze and evaluate the company's logistics, able to develop and make suggestions and decisions for its improvement and optimization

Literature and other sources of information:

Mandatory literature and information sources

1.	Praude, V. (2013). Loģistika. Nodaļās: transporta loģistika, iepirkumu loģistika, krājumu vadība un noliktavu saimniecība, Izd. Burtene.
2.	Rushon A. Croucher P. Baker P. (2014). The handbook of logistics & distribution management : [understanding the supply chain], London : Kogan Page.
3.	Фразелли, Э. (2017). Мировые стандарты складской логистики. Москва: ООО

	“Альпина Паблицер”.
Further reading	
1.	Bowersox D., Closs D., Coper M.B. (2012). Supply Chain Logistics Management. - 4-th. McGraw-Hill Education; 4 edition.
3.	Cristoper, M. (2016). Logistics & Supply Chain Management, FT Press; 5 edition.
5.	Sprancmanis, N. (2011). Uzņēmējdarbības loģistikas pamati. Burtene.
6.	Stanton, D. (2018). Supply Chain Management For Dummies, John Wiley & Sons.
Other sources of information	
1.	Interneta portāls – www.nodoklis.lv
2.	Laikraksts “Dienas Bizness”.
3.	Interneta portāls – www.vid.gov.lv
4.	Žurnāls “Latvijas ekonomists”.
5.	Žurnāls „The Economist”

INTERNATIONAL ECONOMICS

Author/s of the course:	
Lecturer, Mg.sc.soc. Edgars Čerkovskis	
Credit points (Latvian):	ECTS credits:
4	6
Final evaluation form:	
Examination	
Study course prerequisites:	
Macroeconomics	
Study course aim:	
Provide the students with the necessary knowledge, skills and competences in the field of international economics	
Study course learning outcomes (knowledge, skills, competences):	
<ol style="list-style-type: none"> 1. Understand the concept and substance of international economics. 2. Understand international economic theories and models. 3. Understand the substance and activities of international organizations. 4. Able to determine the exchange rate, value and the international currency systems. 5. Able to analyze the pricing mechanism of international trade and the world market. 6. Able to critically analyze the state economic policy in relation to international trade. 7. Able to discuss the key issues of international economics. 	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	The basic principles of the functioning of the international economy.
2.	Models of international trade and economics.
3.	Exchange rate, currency value and the international currency systems.
4.	International economic policy.
5.	International trade and currency organizations and funds.

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
118.	The basic principles of the functioning of the international economy. <ul style="list-style-type: none"> • Basic terms of international economics. • The basic principles of international economics. • Key indicators of international economics. • Alternative theories of international trade. 	10	5	3

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
119.	Models of international trade and economics. <ul style="list-style-type: none"> • The use and importance of the Ricardian model. • The Heckscher-Ohlin model application. • General (equilibrium) trade model. • International (foreign) trade model. 	10	5	3
120.	Exchange rate, currency value and the international currency systems. <ul style="list-style-type: none"> • Gold standard system. • The Bretton Woods system of monetary management. • Jamaican currency system. • Global foreign exchange market. • Ways of setting the exchange rate. 	10	5	2
121.	International economic policy. <ul style="list-style-type: none"> • State and an open economy. • National trade policy. • Monetary policy. • Fiscal policy 	10	5	2
122.	International trade and currency organizations and funds. <ul style="list-style-type: none"> • The International Monetary Fund. • The World Trade Organization. • The Organisation for Economic Co-operation and Development. 	8	4	2
Total:		48	24	12

Independent work description:		
Study form	Type of independent work	Form of control
<i>All forms of studies</i>	Read the assigned book on international economics and prepare a seminar with presentation and discussion elements.	Presentation, seminar
	Read the assigned scientific article on international economics events during the last 3 months, and develop a forecast of further developments.	Essay, presentation
	Formulate possible Latvian international economic development scenarios.	Presentation, seminar
	Simulation game "International commercial transactions"	Group work (e-students individually)

Structure of the study course:				
<i>Study form</i>	<i>Contact hours</i>			

	<i>Lecture contact hours (including seminars, discussions)</i>	<i>Consultations, guest lectures, conferences, field trips, business games, etc.</i>	<i>Final evaluation (exam, test, defense)</i>	Total	<i>Independent work (number of hours)</i>	<i>Mandatory reading and/or audio and video material watching/listening</i>	<i>Total hours of the course</i>
<i>Full-time</i>	48	12	4	64	64	32	160
<i>Part-time</i>	24	18	6	48	64	48	160
<i>Part-time studies with e-learning elements</i>	12	16	4	32	64	64	160

Evaluation of the study course learning outcomes:

During the study course, 4 independent work assignments have to be successfully completed, 2 seminars have to be participated in, at least 70% of the lectures have to be attended and the exam passed. The final grade for the course is formed as the mean of combined average grades for the independent work assignments and the exam.

No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			<i>Minimum level (from 40% to 64%)</i>	<i>Average level (from 65% to 84%)</i>	<i>High level (from 85% to 94%)</i>	<i>Excellent level (10) (from 95% to 100%)</i>
1.	Understand the concept and substance of international economics.	Presentation, seminar, discussion, examination.	Understand the basic concepts.	Understand the basic concepts and terms, but there are difficulties in formulating definitions.	Understand the most important concepts, terms and definitions.	Have a good grasp of the substance, concepts, terms and definitions.
2.	Understand international economic theories and models.	Presentation, seminar, discussion, examination.	Understand regularities.	Understand the regularities, but there are difficulties with understanding the models and the theories.	Understand the most important models, theories and regularities.	Have a good grasp of the models, theories and regularities of international economics.
3.	Understand the substance and activities of international organizations.	Test, exam.	Understand the substance of international organizations.	Understand the substance of international organizations, however, there are difficulties in defining their activities.	Understand the substance and the principles of operation of major international organizations.	Have a good grasp of operations of international organizations and funds.
4.	Able to determine the exchange rate, value and the international currency systems.	Test, simulation game, exam.	Know how to set exchange rates.	Able to determine the exchange rates, however, there are difficulties having a grasp of international currency systems.	Able to determine the exchange rate, its value and the international currency system.	Able to freely determine the exchange rate, value and analyze the international currency systems.

5.	Able to analyze the pricing mechanism of international trade and the world market.	Test, essay, exam.	Able to determine pricing mechanisms.	Able to determine the pricing mechanism, but there are difficulties in the calculation of the pricing mechanism.	Able to determine the pricing mechanism, able to do the calculations.	Freely able to determine the pricing mechanism, to do the calculations and analyze international pricing mechanisms.
6.	Able to critically analyze the state economic policy in relation to international trade.	Presentation, essay, seminar, discussion, examination.	Able to analyze the information obtained, however, there are difficulties discerning regularities.	Able to analyze the information obtained, however, there are difficulties in formulating conclusions.	Able to analyze the obtained information critically, formulate conclusions.	Able to analyze the obtained information critically, draw conclusions and propose solutions.
7.	Able to discuss the key issues of international economics.	Presentation, seminar, examination.	Able to discuss current events, unable to formulate opinion.	Able to discuss current events, but there are difficulties to support opinion.	Able to provide arguments to discuss current events, formulate and support opinion.	Excellent argumentative and oratorical skills.

Literature and other sources of information:

Mandatory literature and information sources

1. Krugman, P. R. (2015). *International economics : theory & policy*. Harlow: Pearson.
2. Appleyard, D. R. (2014). *International economics*. New York: McGraw-Hill Companies.
3. Зубко, Н. М. (2012). *Международная экономика: ответы на экзаменационные вопросы*. Москва: Тетрасистемс.
4. Acharyya, R. (2014). *International trade and economic development*. Oxford: Oxford University Press.
5. Feenstra, R. C. (2014). *International trade*. New York: Worth Publishers, a Macmillan Higher Education Company.

Further reading

1. Ehrenberg, R., Smith, R. (2018). *Modern Labor Economics : theory and public policy*. Harlow: Pearson.
2. Langdana, F., Murphy, P. (2014). *International Trade and Global Macropolicy*. London ; New York : Routledge
3. Matsushita, M., Schoenbaum, T., Mavroidis, P., Hahn, M. (2015). *The World Trade Organization : law, practice, and policy*. Oxford, United Kingdom : Oxford University Press
4. Mishkin, F. (2013). *The economics of money, banking, and financial markets*. Harlow : Pearson. New York : Springe.
5. Vogenauer, S., Weatherill, S. (2017). *General principles of law : European and comparative perspectives*. Oxford ;Portland, Oregon : Hart Publishing

Other sources of information

1. Hartley, J. (2015). *Creative economy and culture : challenges, changes and futures for the creative industries*. London: Thousand Oaks, California Sage Publications.
2. Tapscott, D. (2015). *The digital economy : rethinking promise and peril in the age of networked intelligence*. New York : McGraw-Hill.
3. Hanley, N., Jason F., Shogren, B. (2013). *Introduction to Environmental Economics*. Oxford: Oxford university press.

INNOVATION MANAGEMENT

Author/s of the course:	
Adjunct lecturer, Mag.oec. Vita Brakovska	
Credit points (Latvian):	ECTS credits:
4	6
Final evaluation form:	
Examination	
Study course prerequisites:	
Management, Research Organization, Microeconomics, Macroeconomics	
Study course aim:	
Provide the students with the necessary in-depth knowledge and skills (competencies) about innovation as a process of various forms of economy	
Study course learning outcomes (knowledge, skills, competences):	
<ol style="list-style-type: none"> 1. Understand the concept, the substance and the role of innovation in a company. 2. Know about the available innovation support tools (grant programs, etc.) in Latvia. 3. Able to provide an evaluative review of the innovation processes in the country and in the company/organization represented by the student. 4. Able to use creative thinking techniques that focus on strengthening the competitiveness of the company. 	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	The concept of creativity and innovation and the practical aspects of strengthening the competitiveness of the company
2.	My and the team's role in the formation and development of innovation as a process
3.	Interdisciplinary collaboration for the future solution development and positioning
4.	The practical aspects of new product development and commercialization
5.	Innovation culture building in an economy
6.	Innovation support tools and structures in Latvia
7.	Creative features of the modern, low-budget marketing
8.	Practical aspects of the protection of business ideas
9.	Business model as a modern and effective planning tool
10.	Social entrepreneurship as a viable business model in Latvian regions

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
1.	The concept of creativity and innovation and the practical aspects of strengthening the competitiveness of the company	4	2	1
2.	My and the team's role in the formation and development of innovation as a process in a company	6	3	1

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
3.	Interdisciplinary collaboration for the future solution development and positioning	4	2	1
4.	The practical aspects of new product development and commercialization	4	2	2
5.	Innovation culture building in a company	4	1	1
6.	Innovation support tools and structures in Latvia	4	2	1
7.	Creative features of the modern, low-budget marketing	6	3	1
8.	Practical aspects of the protection of business ideas	6	3	1
9.	Business model as a modern and effective planning tool	6	3	2
10.	Social entrepreneurship as a viable business model in Latvian regions	4	3	1
Total:		48	24	12

Independent work description:		
Study form	Type of independent work	Form of control
<i>Full-time studies</i>	<ol style="list-style-type: none"> Innovation process, its formation Innovation processes in the country and in a company Available innovation support tools in Latvia Social entrepreneurship 	Group work presentations, discussion, test - a 10-minute quiz, an essay, a special-format presentation, exam
	Independently read sources 1, 2, 3 and 5 from the mandatory list of sources and to prepare a report on the discussion of innovation as a process and an innovation support offer	
<i>Part-time studies</i>	<ol style="list-style-type: none"> Innovation process, its formation Innovation processes in the country and in a company Available innovation support tools in Latvia Social entrepreneurship 	Group work presentations, discussion, test - a 10-minute quiz, an essay, a special-format presentation, exam
	Independently read sources 1, 2, 3 and 5 from the mandatory list of sources and to prepare a report on the discussion of innovation as a process and an innovation support offer	
<i>Part-time studies with e-learning elements</i>	<ol style="list-style-type: none"> Innovation process, its formation Innovation processes in the country and in a company Available innovation support tools in Latvia Social entrepreneurship 	Essay, independent work, exam
	Independently read sources 1, 2, 3 and 5 from the mandatory list of sources and to prepare a report on the discussion of innovation as a process and an innovation support offer	

Structure of the study course:				
Study form	Contact hours			

	<i>Lecture contact hours (including seminars, discussions)</i>	<i>Consultations, guest lectures, conferences, field trips, business games, etc.</i>	<i>Final evaluation (exam, test, defense)</i>	Total	<i>Independent work (number of hours)</i>	<i>Mandatory reading and/or audio and video material watching/listening</i>	<i>Total hours of the course</i>
<i>Full-time</i>	48	12	4	64	64	32	160
<i>Part-time</i>	24	18	6	48	64	48	160
<i>Part-time studies with e-learning elements</i>	12	16	4	32	64	64	160

Evaluation of the study course learning outcomes:

During the study course, 1 quiz and 1 test have to be passed, a group presentation has to be made with participation in discussions, at least 70% of the lectures have to be attended and the exam passed. The final grade of the course is formed as the mean of combined average grades for the assignments described above and the exam.

Part-time students with e-learning elements have to write an essay, prepare an individual work assignment and pass the exam.

No.	<i>Learning outcome:</i>	<i>Evaluation method/s</i>	<i>Evaluation criteria</i>			
			<i>Minimum level (from 40% to 64%)</i>	<i>Average level (from 65% to 84%)</i>	<i>High level (from 85% to 94%)</i>	<i>Excellent level (10) (from 95% to 100%)</i>
1.	Understand the concept, the substance and the role of innovation in a company.	Quiz	40-64% of quiz questions are answered correctly	65-84% of quiz questions are answered correctly	85-94% of quiz questions are answered correctly	95- 100% of quiz questions are answered correctly
2.	Know about the available innovation support tools (grant programs, etc.) in Latvia.	Independent work	Know some available innovation support tools in Latvia	Know about the available innovation support tools in Latvia	Know about the available innovation support tools in Latvia and their use	Know about the available innovation support tools in Latvia and the EU and their use
3.	Able to provide an evaluative review of the innovation processes in the country and in the company/organization represented by the student	Essay	Able to provide a general review of the innovation processes in the country and in the company/organization represented by the student	Able to provide a review of the innovation processes in the country and in the company represented by the student, but there is a lack of in-depth analysis	Able to provide a review of the innovation processes in the country and in the company represented by the student	Able to give an overview and to offer practical and innovative proposals for improvement
4.	Able to use creative thinking methods that focus on strengthening the competitiveness of the company	Practical work in teams and the presentation of results	Able to use the methods of creative thinking, but it is difficult to present	Able to use the methods of creative thinking	Excellent use of creative thinking methods	Able to use the methods of creative thinking to offer new solutions

			possible solutions			
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Literature and other sources of information:	
Mandatory literature and information sources	
1.	Whittington D. (2018). <i>Digital Innovation and Entrepreneurship</i> . Cambridge: Cambridge University Press.
2.	Govindarajan V., Trimble Ch. (2013). <i>Beyond the Idea: How to Execute Innovation in Any Organization</i> . New York: St.Martin,s Press.
3.	Ilgspējīga attīstība un sociālās inovācijas (2018). Rīga: LU Akadēmiskais apgāds
4.	Krippendorff, K. (2019). <i>Driving Innovation from Within: A Guide for Internal Entrepreneurs</i>. USA: Columbia University Press.
5.	Kuratko, D.F., Goldsby, M.G., Hornsby, J.S. (2018). <i>Corporate Innovation</i>. 1st Edition. UK: Routledge
6.	Rafinejad, D. (2017). <i>Sustainable Product Innovation: Entrepreneurship for Human Well-being</i>. J. Ross Publishing.
Further reading	
1.	Ābeltiņa A. (2008). <i>Inovācijas – XXI gadsimta fenomēns</i> . Rīga: Turība
2.	Banks, K. (2016). <i>Social Entrepreneurship and Innovation: International Case Studies and Practice</i>. UK: Kogan Page
3.	Boļšakovs S. (2008). <i>Inovatīvā darbība</i> . Rīga: Jumava
4.	Dodgson M.&Gann D. (2010). <i>Innovation: A Very Short Introduction</i> . UK: Oxford University Press
5.	Lazzeretti L. (2013). <i>Creative Industries and Innovation in Europe</i> . UK: Routledge
6.	Wang B. (2017). <i>Creativity and Data Marketing A practical guide to data innovation</i> . UK: Kogan Page
Other sources of information	
1.	European innovation scoreboard. Electronic source [30.08.2019]. Available at: https://ec.europa.eu/growth/industry/innovation/facts-figures/scoreboards_en
2.	Innovation Economics. Electronic source [30.08.2019]. Available at: http://www.innovationeconomics.net/
3.	LR Centrālā statistikas pārvalde. Elektroniskais resurss [30.08.2019]. Pieejams: www.csb.gov.lv
4.	Understanding the Innovation Economy. Electronic source [30.08.2019]. Available at: https://philmckinney.com/understanding-innovation-economy-impact-world/ [skat. 30.08.2019]
5.	Žurnāls „Innovations and Technologies News”. Elektroniskais resurss [30.08.2019]. Pieejams: http://innovationsline.com/data3/

PROJECT MANAGEMENT

Author/-s of the study course:	
Mg.oec. Aija Staškeviča	
Credits (Latvian):	ECTS:
4	6
Final evaluation form:	
Examination	
Study course prerequisites:	
Management, Accounting	
Study course aim:	
The aim of the course is to give students knowledge, skills and competencies in project management field.	
Study course learning outcomes (Knowledge, Skills, Competencies):	
<ol style="list-style-type: none"> 1. Student knows and understands the essence and concepts of project management. 2. Student is able to calculate and use the evaluation of effectiveness of project investments. 3. Student is able to find a solution to a specific problem in the industry, preparing the project within the sector. 4. Student is able to independently find needed information and analyze it to gain knowledge about a particular topic in the field of project management. 5. Student is able to prepare the application for the project according to determined structure; 6. Student is able to present the results of independent work. 7. Student knows current events in project management sector. 8. Student is familiar with preparation of project proposal and implementation stages. 9. Student understands project management concepts and main regulations. 	
Study course thematic plan:	
1.	Introduction to project management
2.	Definition of project problem and objective
3.	Analysis of project environment
4.	Analysis of project alternatives
5.	Definition of project solution and project proposal
6.	Concept of project life cycle. Structure plan.
7.	Analysis of project risks
8.	Planning of project resources, costs and revenues
9.	Management of project team
10.	Control of project

Study course calendar plan:

No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e - learning elements
123.	Introduction to project management	4		
124.	Definition of project problem and objective	4		
125.	Analysis of project environment	6		
126.	Analysis of project alternatives	4		
127.	Definition of project solution and project proposal	6		
128.	Concept of project life cycle. Structure plan.	6		
129.	Analysis of project risks	4		
130.	Planning of project resources, costs and revenues	8		
131.	Management of project team	2		
132.	Control of project	4		
	Total:	48		

Independent work description:

Study form	Type of independent work	Form of control	
Full-time studies	To formulate a project idea, based on official sources of information, a project goal and tasks, to justify the need for a project, and to make environmental analysis. Compulsory literature: sources No. 2, 6, 8.	Independent work in form of report and presentation. Discussion with audience.	
	To analyse environment and stakeholders, to design structural plan of a project. Compulsory literature: sources No. 1, 3.		
	To analyse risks and design financial plan of a project. Compulsory literature: sources No. 3, 4, 9.	Work in groups	
	Based on the theoretical knowledge, to develop a project application. Compulsory literature: sources No. 4, 5.	Presentation, seminar	
	Part-time studies		

Part-time studies with e-learning elements		

Structure of the study course:

Study form	Contact hours				Individual work (hours)	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
	Lecture contact hours (incl. seminars, discussions etc.)	Consultations, guest lectures, conferences, study visits, workshops, business games and simulations etc.	Final evaluation in the course	Total			
full-time studies	48	12	4	64	64	32	160
part-time studies							
part-time studies with e-learning elements							

The evaluation of the study course learning outcomes:

The structure of final grade: Test -20%; Practical tasks at seminars - 20%; Independent work - 30%; Exam: 30%.

No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1.	Student knows and understands the essence and concepts of project management	Test	40-64% of tasks performed correctly	65-84% of tasks performed correctly	85-94% of tasks performed correctly	95-100% of tasks performed correctly
2.	Student is able to calculate and use the evaluation of effectiveness of project investments; is able to find a solution to a specific problem in the industry,	Practical tasks	40-64% of tasks performed correctly. Student has difficulties to offer a	65-84% of tasks performed correctly. Student is able to offer a solution to the	85-94% of tasks performed correctly. Student is able to offer a solution to the	95-100% of tasks performed correctly. Student is able to offer a reasonable

	preparing the project within the sector.		solution to the identified problem, lack of understanding of a project preparation.	identified problem, has difficulties with a project preparation.	identified problem and is able to prepare a project.	solution to the identified problem and is able to prepare project.
3.	Student is able to independently find needed information and analyze it to gain knowledge about a particular topic in the field of project management; is able to prepare the application for the project according to determined structure; is able to present the results of independent work.	Independent work with presentation	40-64% of application of project performed correctly.	65-84% of application of project performed correctly.	85-94% of application of project performed correctly.	95-100% of application of project performed correctly.
4.	Student knows current events in project management sector; is familiar with preparation of project proposal and implementation stages; understands project management concepts and main regulations.	Examination	Student knows 40-64 % of stages of preparation and implementation of project application. Lack of understanding of the essential concepts and regularities of project management.	Student knows 65-84 % of stages of preparation and implementation of project application. Student understands the essential concepts of project management, but has difficulties with understanding of regularities of project management.	Student knows 85-94 % of stages of preparation and implementation of project application. Student understands the essential concepts and regularities of project management.	Student knows 95-100 % of stages of preparation and implementation of project application. Student understands exceptionally the essential concepts and regularities of project management.

Literature and information sources:

Compulsory literature and information sources

1. **Crowe Andy** (2016). Alpha Project Managers: What the Top 2% Know That Everyone Else Does Not. Velociteach; None edition, 208 p. ISBN: 978-0990907411
2. **Džounss R.** (2008). *Projektu vadības pamati: praktisks ceļvedis projektu vadībā un izpildē*. Rīga : Lietišķās informācijas dienests, 222 lpp. ISBN 9789984826059

3.	Ezerarslan, A.S., Koc Aytakin, G. (2018). The Effectiveness of Cost-Oriented Project Management Process in Businesses. International Journal of Eurasia Social Sciences / Uluslararası Avrasya Sosyal Bilimler Dergisi, Vol. 9 Issue 33, p1452-1487. 36p.
4.	Hugo, F. D., Pretorius, L., Benade, S. J. (2018). Some Aspects of the Use and Usefulness of Quantative Risk Analysis Tools in Project Management. South African Journal of Industrial Engineering, Vol. 29 Issue 4, p116-128. 13p.
5.	Jangs L. T. (2009) Kā vadīt projektu. Rīga: Zvaigzne ABC, 152 lpp. ISBN 978-9934-0-0232-8
6.	Projektu vadītāja profesijas standarts. APSTIPRINĀTS ar Izglītības un zinātnes ministrijas 2003.gada 29.decembra rīkojumu Nr. 649. [tiešsaiste] [skatīts 10.07.2019.] Pieejams: http://visc.gov.lv/profizglitiba/dokumenti/standarti/ps0222.pdf
7.	Ranf, D.E., Herman, R. (2018) Knowledge Managements Contributions in Project Management, Revista Academiei Fortelor Terestre, Vol. 23 Issue 4, p288-293. 6p.
8.	Rokasgrāmata Eiropas Savienības projektu izveidē un vadībā, Rucavas novads, 2012. 116 lpp.
9.	Savescu, D. (2018). Project's Management. Some Aspects. Fiability & Durability / Fiabilitate si Durabilitate, Issue 1, p299-304. 6p.
<i>Additional literature and information sources</i>	
1.	Barker S. (2014), Brilliant Project Management (Brilliant Business) 3rd Revised edition Edition, Trans-Atlantic Publications, 200 p., ISBN: 978-1292083230
2.	Ferguson R. (2014) Finally! Performance Assessment That Works: Big Five Performance Management, 134 p.
3.	Fried J., Heinemeier Hansson D. (2013) Remote: Office Not Required. London: Ebury Publishing, 256 pages. ISBN 0091954673
4.	Graham N. (2015) Project Management For Dummies. New York: John Wiley & Sons Inc, 424 pages. ISBN 1119025737
5.	Kerzner, H. (2013) Project management: a systems approach to planning, scheduling, and controlling, 11th Edition, John Wiley & Sons, 2013. 1296 p.

LEADERSHIP

Author/-s of the study course:	
Mag. sc. pol., guest lecturer I. Āboliņa	
Credits (Latvian):	ECTS:
2	3
Final evaluation form:	
Exam	
Study course prerequisites:	
Not applicable	
Study course aim:	
To provide knowledge and create understanding about theoretical and practical leadership aspects. Aim of the course for practical classes - extension of knowledge, development of leadership skills.	
Study course learning outcomes (Knowledge, Skills, Competencies):	
<ol style="list-style-type: none"> 1. Acquire theories and terminology. 2. Demonstrates leadership. 3. Creates verbal and non-verbal communication, listens, asks questions, answers questions. 4. Presents successful, result oriented, leadership. 5. Communicate in groups. 6. Public speaking. 7. Data analysis. 8. Presents and discusses the results of the independent work. 9. Critical assessment of leadership strategies. 	
Study course thematic plan:	
1.	Introduction to the course. Leadership.
2.	Leader. The essence of being the leader.
3.	Decision-making.
4.	Leader's impact on communication. The creation of leader's image.
5.	Rhetoric.

Study course calendar plan:				
<i>Taking into account needs of the students, the interests, the level of previous knowledge and understanding, the number of contact hours and the sequence of topics can be adjusted in the plan.</i>				
No.	Topic	Lecture contacthours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e - learning elements
133.	Introduction to the course. Leadership.	5		
134.	Leader. The essence of being the leader.	4		
135.	Decision-making.	5		
136.	Leader's impact on communication. The creation of leader's image.	5		

Study course calendar plan:				
<i>Taking into account needs of the students, the interests, the level of previous knowledge and understanding, the number of contact hours and the sequence of topics can be adjusted in the plan.</i>				
No.	Topic	Lecture contacthours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements
137.	Rhetoric.	5		
	Total:	24		

Independent work description:		
Study form	Type of independent work	Form of control
full-time studies	Individually create a presentation on the result-oriented leadership, in accordance with the given task during the course.	Speaking to the audience.
	To interview at least 3 leaders.	To present interview outcome.
	Read the compulsory literature Listen to audio files and watch videos	Usage of references To control the acquired skills and competences in the individual work and demonstrate knowledge in full-time classes.
part-time studies		
part-time studies with e-learning elements		

Structure of the study course:							
Study form	Contact hours				Individual work (hours)	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
	Lecture contact hours (incl. seminars, discussions etc.)	Consultations, guest lectures, conferences, study visits, workshops, business games and simulations etc.	Final evaluation in the course	Total			
full-time studies	24	6	2	32	32	16	80
part-time studies							
part-time studies with e-learning elements							

The evaluation of the study course learning outcomes:
<i>Active participation in classes. Presentation during the course / e-learning (PT with e-learning elements). Interview presentation. Exam</i>

No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1.	Presentation during the course / e-learning (PT with e-learning elements).	Presentation	Insufficient understanding of the most important leadership consequences	Understanding the most important achievement of the result, however, there are difficulties in understanding consequences of successful leadership	Understands the most important leadership tactics and reaches the result	Extra mile taken for presentation excellence
2.	Interview presentation.	Questions/answers discussion	Insufficient understanding of the information obtained and its consequences	Understands the information obtained, however, it is difficult to see the consequences	Understands the information and consequences	Additional activities in the interpretation of research data for creating excellence
3.	Understanding of leadership strategies.	Search and selection of information, reasoned opinion	Insufficient understanding of the leadership strategies	Understands situations, however, there are difficulties to see the consequences	Understands situations and consequences	Extra mile for explanations of leadership strategies

Literature and information sources:

Compulsory literature and information sources

1. Northouse, P. (2016). *Leadership: Theory and practise*. London: Sage Publications.
2. Bennis, W. G., & Townsend, R. (1995). *Reinventing Leadership: Strategies to Empower the Organisation*. New York: Morrow.
3. Crawford, M. (2012). Solo and distributed leadership definitions and dilemmas. *Educational Management Administration and Leadership*.
4. Haslam, S. A., & Platow, M. J. (2001). The link between leadership and followership: how affirming a social identity translates vision into action. *Personality and Social Psychology Bulletin*, 27, 1469-79.
5. Nahavandi, A. (2009). *The art and science of leadership*. 5th ed. Upper Saddle River, New Jersey, United States of America : Pearson Prentice Hall.

Additional literature and information sources

1. Hahn, L.K. & Paynton, S.T. (2014). *Survey of Communication study*. http://en.wikibooks.org/wiki/Survey_of_Communication_Study
2. Merchant, K. (2012). *How Men And Women Differ: Gender Differences in Communication Styles, Influence Tactics, and Leadership Styles*. Claremont McKenna College.
3. Wawra D. (2009). *Social Intelligence: The key to intercultural communication*. *European Journal of English Studies* Vol. 13, No. 2, August, pp. 163–177.
4. Smith, A., (2010). *Leadership in 20th Century* (2nd izd.). NY: Sage.

5.	Hahn, L.K. & Paynton, S.T. (2014). <i>Survey of Communication study</i> . http://en.wikibooks.org/wiki/Survey_of_Communication_Study
<i>Other information sources</i>	
1.	Training and Development Journal
2.	Academic text data bases: Scopus, Web of Science, Springer, etc.

WORKSHOP "VISUAL COMMUNICATION"

Author/s of the course:	
Assistant professor, Mg.art. Ksenija Miļča	
Credit points (Latvian):	ECTS credits:
2	3
Final evaluation form:	
Examination	
Study course prerequisites:	
General knowledge in humanities, social sciences, design and photography.	
Study course aim:	
The aim of the course is to provide knowledge about the key practical and theoretical principles of visual identity development.	
Study course learning outcomes (knowledge, skills, competences):	
<ul style="list-style-type: none"> 18. Know the key principles of visual communication and trends. 19. Able to formulate visual communication objectives for each audience. 20. Able to apply visual communication tools practically. 	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	Visual communication concept.
2.	Visual identity goals.
3.	Application of Adobe Illustrator and Adobe Photoshop.

Study course calendar plan:				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
138.	Visual communication 1.1. Composition and breakdown 1.2. The best examples of visual communications in the world	4	2	1
139.	Visual identity goals 2.1. In terms of user 2.2. In terms of brand 2.3. In terms of marketing	4	2	1
140.	Application of Adobe Illustrator and Adobe Photoshop	6	4	2
141.	Practical task	10	8	4
Total:		24	16	8

Independent work description:		
Study form	Type of independent work	Form of control

<i>All forms of studies</i>	The semester task - visual identity development in the light of the study carried out about the needs of the brand, the target audience and the client	Evaluation
	The study of the most successful examples of contemporary visual communication and its presentation	Evaluation

Independent work organization and scope:

<i>Study form</i>	<i>Contact hours</i>				<i>Independent work (number of hours)</i>	<i>Mandatory reading and/or audio and video material watching/ listening</i>	<i>Total hours of the course</i>
	<i>Lecture contact hours (including seminars, discussions)</i>	<i>Consultations, guest lectures, conferences, field trips, business games, etc.</i>	<i>Final evaluation (exam, test, defense)</i>	<i>Total</i>			
<i>Full-time</i>	24	6	2	32	32	16	80
<i>Part-time</i>	16	6	2	24	32	24	80
<i>Part-time studies with e-learning elements*</i>	8	6	2	16	32	32	80

Evaluation of the study course learning outcomes:

20% - work during classes, 70% - practical tasks, 10% - exam.

<i>No.</i>	<i>Learning outcome:</i>	<i>Evaluation method/s</i>	<i>Evaluation criteria</i>			
			<i>Minimum level (from 40% to 64%)</i>	<i>Intermediate level (from 65% to 84%)</i>	<i>High level (from 85% to 94%)</i>	<i>Excellent level (from 95% to 100%)</i>
1.	Know the key principles of visual communication and trends	Discussions	Able to identify the latest visual communication trends	Able to explain the creation of innovation in cultural and historical context	Able to demonstrate the emergence of main regularities in visual communication, based on today's current events	Able to explain the latest trend application in practice
2.	Able to formulate visual communication objectives for each audience	Discussions	Able to classify visual communication goals	Able to provide an overview of intended target audience for specific visual communication	Able to differentiate the required target audience for a specific project	Able to make hypotheses about why a certain brand has a specific audience
3.	Able practically apply visual communication tools	Task evaluation	Able to use the basic functions	Able to apply Adobe Illustrator and	Able to apply Adobe Illustrator and	Able to apply Adobe Illustrator and

			of Adobe Illustrator	Photoshop graphic element mock up	Photoshop in graphic print job development phase - prototypes	Photoshop in graphic design, offering innovative solutions
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Literature and other sources of information:	
Mandatory literature and information sources	
1.	Airey D.(2019). <i>Identity Designed : The Definitive Guide to Visual Branding</i> . Rockport, United States, Rockport Publishers Inc.
2.	Matīss K.(2015). <i>Saskarņu māksla</i> . Rīga, Autora izdevums
3.	Victionary (2019). <i>Material Matters 04: Paper : Creative interpretations of common materials</i> . North Point, Hong Kong, Victionery.
4.	Victionary (2019). <i>TYPE FOR TYPE : Custom typeface solutions for modern visual identities</i> . Hong Kong, Viction Workshop Ltd.
5.	Weinschenk S.(2020). <i>100 Things Every Designer Needs to Know about People</i> . United States, Pearson Education.
Further reading	
1.	Jhonson M.(2016). <i>Logo Design Theory : How Branding Design Really Works</i> . London, United Kingdom, Thames & Hudson Ltd.
2.	Slade-Brooking C.(2016). <i>Creating a Brand Identity: A Guide for Designers</i> . London, United Kingdom, Laurence King Publishing
3.	Miller D.(2017). <i>Building a Story Brand: Clarify Your Message So Customers Will Listen</i> . Nashville, United States, Harpercollins Focus
4.	Schumate M.A.(2020). <i>Logo Design Theory : How Branding Design Really Works</i> . Elfstone Press
5.	Wheeler A.(2017). <i>Designing Brand Identity: An Essential Guide for the Whole Branding Team</i> . New York, United States, John Wiley & Sons Inc.
6.	Эйсман Л., Рекер К. (2020., История пантона. XX век в цвете. Москва, Эксмо
Other sources of information	
1.	https://onextrapixel.com
2.	https://issuu.com/mariaosokina/docs/big_pdf_print__idbook_22.03dpi_____
3.	https://www.graphis.com
4.	https://novum.graphics/de/news/design-magazin/
5.	http://www.idea-mag.com/en/
6.	Žurnāls "Communication Arts"
7.	Žurnāls "Frame"
8.	Žurnāls "Aesthetica"
9.	Žurnāls "form"
10.	Žurnāls "Wallpaper"
11.	Žurnāls "Novum"

Workshop "Digital marketing"

Author/s of the course:	
MBA Edgars Koroņevskis, Mg.sc.soc. E.Čerkovskis	
Credit points (Latvian):	ECTS credits:
2	3
Final evaluation form:	
Examination	
Study course prerequisites:	
Marketing	
Study course aim:	
Provide students with the acquisition of appropriate digital marketing knowledge and practical skills.	
Study course learning outcomes (knowledge, skills, competences):	
<ol style="list-style-type: none"> 6. Understand the importance of digital marketing in today's marketing communication. 7. Understand the user experience and usability principles. 8. Understand digital marketing methods and channels. 9. Understand social media marketing. 10. Able to plan digital marketing activities, campaigns and budget. 	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	Digital marketing functions and channels, e-commerce
2.	Content marketing
3.	Search Engine Optimization (SEO)
4.	Social media management
5.	Paid advertising
6.	Evaluation methods of marketing activities

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements*
142.	Digital marketing functions and channels, e-commerce <ul style="list-style-type: none"> • Business objectives and target audiences • Digital marketing planning, budget • Methods and channels • User experience, usability 	4	3	1.5

Study course calendar plan:

In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.

No.	Topic	Lecture contact hours (including seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements*
143.	Content marketing <ul style="list-style-type: none">Principles, content planContent typesThe basic principles of formatting	4	3	1.5
144.	Search Engine Optimization (SEO) <ul style="list-style-type: none">SEO basicsSEO strategy and planTool usage: Google webmasters, Google My Business	4	2	1
145.	Social media management <ul style="list-style-type: none">Social media communication planThe most popular channels: Facebook, Instagram, YouTube etc.Content creation for social media networks	4	2	1
146.	Paid advertising <ul style="list-style-type: none">Banner planningGoogle AdsFacebook advertising	4	3	1.5
147.	Evaluation methods of marketing activities <ul style="list-style-type: none">Google AnalyticsSocial media statistical tools	4	3	1.5
	Total:	24	16	8

Independent work description:		
Study form	Type of independent work	Form of control
<i>Full-time studies, part-time studies, part-time studies with e-learning elements</i>	1. Fill out target-audience matrix, to create at least 1 audience person and 1 client travel	Group work
	2. Create Google Ads Display advertising campaign in test environment	Seminar
	3. Creation a content marketing plan	Group work
	4. Create a digital marketing campaign plan and budget	Presentation

Structure of the study course:							
Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material watching/ listening	Total hours of the course
	Lecture contact hours (including seminars, discussions)	Consultations, guest lectures, conferences, field trips, business games, etc.	Final evaluation (exam, test, defense)	Total			
<i>Full-time</i>	24	6	2	32	32	16	80
<i>Part-time</i>	16	6	2	24	32	24	80
<i>Part-time studies with e-learning elements</i>	8	6	2	16	32	32	80

Evaluation of the study course learning outcomes:						
No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (10) (from 95% to 100%)
1.	Understand the importance of digital marketing in today's marketing communication.	Discussion, examination	Understand the basic concepts	Understand the importance of digital marketing	Understand the significance and principles of digital marketing	Freely able to describe the most popular digital marketing principles
2.	Understand the user experience and usability principles.	Seminar	Understand basic terms, is able to recognize	Able to analyze and understand the importance of user	Able to demonstrate practical usability and	Able to illustrate the theory with practical

			simplified examples	experience, understand its link with meeting the digital marketing objectives	poor user experience cases, understand the significance of these factors in marketing communication	examples and point out the main user experience problems, draw conclusions based on user research
3.	Understand digital marketing methods and channels.	Seminar, examination	Able to list the most popular forms of digital marketing	Able to list and describe in detail the various forms of digital marketing, able to describe their advantages and disadvantages	Able to describe a significant number of the digital marketing methods, describing in detail the advantages and interaction of the channels	Able to compare, in a balanced way, digital marketing methods and channel use, based on the evaluation methods and research data
4.	Understand social media marketing.	Discussion	Able to name the most popular social media networks	Understand the main differences among the most popular social media channels, able to choose the most appropriate social media channel for the target audience	Able to devise appropriate strategy for each media channel	Able to devise appropriate strategy and assessment system for each social media channel, connecting it with other resources, such as websites
5.	Able to plan digital marketing activities, campaigns and budget.	Presentation	Understand the basic principles of planning, able to design a simplified plan	Able to design a detailed communication plan while planning the use of different channels	Able to create a digital marketing plan with activities, cost planning	Able to create a detailed plan with a budget, the assessment of other marketing methods and time schedule

Literature and other sources of information:	
<i>Mandatory literature and information sources</i>	
1.	Chaffey D. (2019). Digital marketing. Harlow, United Kingdom.
2.	Hanlon A. (2019). Digital Marketing : Strategic Planning & Integration. London, United Kingdom.
3.	Kingsnorth S. (2019). Digital marketing strategy. New York:Kogan Page.
4.	Praude, V., Šalkovska, J. (2018). Satura mārketinga internetā. Rīga, Latvija.
<i>Further reading</i>	
1.	Alhlou F., Asif S., Fettman E. (2016). Google Analytics Breakthrough : From Zero to Business Impact. NewYork, United States.
2.	Gothelf J. (2016). Lean UX. Sebastopol, United States.
3.	Kawasaki G. (2014). The Art of Social Media : Power Tips for Power Users. London, United Kingdom
4.	Kotlers F. (2007). Mārketinga no A līdz Z. Jumava, Rīga.
5.	Praude, V. (2011). Mārketinga 1.grāmata. Burtene, Rīga.
<i>Other sources of information</i>	
1.	https://digitalmarketinginstitute.com/
2.	https://digijourney.com/

WORKSHOP "CREATIVE IDEAS"

Author/s of the course:	
Dr.oec. Inga Šīna, Mg.sc.soc. Edgars Čerkovskis	
Credit points (Latvian):	ECTS credits:
2	3
Final evaluation form:	
Examination	
Study course prerequisites:	
N/A	
Study course aim:	
The aim of the course is to raise awareness of the importance of creativity, develop creative thinking skills and their application in search of interdisciplinary solutions, creating innovative ideas, and increasing competitiveness.	
Study course learning outcomes (knowledge, skills, competences):	
<ol style="list-style-type: none"> 1. Know creative thinking tools, techniques. 2. Able to promote creative thinking in teamwork. 3. Able to demonstrate creativity in problem-solving and decision-making situations. 4. Able to use creative thinking to promote competitiveness. 	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	Creative thinking: nature and meaning.
2.	The notions of intelligence, creativity, and talent.
3.	Theories of creativity.
4.	Creative competence.
5.	Creativity as a critical element in the innovation process.
6.	Thinking styles, their differences (Myers-Briggs, B. MacCartny etc.).
7.	Expressions of creative thinking and elements of creativity: competence, erudition, creative thinking skills, motivation, spirituality, etc.
8.	Creative idea development methods - Brainstorming, Six Thinking Hats, Reverse operation, Innovation walk, etc.

Study course calendar plan:				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	part-time studies with e-learning elements*
148.	Creative thinking: nature and meaning. The notions of intelligence, creativity, and talent. Theories of creativity.	2	0.5	0.5
149.	Creative competence. Creativity as a critical element in the innovation process.	2	0.5	-
150.	Thinking styles, their differences (Myers-Briggs, B. MacCartny etc.).	2	2	1
151.	Expressions of creative thinking and elements of creativity: competence, erudition, creative thinking skills, motivation, spirituality, etc.	2	1	0.5
152.	Creative idea development methods - Brainstorming, Six Thinking Hats, Reverse operation, Innovation walk, etc.	4	2	2
153.	Practical work	12	10	4

Study course calendar plan:				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	part-time studies with e-learning elements*
		24	16	8

Independent work description:		
Study form	Type of independent work	Form of control
<i>All forms of studies</i>	Resolving the problems of public importance with creative ideas using the “Six Thinking Hats” method.	Presentation
	Mandatory reading and/or audio and video material for listening/ watching (brief description)	Get acquainted with the mandatory literature sources

Independent work organization and scope:							
Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material watching/ listening	Total hours of the course
	Lecture contact hours (including seminars, discussions)	Consultations, guest lectures, conferences, field trips, business games, etc.	Final evaluation (exam, test, defense)	Total			
<i>Full-time</i>	24	6	2	32	32	16	80
<i>Part-time</i>	16	6	2	24	32	24	80
<i>Part-time studies with e-learning elements*</i>	8	6	2	16	32	32	80

Evaluation of the study course learning outcomes:						
10% - work during classes, 70% - practical tasks, 20% - exam						
No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (from 95% to 100%)
1.	Know creative thinking tools, techniques	Group work	Know creative thinking tools, techniques	Know creative thinking tools, techniques and their application possibilities	Know creative thinking tools, techniques and their application possibilities	Good grasp of creative thinking tool and technique application possibilities
2.	Able to promote creative thinking in teamwork	Group work, exam	Able to promote creative thinking in teamwork	Able to promote creative thinking in teamwork, offering marketing solutions	Able to promote creative thinking in teamwork, offering marketing solutions	Able to promote creative thinking in teamwork, offering innovative marketing solutions
3.	Able to demonstrate creativity in	Group work, exam	Able to demonstrate creativity in	Able to demonstrate creativity in	Able to demonstrate creativity in	Able to demonstrate creativity in

	problem-solving and decision-making situations		problem-solving and decision-making situations	problem-solving and decision-making situations	problem-solving and decision-making situations, predicting their possible effectiveness	problem-solving and decision-making situations, offering innovative solutions
4.	Able to use creative thinking to promote competitiveness	Group work, exam	Able to use creative thinking to promote competitiveness	Able to use creative thinking to promote competitiveness, using various methods	Able to use creative thinking to promote competitiveness, using various methods and predicting their possible effectiveness	Able to use creative thinking to promote competitiveness, offering innovative solutions

Literature and other sources of information:	
<i>Mandatory literature and information sources</i>	
1.	Kaufman, J.C., Sternberg, R.J. (2019). <i>The Cambridge Handbook of Creativity</i> . Cambridge University Press
2.	Hollins, P. (2020). <i>Rapid Idea Generation: How to Create, Innovate, Conceive, and Invent From Scratch [Second Edition]</i> . PH Learning Inc.
3.	Roberto, M.A. (2019). <i>Unlocking Creativity: How to Solve Any Problem and Make the Best Decisions by Shifting Creative Mindsets</i> . Wiley
<i>Further reading</i>	
1.	Nixon, N. (2020). <i>The Creativity Leap: Unleash Curiosity, Improvisation, and Intuition at Work</i> . Berrett-Koehler Publishers.
2.	Hollins, P. (2019). <i>Think Like da Vinci: Practical Everyday Creativity for Idea Generation, New Perspectives, and Innovative Thinking</i> . Pkcs Media, Inc.

Marketing communication

Author/s of the course:	
Mg.sc.soc. Inga Oliņa	
Credit points (Latvian):	ECTS credits:
4	6
Final evaluation form:	
Examination	
Study course prerequisites:	
Marketing	
Study course aim:	
The aim of the course is to provide knowledge about marketing communication principles.	
Study course learning outcomes (knowledge, skills, competences):	
<ol style="list-style-type: none"> 1. Know the principles of marketing communication. 2. Able to identify the target audience. 3. Able to apply SCRUM approach to achieve marketing communication results. 4. Able to develop marketing communication plan. 	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	Substance, aim, tasks and types of marketing communication.
2.	The invisible part of the marketing iceberg. The less visible instruments of marketing communication.
3.	Marketing communication mix.
4.	Preconditions for identifying the target audience. Brains. Sociocultural context.
5.	Determining marketing communication tasks, identifying instruments and channels. Marketing communication crises and their management.
6.	Using the SCRUM approach in marketing communication.

Study course calendar plan:				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	part-time studies with e-learning elements*
154.	Substance, aim, tasks and types of marketing communication.	6	4	2
155.	The invisible part of the marketing iceberg. The less visible instruments of marketing communication.	6	4	2
156.	Marketing communication mix.	6	4	2
157.	Preconditions for identifying the target audience. Brains. Sociocultural context.	6	4	2
158.	Determining marketing communication tasks, identifying instruments and channels. Marketing communication crises and their management.	6	4	2
159.	Using the SCRUM approach in marketing communication.	6	4	2
Total:		48	24	12

Independent work description:		
Study form	Type of independent work	Form of control

<i>All forms of studies</i>	1. Work in groups on the analysis of activities of various marketing communication mixes. 2. The application of the scrum approach in the development of group work. Deliverable - presentation. 3. Work in groups or individually. Service design for the examples provided by the lecturer. Presentation of the project idea, expert engagement, finishing the project in accordance with the expert comments. Development of project marketing communication instruments. Presentation of the project.	Evaluation
	Mandatory reading and/or audio and video material for listening/ watching (brief description)	Get acquainted with the mandatory literature sources

Independent work organization and scope:							
Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material watching/ listening	Total hours of the course
	Lecture contact hours (including seminars, discussions)	Consultations, guest lectures, conferences, field trips, business games, etc.	Final evaluation (exam, test, defense)	Total			
<i>Full-time</i>	48	12	4	64	64	32	160
<i>Part-time</i>	24	18	6	48	64	48	160
<i>Part-time studies with e-learning elements*</i>	12	16	4	32	64	64	160

Evaluation of the study course learning outcomes:						
10% - work during classes, 70% - practical tasks, 20% - exam						
No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (from 95% to 100%)
1.	Know the principles of marketing communication	Examination, group work	Know the principles of marketing communication	Know the principles of marketing communication, understanding interrelationships	Know marketing communication principles, possibilities of their application	Good grasp of the application of marketing communication principles
2.	Able to identify the target audience	Exam, presentation	Able to identify the target audience	Know how to identify the target audience	Know how to determine the target audience for	Know how to identify the target audience by

				and analyze its needs	different communication purposes, indicating a more effective communication channel	offering innovative solutions for communication
3.	Able to apply SCRUM approach to achieve marketing communication results	Examination, group work	Able to apply SCRUM approach to achieve marketing communication results, but there are difficulties with certain elements	Able to apply SCRUM approach to achieve marketing communication results	Able to apply SCRUM approach to achieve marketing communication results and perform their analysis	Able to apply SCRUM approach to achieve marketing communication results, analyze them and offer suggestions for work improvement
4.	Able to develop marketing communication plan	Examination, group work	Able to develop marketing communication plan	Able to develop marketing communication plan, offering alternative solutions	Able to develop marketing communication plan, including the analysis of expected outcomes	Able to develop marketing communication plan, using innovative solutions

Literature and other sources of information:	
<i>Mandatory literature and sources</i>	
1.	Percy, L. (2018). Strategic Integrated Marketing Communications 3rd Edition. Routledge.
2.	Praude, V., Šalkovska, J. (2015). <i>Integrētā mārketinga komunikācija 1. Un 2. sēj.</i> Rīga: Burtene.
3.	Ripley, R., Miller, T. (2020). Fixing Your Scrum: Practical Solutions to Common Scrum Problems 1st Edition. Pragmatic Bookshelf.
4.	Smith, P.R., Zook, Z. (2019). Marketing Communications: Integrating Online and Offline, Customer Engagement and Digital Technologies 7th Edition. Kogan Page.
<i>Further reading</i>	
1.	Grose, V. (2012). <i>Concept to customer.</i> Lausanne: AVA Academia.
2.	Hall, S. (2017). <i>Innovative B2B Marketing New Models, Processes and Theory.</i> UK: Kogan Page.
3.	Leventhal, B. (2018). <i>Predictive Analytics for Marketers.</i> UK: Kogan Page
4.	Sutherland, J., Sutherland, J.J. (2014.). SCRUM. The art of doing twice the work in half the time. Random House Audio.
<i>Other sources of information</i>	
1.	https://www.scrum.org/
2.	https://www.economicdiscussion.net/marketing-2/marketing-communication-meaning-purpose-role-process-and-strategies/31623
3.	https://www.professionalacademy.com/blogs-and-advice/marketing-theories---the-communications-mix
4.	https://scielo.conicyt.cl/scielo.php?script=sci_arttext&pid=S0718-18762013000100006
5.	https://www.researchgate.net/publication/292952356_Essentials_Of_Service_Design/link/56befe8a08aee5caccf4b278/download
6.	http://www.jecr.org/sites/default/files/06_3_p01.pdf

MARKETING PLANNING

Author/s of Study course:	
Mg. sc. soc., visiting teacher, Marta Kontiņa	
Credit points:	Credit score in the ECTS system:
2	3
Test form:	
Examination	
Study course prerequisites:	
Marketing	
Course objectives are:	
Provide students with knowledge, competencies and skills in the field of marketing planning	
Course outcomes (knowledge, skills, competencies):	
<ol style="list-style-type: none"> 1. Understand the importance of developing product value proposition in marketing planning. 2. Can analyse the organization's marketing environment and performance. 3. Understands and can plan marketing activities in the organisation. 4. Can develop a marketing budget. 	
The content of the study course required to attain the results of the study (thematic plan of the course):	
1.	Consumer needs. The value of the products/services.
2.	Marketing environment analysis, marketing audit.
3.	Principles of market segmentation and positioning.
4.	Pricing strategies.
5.	Marketing objectives and strategy. Product lifecycle impact on marketing strategy.
6.	Types of marketing plans, their structure.
7.	Marketing research and its impact on the development of a marketing plan.
8.	Marketing planning at the company.
9.	Marketing budget development.
10.	Non-traditional marketing methods.

Study course schedule:				
<i>Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics</i>				
No.	Theme	Lectures (t.sk workshops, discussions) number of contact hours		
		full-time studies	part-time studies	part-time studies with e-learning elements*
160.	Consumer needs. The value of the products/services.	4	2	1
161.	Marketing environment analysis, marketing audit.	8	4	2
162.	Principles of market segmentation and positioning.	8	4	2
163.	Pricing strategies.	4	2	1
164.	Marketing objectives and strategy. Product lifecycle impact on marketing strategy.	4	2	1
165.	Types of marketing plans, their structure.	4	2	1
166.	Marketing research and its impact on the development of a marketing plan.	4	2	1
167.	Marketing planning at the company. Marketing budget development.	8	4	2

Study course schedule:				
<i>Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics</i>				
No.	Theme	Lectures (t.sk workshops, discussions) number of contact hours		
		full-time studies	part-time studies	part-time studies with e-learning elements*
168.	Non-traditional marketing methods.	4	2	1
Total:		48	24	12

Description of the independent tasks:		
Study form	Type of independent assignment	Type of control
<i>Full-time studies</i>	1. Analysis of the value of three organisations, showing examples of marketing materials.	Individual independent work
	2. One product/service market segment determination and consumer profile development.	Individual independent work, discussion
	3. Develop a marketing plan and budget using a template. The task given by the employer.	Individual independent work, presentation
<i>Part-time studies</i>	1. Analysis of the value of three organisations, showing examples of marketing materials.	Individual independent work
	2. One product/service market segment determination and consumer profile development.	Individual independent work
	3. Analysis of three products/services pricing strategies with examples of marketing materials.	Individual independent work, discussion
	4. Develop a marketing plan and budget using a template. The task given by the employer.	Individual independent work, presentation at the exam

Study course organisation and the volume of the course:							
Study form	Contact hours				Independent work hours	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
	Lecture hours (incl. seminars, discussion)	Consultations, guest lectures, conferences, study tours, applied games, etc.	Final Test (exam, test, defence)	Total			
<i>Full-time</i>	48	12	4	64	64	32	160
<i>Part-time</i>	24	18	6	48	64	48	160
<i>Part-time studies with e-learning elements</i>	12	16	4	32	64	64	160

Course acquisition requirements and evaluation of results:
<p>Full-time studies. In order to successfully pass the course, the student must attend at least 50% of the lectures, submit and receive a positive assessment of all their independent works, and pass the exam. At the exam, it is allowed to use a calculator.</p> <p>50% of the overall examination mark is the average of the individual home works carried out during the semester.</p> <p>50% of the overall exam mark is the examination assessment.</p> <p>Full-time studies. In order to successfully pass the course, the student must attend at least 50% of the lectures, submit and receive a positive assessment of all their independent works, and pass the exam. At the exam it is allowed to use a calculator.</p>

50% of the overall examination mark is the average of the individual home works carried out during the semester.

50% of the overall exam mark is the examination assessment.

No.	Learning outcomes	Evaluation method	Evaluation criteria			
			Minimal level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	With distinction (from 95% to 100%)
1.	Understand the importance of developing product value proposition in marketing planning.	Exam, individual homework	Understands the concepts of the value of the offer, but it is difficult to see regularities in the marketing planning process.	Understands the notion of value offer and sees simple regularities, but there is difficulty in seeing patterns that are more complex.	Understands the importance of developing product value offer and its importance in marketing planning.	Understands the concept of developing product value offer and its importance in marketing planning, can explain it to others.
2.	Can analyse the organization's marketing environment and performance.	Exam, individual homework, discussion	Understands the most important marketing environment and activities concepts, but it is difficult to see the regularities.	Understands the most important concepts and sees simple regularities, but there is difficulty in seeing more complex patterns.	Understands the key concepts and regularities	Understands the key concepts and regularities, and can explain them to others.
3.	Understands and can plan marketing activities in the organisation.	Exam, individual homework, presentation, discussion, work in groups.	Understands the structure of the marketing plan, the basic principles of planning, but there is difficulty in seeing regularities and independently developing tactical solutions.	Understands the structure of the marketing plan, the basic principles of planning, and is able to offer simple tactical solutions independently. However, there are difficulties in developing solutions that are more complex.	Understands the structure of the marketing plan, the basic principles of planning, and is able to offer simple tactical solutions independently.	Understands the structure of the marketing plan, the basic principles of planning, and is able to offer sophisticated tactical solutions independently, can explain them to others.
4.	Can develop a marketing budget.	Exam, individual homework, work in groups.	Understands the most important marketing budget lines, but does not demonstrate a precise cost	Understands the most important marketing budget lines and is able to develop a	Understands the most important marketing budget lines and is able to develop a	Understands the most important marketing budget lines, is able to develop a

			calculation understanding.	simple marketing budget, but there is difficulty in calculating positions that are more complex.	marketing budget.	marketing budget, as well as explain it to the others
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Literature and other sources of information:	
<i>Compulsory literature and other sources of information</i>	
1.	Kotler K., Keller K. (2016). Marketing Management, Pearson Education.
2.	Leventhal B. (2018). Predictive Analytics for Marketers, Kogan Page, UK.
3.	Percy L. (2018). Strategic Integrated Marketing Communications, Routledge, London and New York.
<i>Recommended literature</i>	
1.	Praude V., Šalkovska J. (2015). Integrētā mārketinga komunikācija 1.sēj., Burtene, Rīga.
2.	Praude V., Šalkovska J. (2015). Integrētā mārketinga komunikācija 2.sēj., Burtene, Rīga.
3.	Wang B. (2017). Creativity and Data Marketing: A practical guide to data innovation, Kogan Page.
4.	Flores L. (2014). How to Measure Digital Marketing, Palgrave Macmillan, New York.
5.	Hall S. (2017). Innovative B2B Marketing New Models, Processes and Theory, Kogan Page, UK.
6.	Gr.Hooley, N.F. Piercy (2012). Marketing Strategy & Competitive Positioning, Pearson Education, UK.
7.	Pearson D. (2014). The 20 Ps of marketing: a complete guide to marketing strategy, Kogan Page, London, Philadelphia, New Delhi.
<i>Other sources of information</i>	
1.	http://www.marketingjournal.org/ Mārketinga nozares aktualitātes
2.	ASV Mārketings Asociācija, mārketinga nozares aktualitātes www.ama.org
3.	https://www.behance.net/ Grafiskā dizaina piemēru datubāze
4.	https://www.branding.news/ Mārketinga nozares aktualitātes

Sales Management

Author/s of Study course:	
Dr. oec., assist.prof. Ksenija ljevleva	
Credit points:	Credit score in the ECTS system:
4	6
Test form:	
Examination	
Study course prerequisites:	
Management, project management, marketing	
Course objectives are:	
To provide students with the acquisition of necessary knowledge, skills and competence in the field of sales management.	
Course outcomes (knowledge, skills, competencies):	
<ol style="list-style-type: none"> 1. Understands the nature of the concept of "sales management", its functions and related concepts. 2. Understands sales management in the company. 3. Can forecast sales. 4. Knows how to use sales methods. 	
The content of the study course required to attain the results of the study (thematic plan of the course):	
1.	The concepts, functions and environment of sales and its management.
2.	Sales management in the company.
3.	Identification and management of sales channels.
4.	Sales forecasting.
5.	Sales methods and their use characteristics.

Study course schedule:				
<i>Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics</i>				
No.	Theme	Lectures (t.sk workshops, discussions) number of contact hours		
		full-time studies	part-time studies	part-time studies with e-learning elements*
169.	The concepts, functions and environment of sales and its management. <ul style="list-style-type: none"> • Nature and functions of sales management. • Integrating sales and marketing functions into the enterprise strategy. • Stages of the decision-making process and its participants. • The role of emotional intelligence for sale. • Market niche and identification of its audience characteristics. • Ethics and legislation, influencing sales. 	8	4	2

Study course schedule:				
<i>Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics</i>				
No.	Theme	Lectures (t.sk workshops, discussions) number of contact hours		
		full-time studies	part-time studies	part-time studies with e-learning elements*
170.	Sales management in the company. <ul style="list-style-type: none"> • Creating a sales system. • Identification and management of sales channels. • Special features of planning, organising, controlling and motivating the employees involved in the sales process. • Evaluation of the sales process efficiency and risk. • The Sales Manager role. 	14	6	3
171.	Identification and management of sales channels. <ul style="list-style-type: none"> • Database creation and use. • Creation and choice of product distribution channels. • The sales process management features in retail and wholesale. • Creation and choice of channels for communicating with the audience. • Determining the budget for sales activities. 	8	4	2
172.	Sales forecasting. <ul style="list-style-type: none"> • The need for forecasts and prerequisites. • Predictive variables. • Sales forecasting methods. 	6	4	2
173.	Sales methods and their use characteristics. <ul style="list-style-type: none"> • The essence of SPIN, SNAP and AIDA sales models. • The peculiarities of cross-sell and more expensive upsell methods. • Direct Selling methods (customer-oriented, advisory, conceptual, challenging). • Price role in the sales process. 	12	6	3
Total:		48	24	12

Description of the independent tasks:		
Study form	Type of independent assignment	Type of control
<i>Full-time studies</i>	1. Read the established scientific literature and understand the sales and sales management functions, types, ethical and legal standards	Seminar
	Compulsory literature: 1, 2, 3 Recommended literature: 1, 2, 8, 9, 13 Other sources of information: 2, 5, 7, 10, 12, 14.	
	2. Develop guidelines for improving the efficiency of the sales process	
	Compulsory literature: 1, 2, 3 Recommended literature: 1, 3, 4, 6, 11, 14. Other sources of information: 2, 4, 6, 11, 15.	Test, seminar
	3. Develop a plan for the sales team based on forecast results	
		Test

	Compulsory literature: 1, 2. Recommended literature: 1, 7, 8, 10, 13. Other sources of information: 6.	
	4. Develop direct sales guidelines for two product categories	Presentation
	Compulsory literature: 1, 3. Recommended literature: 3, 4, 5, 9, 12. Other sources of information: 1, 2, 3, 4, 8, 9, 13, 14, 16.	
<i>Part-Time Studies</i>	1. Read the established scientific literature and understand the sales and sales management functions, types, ethical and legal standards	Seminar
	Compulsory literature: 1, 2, 3 Recommended literature: 1, 2, 8, 9, 13 Other sources of information: 2, 5, 7, 10, 12, 14.	
	2. Develop guidelines for improving the efficiency of the sales process	Test, seminar
	Compulsory literature: 1, 2, 3 Recommended literature: 1, 3, 4, 6, 11, 14. Other sources of information: 2, 4, 6, 11, 15.	
	3. Develop a plan for the sales team based on forecast results	Test
	Compulsory literature: 1, 2. Recommended literature: 1, 7, 8, 10, 13. Other sources of information: 6.	
	4. Develop direct sales guidelines for two product categories	Presentation
	Compulsory literature: 1, 3. Recommended literature: 3, 4, 5, 9, 12. Other sources of information: 1, 2, 3, 4, 8, 9, 13, 14, 16.	
<i>Part-time studies with e-learning elements</i>	1. Read the established scientific literature and understand the sales and sales management functions, types, ethical and legal standards	Seminar
	Compulsory literature: 1, 2, 3 Recommended literature: 1, 2, 8, 9, 13 Other sources of information: 2, 5, 7, 10, 12, 14.	
	2. Develop guidelines for improving the efficiency of the sales process	Test, seminar
	Compulsory literature: 1, 2, 3 Recommended literature: 1, 3, 4, 6, 11, 14. Other sources of information: 2, 4, 6, 11, 15.	
	3. Develop a plan for the sales team based on forecast results	Test
	Compulsory literature: 1, 2. Recommended literature: 1, 7, 8, 10, 13. Other sources of information: 6.	
	4. Develop direct sales guidelines for two product categories	Presentation
	Compulsory literature: 1, 3. Recommended literature: 3, 4, 5, 9, 12. Other sources of information: 1, 2, 3, 4, 8, 9, 13, 14, 16.	

Study course organisation and the volume of the course:

<i>Study form</i>	<i>Contact hours</i>			
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	Lecture hours (incl. seminars, discussion)	Consultations, guest lectures, conferences, study tours, applied games, etc.	Final Test (exam, test, defence)	Total	Independent work hours	Compulsory reading and/or audio and video material listening/watc hing	Total course credit hours
Full-time	48	8	4	64	64	32	160
Part-time	24	18	6	48	64	48	160
Part-time studies with e-learning elements	12	16	4	32	64	64	160

Course acquisition requirements and evaluation of results:

During the course of study, 3 independent assignments must be successfully completed, participation in 2 seminars, no less than 50% of lectures visited and the exam must be passed. The final assessment in the course of study is the arithmetic mean of the assessments of independent works and the exam.

No.	Learning outcomes	Evaluation method	Evaluation criteria			
			Minimal level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	With distinction (from 95% to 100%)
1.	Understands the nature of the concept of "sales management", its functions and related concepts.	Seminar; exam	Understands basic concepts, but it is difficult to distinguish between sales and marketing functions	Understands key concepts, classifications and diversity of functions	Understands the factors influencing market niches and segments formation and the ones influencing audience purchasing decisions	Free orientation in the ethical aspects of sales and legislation
2.	Understands sales management in the company.	Test, seminar, exam	Understands the sales management functions, but there is difficulty in understanding the building of a sales system or "funnel"	Understands the formation of a sales system or "funnel", but it is difficult to detect and choose the sales channels	Freely orientated into sales channels, but has difficulties in assessing the efficiency of the sales process	Able to develop guidelines for improving the efficiency of the sales process on the basis of its assessment
3.	Can forecast sales.	Test	Understands the prerequisites for the forecasting of sales, but it is difficult to understand and choose predictive methods	Able to select forecasting method according to the sales system	Can forecast sales by a single method	Able to develop a plan for sales based on forecast results
4.	Knows how to use sales methods.	Presentation, game, exam	Can detect sales models according	Able to appeal to potential	Able to justify the choice of	Able to develop direct

			to situation requirements	buyers by combined sales and more expensive non-pressure selling methods	direct sales method	sales guidelines for two product categories
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Literature and other sources of information:

Compulsory literature and other sources of information

1. Jobber, D., Lancaster G. (2015). *Selling and sales management*. Harlow: Pearson Education.
2. Panda, T., Sahadev, S. (2019). *Sales and distribution management*. New Delhi: Oxford University Press.
3. Praude, V., Liniņa, I. (2018). *Pārdošanas vadība*. Rīga: Turības mācību centrs.

Recommended literature

1. Autoru kopums (2008). *Stratēģiskā pārdošanas vadība*. Rīga: Lietišķās informācijas dienests.
2. Autoru kopums (2010). *Pārdošana*. Rīga: Lietišķās Informācijas dienests.
3. Blānčards, K., Boulss Š. (2013). *Sajūsminātie klienti: ģeniāla pieeja klientu apkalpošanai*. Rīga: Zvaigzne ABC.
4. Godins, S. (2014). *Kā veicināt sava zīmola, produktu un pakalpojumu atpazīstamību*. Rīga: Zoldnera izdevniecība.
5. Grose, V. (2012). *Concept to customer*. Lausanne: AVA Academia.
6. Hall, S. (2017). *Innovative B2B Marketing New Models, Processes and Theory*. UK: Kogan Page.
7. Jansons, V., Kozlovskis, K. (2012). *Ekonomiskā prognozēšana SPSS 20 vidē: mācību grāmata*. Rīga: Rīgas Tehniskā universitāte.
8. Leventhal, B. (2018). *Predictive Analytics for Marketers*. UK: Kogan Page.
9. Podniece, L. (2012). *Pārdevējs no biroja*. Rīga: Jūsu aģentūra.
10. Praude, V., Šalkovska, J. (2015). *Integrētā mārketinga komunikācija 1. Un 2. sēj.* Rīga: Burtene.
11. Reilijs, D., Giboss, D. (2001). *Darījumu attiecības ar pircējiem*. Rīga: Turība.
12. Rekhems, N. (2017). *SPIN pārdošana*. Rīga: Avots.
13. Šķiltere, D. (2001). *Pieprasījuma prognozēšana: mācību līdzeklis*. Rīga: Latvijas Universitāte.
14. Zavadskis, M. (2017). *Pārdošanas meistarība*. Rīga: Jumava.

Other sources of information

1. DeVintere, K. (2007). *Pārdošana pa telefonu*. Rīga: Lietišķās informācijas dienests.
2. Denijs, R. (2004). *Māksla pārdot: praktiski padomi*. Rīga: Kamene.
3. Fisks, P. (2010). *Klientu apkalpošanas ģēnijs: kļūt par biznesu, kas orientēts uz klientiem*. Rīga: Lietišķās informācijas dienests.
4. Frīmentls, D. (2006). *Aktīva klientu apkalpošana*. Rīga: Zvaigzne ABC.
5. Godin, S. (2019). Time and money. [Skatīts 18.03.2019]. Pieejams: <https://seths.blog/2019/03/time-and-money/>
6. Godins, S. (2010). *Pievienotā vērtība: idejas nākotnes mārketingam*. Jelgava: Zoldnera izdevniecība.
7. Hansen, J. (2015). *Sale Presentations for Dummies*. USA: John Wiley & Sons.
8. Heppell, M. (2010). *Piezvaigžņu serviss*. Rīga: Zvaigzne ABC.
9. Kimeiša, L. (2013). *Pārdotspējīgi teksti interneta mājaslapām*. Rīga: Zvaigzne ABC.
10. Misners I., Mogans D. (2008). *Pārdošanas meistari: labāko pārdošanas profesionāļu noslēpumi, kas jums palīdzēs kļūt par pasaules klases pārdevējiem*. Rīga: Lietišķās informācijas dienests.
11. O'Reilijs, D., Gibass, Dž. (2001). *Darījumu attiecības ar pircējiem: veiksmīga pārdošana un mārketinga organizētajā tirgū*. Rīga: Biznesa augstskola Turība.
12. Praude, V. (2011). *Mārketinga teorija un prakse*. Rīga: Burtene.
13. Silvermans, Dž. (2008). *Mutvārdu atsaukumu mārketinga noslēpumi: kā panākt pārdošanas pieaugumu, izmantojot mutvārdu atsaukumus*. Rīga: Lietišķās informācijas dienests.
14. Untāls, E. (2011). *Pārdošanas burvis*. Rīga: Zvaigzne ABC.

Marketing

Author/s of the course:				
Dr. oec., Adjunct Lecturer Anna Ābeltiņa				
Credit points (Latvian):		ECTS credits:		
4		6		
Final evaluation form:				
Examination				
Study course prerequisites:				
Business Basics (Fundamentals of entrepreneurship), Microeconomics, Macroeconomics				
Study course aim:				
To provide students with the necessary knowledge, skills and competence acquisition in the field of marketing.				
Study course learning outcomes (knowledge, skills, competences):				
<ol style="list-style-type: none"> 6. Understand the substance and role of marketing in company's activities and development directions. 7. Understand the set of marketing elements. 8. Understand the planning processes of marketing management. 9. Able to identify the target market, segment the market and to plan marketing mix and activities. 10. Able to solve practical tasks in accordance with the acquired theoretical knowledge. 11. Able to critically analyze problems in the field of marketing. 12. Able to provide arguments to discuss the fundamental issues of marketing. 				
The required study course content to achieve the learning outcomes (Study course thematic plan):				
1.	The substance and significance of marketing in achieving the company's objectives. Marketing history and development directions.			
2.	Marketing environment, management process, marketing research and information systems.			
3.	Consumer, demand research, market segmentation and target market identification.			
4.	Product, brand, product life cycle and assortment creation.			
5.	Pricing, pricing policy, distribution channels, promotion strategy.			
Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
174.	The substance and significance of marketing in achieving the company's objectives. Marketing history and development directions. <ul style="list-style-type: none"> • The substance and goals of marketing. • Concepts for activities on the market. 	4	2	1

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
175.	Marketing environment, marketing research and information systems. <ul style="list-style-type: none"> • The substance of marketing environment. • Marketing environment composition. • The role of marketing research in company's activities. • Information-gathering techniques, evaluation, processing and analysis. • Marketing information systems. 	12	6	3
176.	Consumer, demand research, market segmentation and target market identification. <ul style="list-style-type: none"> • Consumer behavior in the market. • Demand research. • The substance and objectives of market segmentation. • Market segmentation process, segment evaluation and analysis. • Marketing strategies in the target market. 	12	6	3
177.	Product, brand, product life cycle and assortment creation. <ul style="list-style-type: none"> • The substance of the product from the marketing point of view. • Product description. • Brand and branding. • Product life cycle. 	10	4	2
178.	Pricing, pricing policy, product distribution channels, promotion strategy. <ul style="list-style-type: none"> • The concept and stages of price formation. • Pricing method. • Pricing strategies. • The substance, functions, types of distribution channel. • The creation, management and development of distribution channel. 	10	6	3
	Total:	48	24	12
Independent work description:				
Study form	Type of independent work			Form of control

<i>All forms of studies</i>	1. The learning of marketing theory questions.	2 presentations Quiz 2 seminars Independent work
	2. Find a solution to a specific/given marketing problem/task, to support the chosen solution with the marketing theory ideas.	
	3. Prepare discussion report on a certain marketing theory question, support opinion and critically substantiate the statements.	
	Independently read sources 1, 2 and 3 from the mandatory literature list, and prepare a discussion report on the given issue of marketing theory.	

Structure of the study course:							
Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material watching/listening	Total hours of the course
	Lecture contact hours (including seminars, discussions)	Consultations, guest lectures, conferences, field trips, business games, etc.	Final evaluation (exam, test, defense)	Total			
<i>Full-time</i>	48	12	4	64	64	32	160
<i>Part-time</i>	24	18	6	48	64	48	160
<i>Part-time studies with e-learning elements</i>	12	16	4	32	64	64	160

Evaluation of the study course learning outcomes:						
During the study course, 1 quiz and 1 independent work assignment have to be successfully completed, 2 presentations have to be made, 2 seminars have to be participated in, at least 70% of the lectures have to be attended and the exam passed. The final grade for the course is formed as the mean of combined average grades for the independent work assignments and the exam.						
No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (10) (from 95% to 100%)
1.	Understand the substance and basic concepts of marketing.	Independent work Seminar Examination	Understand the basic concepts.	Understand the basic concepts and terms, but there are difficulties in the formulation of regularities.	Understand the basic concepts, terms and regularities.	Have a good grasp of the substance, concepts and able to analyze the regularities.

2.	Understand key marketing indicators.	Independent work Seminar Examination	Understand the substance of key indicators.	Understand the substance of key indicators, but there are difficulties in formulating regularities.	Understand and able to apply key marketing indicators in problem-solving.	Have a good grasp of key marketing indicators.
3.	Able to solve practical tasks in accordance with the acquired theoretical knowledge.	Independent work Quizzes Examination	Able to apply the acquired knowledge independently to solve certain marketing problems.	Able to apply the acquired knowledge independently in solving marketing problems.	Able to deal with different level practical tasks independently.	Able to solve practical tasks freely and creatively.
4.	Able to critically analyze problems in the field of marketing.	Discussion, Seminar	Able to analyze the information obtained, however, there are difficulties discerning regularities.	Able to analyze the information obtained, however, there are difficulties in formulating conclusions.	Able to analyze the information obtained critically and to formulate conclusions.	Able to analyze the obtained information critically, draw conclusions and propose solutions.
5.	Able to provide arguments to discuss the fundamental issues of marketing.	Discussion Presentation Seminar	Able to discuss current events, unable to formulate opinion.	Able to discuss current events, but there are difficulties to support opinion.	Able to provide arguments to discuss current events, formulate and support opinion.	Excellent argumentative and oratorical skills.

Literature and other sources of information:

Mandatory literature and information sources

1. Armstrong G., Kotler P., Harker M., Brennan R. (2015). *Marketing an Introduction. 3Edition*. London: Pearson Education Limited
2. Blythe J., Martin J. (2019). *Essentials of marketing*. Harlow: Pearson Education.
3. Kotler P., Keller K., L. (2016). *Marketing Management 15th Edition*. UK: Pearson Education.
4. Praude V. (2011). *Mārketings. Teorija un prakse 1, 2*. Rīga: Burtene.

Further reading

1. Bax St., Meyer K., Wilkinson N. (2013). *Cambridge Marketing Handbook: Digital Marketing*. USA: Cambridge marketing press.
2. Jones R. (2017). *Brending. A very short introduction*. UK: Oxford University Press.
3. Shimp T., Anrews C. (2013). *Advertising, promotion and other aspects of integrated marketing communications*. Australia: South-Western.
4. Fisks P. (2010). *Klientuapkalpošanasģēnijs: kļūt par biznesu, kasorientētsuzklientu*. Rīga: Lietišķāsinformācijasdienests.
5. Fisks P. (2010). *Klientuapkalpošanasģēnijs: kļūt par biznesu, kasorientētsuzklientiem*. Rīga: Lietišķāsinformācijasdienests

Other sources of information

1.	Anything Research. Electronic source. Available at: www.anythingresearch.com
2.	Marketing Teacher's Store. Electronic source. Available at: www.marketingteacher.com
3.	Amerikasmārketinga asociācija. Electronic resource. Available: https://www.ama.org/Pages/default.aspx
4.	EMERALD. Electronic resource. Available: http://info.emeraldinsight.com/about/contact.htm?PHPSESSID=crejvr034ms787olds
5.	Scientific journal database EBSCO Electronic resource. Available: www.search.ebscohost.com

WORKSHOP "Event marketing"

Author/s of the course:	
Mg.sc.soc. K.Mažāne	
Credit points (Latvian):	ECTS credits:
2	3
Final evaluation form:	
Examination	
Study course prerequisites:	
Marketing	
Study course aim:	
The aim of the course is to provide knowledge about event marketing trends and to develop students' skills in creating event marketing campaign.	
Study course learning outcomes (knowledge, skills, competences):	
1. Know the event marketing methods.	
2. Able to present the concept of an event to external partners and sponsors.	
3. Able to develop event marketing strategy, including the main elements of the marketing plan.	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	Introduction: theory and modern practice
2.	Team: team building principles and role distribution
3.	Financial model: attracting partners and sponsorship
4.	Strategy: target audience selection, communication and sales channels
5.	Implementation: event concept presentation and group work task

Study course calendar plan:				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Distance learning
179.	Introduction: Theory and modern practice	2	0.5	0.5
180.	Team: team building principles and role distribution	2	0.5	0.5
181.	Financial model: attracting partners and sponsorship	2	1	-
182.	Strategy: target audience selection, communication and sales channels	4	2	1
183.	Implementation: event concept presentation and group work task	2	2	2
184.	Practical task in groups or individually (for distance learning students)	12	10	4
	Total:	24	16	8

Independent work description:		
Study form	Type of independent work	Form of control

<i>All forms of studies</i>	Group or individual work: Event concept presentation up to 10 slides, which shall include: 1) Description of the event 2) S.M.A.R.T. goals 3) Target audience 4) Theme 5) Program and activities overview 6) Cooperation offer to potential partners 7) Team business card	Group or individual work presentation
	Mandatory reading and/or audio and video material for listening/ watching (brief description)	Get acquainted with the mandatory literature sources

Independent work organization and scope:							
<i>Study form</i>	<i>Contact hours</i>				<i>Independent work (number of hours)</i>	<i>Mandatory reading and/or audio and video material watching/ listening</i>	<i>Total hours of the course</i>
	<i>Lecture contact hours (including seminars, discussions)</i>	<i>Consultations, guest lectures, conferences, field trips, business games, etc.</i>	<i>Final evaluation (exam, test, defense)</i>	<i>Total</i>			
<i>Full-time</i>	24	6	2	32	32	16	80
<i>Part-time</i>	16	6	2	24	32	24	80
<i>Distance learning</i>	8	6	2	16	32	32	80

Evaluation of the study course learning outcomes:						
10% - work during classes or independent work, 70% - practical tasks, 20% - exam						
No.	<i>Learning outcome:</i>	<i>Evaluation method/s</i>	<i>Evaluation criteria</i>			
			<i>Minimum level (from 40% to 64%)</i>	<i>Intermediate level (from 65% to 84%)</i>	<i>High level (from 85% to 94%)</i>	<i>Excellent level (from 95% to 100%)</i>
1.	Know the event marketing methods	Study, group or individual work	Know the event marketing methods	Know event marketing trends seeing interrelationships	Know event marketing principles, application possibilities	Good grasp of event marketing methods application
2.	Able to present the concept of an event to external partners and sponsors	Group or individual work, exam	Able to present the concept of an event to external partners and sponsors	Able to present the concept of an event to external partners and sponsors, describing the benefits	Able to present the concept of an event to external partners and sponsors, emphasizing its effectiveness	Able to present the concept of an event to external partners and sponsors, applying innovative solutions

3.	Able to develop event marketing strategy, including the main elements of the marketing plan	Group or individual work, exam	Able to develop event marketing strategy	Able to plan an event marketing strategy using various methods	Able to plan an event marketing strategy predicting its possible effectiveness	Able to plan an event marketing strategy creating innovative solutions
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Literature and other sources of information:

Mandatory literature and information sources

- | | |
|----|--|
| 1. | Cornwell, B.T. (2020). Sponsorship in Marketing: Effective Partnerships in Sports, Arts and Events 2nd Edition. Routledge. |
| 2. | Chodor, B., Cyranski, G. (2020). Transitioning to Virtual and Hybrid Events: How to Create, Adapt, and Market an Engaging Online Experience. Willey. |
| 3. | Chappell, L, Spicer, G. (2020). Virtual Event Survival Guide: Plan, Build, and Host Successful Online Events. Laura Chappell University. |
| 4. | Owusu, A. (2021). Event Marketing: How To Successfully Manage And Promote Events. Independently published. |

Further reading

- | | |
|----|---|
| 1. | Dowson, R., Basset, D. (2018). Event Planning and Management: Principles, Planning and Practice (PR In Practice) 2nd Edition. Kogan Page. |
| 2. | Saget, A. (2012). The Event Marketing Handbook: Beyond Logistics & Planning. CreateSpace Independent Publishing Platform. |

Other sources of information

- | | |
|----|---|
| 1. | https://marketinginsidergroup.com/event-marketing/top-event-marketing-trends/ |
| 2. | https://www.eventbase.com/event-marketing-trends |

WORKSHOP "Influencer marketing"

Author/s of the course:	
Mg.sc.soc. Sanita Kacuba	
Credit points (Latvian):	ECTS credits:
2	3
Final evaluation form:	
Examination	
Study course prerequisites:	
Marketing	
Study course aim:	
The aim of the course is to provide knowledge about influencer marketing trends and to develop students' skills in creating influencer marketing campaign.	
Study course learning outcomes (knowledge, skills, competences):	
4. Know influencer marketing trends. 5. Understand influencer marketing methods. 6. Able to plan an influencer marketing campaign.	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	Opinion leader and influencer development history and context in society.
2.	Influencer communication, channel differences (Instagram, YouTube, TikTok, Twitter).
3.	Influencer communication basics and influencer marketing methods.
4.	Influencer marketing communication analysis.
5.	Influencer marketing from the influencer standpoint.

Study course calendar plan:				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Distance learning
185.	Opinion leader and influencer development history and context in society	2	0.5	0.5
186.	Influencer communication, channel differences (Instagram, Youtube, TikTok, Twitter + examples	2	0.5	0.5
187.	Influencer communication basics and influencer marketing methods	4	2	1
188.	Influencer marketing communication analysis: Practical class	2	1	-
189.	Influencer marketing from the influencer standpoint(guest lecture)	2	2	2
190.	Practical task in groups or individually (for distance learning students)	12	10	4
Total:		24	16	8

Independent work description:		
Study form	Type of independent work	Form of control

<i>All forms of studies</i>	1. Individual work - a study on the influencer marketing communication. 2. Group or individual work - social media account and content creation. 3. Group or individual work - a detailed plan design for influencer marketing campaign for a specific brand.	Research Group or individual work presentation Group or individual work presentation
	Mandatory reading and/or audio and video material for listening/ watching (brief description)	Get acquainted with the mandatory literature sources

Independent work organization and scope:							
<i>Study form</i>	<i>Contact hours</i>				<i>Independent work (number of hours)</i>	<i>Mandatory reading and/or audio and video material watching/ listening</i>	<i>Total hours of the course</i>
	<i>Lecture contact hours (including seminars, discussions)</i>	<i>Consultations, guest lectures, conferences, field trips, business games, etc.</i>	<i>Final evaluation (exam, test, defense)</i>	<i>Total</i>			
<i>Full-time</i>	24	6	2	32	32	16	80
<i>Part-time</i>	16	6	2	24	32	24	80
<i>Distance learning</i>	8	6	2	16	32	32	80

Evaluation of the study course learning outcomes:						
<i>10% - work during classes or independent work, 70% - practical tasks, 20% - exam</i>						
<i>No.</i>	<i>Learning outcome:</i>	<i>Evaluation method/s</i>	<i>Evaluation criteria</i>			
			<i>Minimum level (from 40% to 64%)</i>	<i>Intermediate level (from 65% to 84%)</i>	<i>High level (from 85% to 94%)</i>	<i>Excellent level (from 95% to 100%)</i>
1.	Know influencer marketing trends	Study, group or individual work	Know influencer marketing trends	Know influencer marketing trends seeing interrelationships	Know influencer marketing trends and able to analyze them	Good grasp of influencer marketing trends
2.	Understand influencer marketing methods	Group or individual work, exam	Understand influencer marketing methods	Understand influencer marketing methods and their application	Understand influencer marketing methods and their effectiveness	Good grasp of influencer marketing methods and their effectiveness
3.	Able to plan an influencer marketing campaign	Group or individual work, exam	Able to plan an influencer marketing campaign	Able to plan an influencer marketing campaign using various methods	Able to plan an influencer marketing campaign predicting its possible effectiveness	Able to plan an influencer marketing campaign creating innovative solutions

Literature and other sources of information:	
Mandatory literature and information sources	
1.	Russell, A. (2020) The Influencer Code: How to Unlock the Power of Influencer Marketing. Hatherleigh Press.
2.	Schaffer, N. (2020) The Age of Influence: The Power of Influencers to Elevate Your Brand. Harper Collins Leadership

3.	Yesiloglu, S., Costello, J.(2020). Influencer Marketing. Routledge.
Further reading	
1.	Holland, D. (2020). Social Media Marketing Mastery 2021: 5 BOOKS IN 1. How to Create a Big Brand. Become a Top Influencer on Instagram, Facebook, YouTube & Twitter - Personal Branding, Digital Networking & Passive Income. Independently published.
2.	Levin, A. (2019). Influencer Marketing for Brands: What YouTube and Instagram Can Teach You About the Future of Digital Advertising. Apress.

WORKSHOP "The art of speech and presentation"

Author/s of the course:	
Mg.philol. Inga Milēviča, Mg.sc.soc. Inga Oliņa	
Credit points (Latvian):	ECTS credits:
2	3
Final evaluation form:	
Examination	
Study course prerequisites:	
N/A	
Study course aim:	
The aim of the course is to develop students' speaking and presentation skills.	
Study course learning outcomes (knowledge, skills, competences):	
<ol style="list-style-type: none"> 5. Know different types of speech and presentation making principles. 6. Able to analyze professional thematic speeches and presentations in accordance with the principles of rhetoric. 7. Able to use effective communication and argumentation techniques. 8. Able to formulate the main principles of successful speech and presentation. 	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	Presentation and presentation techniques.
2.	Stages of speech, speech structure. Effective speech.
3.	Speech styles and genres. Imaginative expressions of speech features.
4.	Argumentation. The argument types.

Study course calendar plan:				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Distance learning
191.	Presentation and presentation techniques. Technical advantages and disadvantages of making a presentation. The most typical errors in making presentations and their prevention options.	4	4	2
192.	Stages of speech, speech structure. Successful feedback guarantees in professional public speaking. Conditions and tasks of effective speech.	8	4	2
193.	Speech styles and genres. Imaginative expressions of speech features. The most common professional speech types and forms. The potency of metaphor.	6	4	2
194.	Argumentation. The argument types. The structure of argumentation and effective techniques of argumentation in public speaking. Discussion organization specifics in the professional field.	6	4	2
Total:		24	16	8

Independent work description:		
Study form	Type of independent work	Form of control
<i>All forms of studies</i>	<ol style="list-style-type: none"> 1. Practical work in setting up speech and the target audience. 2. Poetry readings. 3. Preparation and presentation of an individual speech. 	Evaluation
	Mandatory reading and/or audio and video material for listening/ watching (brief description)	Get acquainted with the mandatory literature sources

Independent work organization and scope:							
Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material watching/listening	Total hours of the course
	Lecture contact hours (including seminars, discussions)	Consultations, guest lectures, conferences, field trips, business games, etc.	Final evaluation (exam, test, defense)	Total			
Full-time	24	6	2	32	32	16	80
Part-time	16	6	2	24	32	24	80
Distance learning	8	6	2	16	32	32	80

Evaluation of the study course learning outcomes:						
10% - work during classes independent work, 70% - practical tasks, 20% - exam						
No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (from 95% to 100%)
1.	Able to formulate the main principles of successful speech and presentation	Exam	Partly able to formulate a successful speech and presentation principles, partly able to see the context and apply creative potency	Able to formulate the key principles of successful speech and presentation, but is unable to identify them in context and examples, as well as not able to formulate creative approach cases	Able to formulate the main successful speech and presentation principles, freely identify such in examples, support creative approach opportunities	Able to formulate a successful speech and presentation principles, creatively either supplementing or supporting them, able to identify them in context and examples, providing practical creative solutions within the context of professional communication
2.	Able to use effective communication and argumentation techniques	Exam, presentation	Partly able to use effective communication and argumentation techniques, tending to use sophistry and emotional arguments, able to justify a professional opinion only in part	Able to use effective communication and argumentation techniques, giving priority to some, selective types, partly supporting the professional opinion	Able to use effective communication and argumentation techniques for different kinds of genres, correctly, and in accordance with the analysis of the situation, choosing to support a professional point of view	Able to fully apply effective communication and argumentation techniques throughout the full spectrum of speech types and genres, offering creative solutions to support professional point of view
3.	Able to analyze professional thematic	Exam	Partly able to analyze professional	Able to analyze professional thematic	Able to analyze professional thematic speeches	Able to analyze professional thematic

	speeches and presentations in accordance with the principles of rhetoric		thematic speech or presentation, making careless and trivial conclusions about speech or presentation to be analyzed	speeches and presentations in accordance with some, freely chosen, principles of rhetoric	and presentations in accordance with the acquired principles of rhetoric, freely and independently seeing the interrelationships in the material	speeches and presentations in accordance with the acquired principles of rhetoric, creatively using them in own analysis within the context of broad professional communication
4.	Able to formulate the main principles of successful speech and presentation	Exam	Partly able to formulate successful speech and presentation principles, partly able to see creative potency in context and examples	Able to formulate the key principles of successful speech and presentation, but is unable to identify them in context and examples, as well as not able to formulate creative approach cases	Able to formulate the main successful speech and presentation principles, freely identify such in examples, justify creative approach opportunities	Able to formulate a successful speech and presentation principles, creatively either supplementing or supporting them, able to identify them in context and examples, providing practical creative solutions within the context of professional communication

Literature and other sources of information:	
<i>Mandatory literature and sources</i>	
1.	Acker, M. (2019). Speak With No Fear: Go from a nervous, nauseated, and sweaty speaker to an excited, energized, and passionate presenter. Advance, Coaching & Consulting; Illustrated edition.
2.	Carnegie, D. (2017). How to Develop Self-Confidence and Influence People by Public Speaking. Gallery Books.
3.	Kramiņš, E. (2016). Retorikas rokasgrāmata. Runāsim skaidri, spilgti, iedarbīgi! Rīga: Turība.
4.	Milēviča, I. (2019). Veiksmes retorika. Rīga: Burtene.
<i>Further reading</i>	
1.	Apele, A. (2012). Prasme runāt publiski. Rīga: Zvaigzne ABC.
2.	Brēdemeiers, K. (2008). Melnā retorika: valodas spēks un maģija. Rīga: Zvaigzne ABC.
3.	Gandapass, R. (2008). Kāmasūtra oratoram: desmit nodaļas par to, kā gūt un sagādāt maksimālu prieku un baudu, uzstājoties publiski. Rīga: Latvijas Ekologiskās Izglītības Apgāds.
4.	Denijs, R. (2002). Prasme sazināties un uzstāties. Rīga: Jāņa Rozes apgāds.
5.	Dukulis, I. (2002). Prezentācijas materiālu sagatavošana: programma Microsoft PowerPoint 2000. Rīga: Biznesa augstskola Turība.
6.	Hofmanis, K.D. (2005). Prezentācija un moderācija: efektīva komunikācija un mērķtiecīga tehnisko līdzekļu lietošana. Rīga: Zvaigzne ABC.
7.	Edeirs, Dž. (1999). Efektīva komunikācija: vissvarīgākā vadības mākslas metode. Rīga: Asja.
8.	Egidess, A. (2006). Saskarsmes labirinti: kā iemācīties sadzīvot ar cilvēkiem. Rīga: Jumava.
9.	Keigels, T. Dž. (2008). Uzstāšanās māksla: droši paņēmieni, kā pārliecināt auditoriju un patikt klausītājiem. Rīga: Atēna.
10.	Mencels, V. (2002). Retorika. Rīga: DeNovo.
11.	Nelke, K. (2003). Prezentēšana. Rīga: DeNovo.
12.	Roam, D. (2013). Show&Tell How Everybody Can Make Extraordinary Presentations. London: Renguin Books.
<i>Other sources of information</i>	

1.	Akadēmiskā terminu datubāze. (b.g.). [viewed on 23.08.2018]. Available: http://termini.lza.lv/term.php
2.	Lapiņš, E, Vaivars, M. (2015). Argumentācija un kritiskā domāšana. LU OpenMinded. [viewed on 24.08.2018]. Available:
3.	Latviešu valodas skaidrojošā vārdnīca. (b.g.). [viewed on 23.08.2018]. Available: http://tezaurs.lv/
4.	Popular Slideshare presentations. (b.g.). [viewed on 24.08.2018]. Available: http://www.slideshare.net/popular/language/en/all-time .
5.	Popular TED talks and presentations. (b.g.). [viewed on 24.08.2018]. Available: http://www.ted.com/talks?lang=lv&event=&duration=&sort=mostviewed&tag=
6.	Feloni, R. (2015). 15 Insights Into Giving A Great Presentation. Business Insider. January, 2015. [viewed on 24.08.2018]. Available: http://www.businessinsider.com/things-to-know-before-giving-a-presentation-2015-1
7.	Tufte, R. E. (1991). Envisioning Information. The Knowledge Engineering Review, 6 (02), June, 1991. [viewed on 24.08.2018]. Available: https://www.researchgate.net/publication/242933817_Envisioning_information_by_E_R_Tufte
8.	Tufte, R. E. (2006). Beautiful Evidence. [viewed on 24.08.2018]. Available: https://www.scribd.com/document/359207269/Edward-Tufte-Beautiful-Evidence-2006-PDF-Hi-res
9.	Tufte, R. E. (2007). The Visual Display of Quantitative Information. [viewed on 24.08.2018]. Available: https://www.scribd.com/document/284927930/Visual-Display-of-Quantitative-Information
10.	Tufte, R. E. (2005). Visual Explanations: Images and Quantities, Evidence and Narrative. [viewed on 24.08.2018]. Available: https://www.scribd.com/document/378127859/Visual-Explanations-Images-and-Quantities-Evidence-and-Narrative

WORKSHOP "DIGITAL ANALYSIS (SEO, SEA)"

Author/s of the course:	
Māris Antons	
Credit points (Latvian):	ECTS credits:
4	6
Final evaluation form:	
Examination	
Study course prerequisites:	
Marketing	
Study course aim:	
The aim of the course is to provide knowledge of digital analytics tools, and to develop students' skills in using such tools.	
Study course learning outcomes (knowledge, skills, competences):	
7. Know digital analytics tools.	
8. Know how to use digital analytics tools.	
9. Able to use digital analytics tools for business improvement.	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	Introduction to digital analytics.
2.	Google Analytics.
3.	Google Tag Manager.
4.	Linkedin Insights Tag.
5.	Facebook Pixel.
6.	Page interaction maps, user session recordings (Yandex Metrica).
7.	Google Search Console.
8.	Google Optimize.
9.	Supermetrics.

Study course calendar plan:				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Distance learning
195.	Introduction to digital analytics.	4	2	1
196.	Google Analytics.	4	2	1
197.	Google Tag Manager.	4	2	1
198.	Linkedin Insights Tag.	4	2	1
199.	Facebook Pixel.	4	2	1
200.	Page interaction maps, user session recordings (Yandex Metrica).	4	2	1
201.	Google Search Console.	4	2	1
202.	Google Optimize.	4	2	1
203.	Practical task in groups or individually (for distance learning students)	16	8	4
Total:		48	24	12

Independent work description:		
Study form	Type of independent work	Form of control
<i>All forms of studies</i>	Analytics tool installation and the adjustment of the settings within the test environment	Evaluation
	Mandatory reading and/or audio and video material for listening/ watching (brief description)	Get acquainted with the mandatory literature sources

Independent work organization and scope:							
Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material watching/ listening	Total hours of the course
	Lecture contact hours (including seminars, discussions)	Consultations, guest lectures, conferences, field trips, business games, etc.	Final evaluation (exam, test, defense)	Total			
<i>Full-time</i>	48	12	4	64	64	32	160
<i>Part-time</i>	24	18	6	48	64	48	160
<i>Distance learning</i>	12	16	4	32	64	64	160

Evaluation of the study course learning outcomes:						
10% - work during classes or independent work, 70% - practical tasks, 20% - exam						
No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (from 95% to 100%)
1.	Know digital analytics tools	Practical work, the exam	Know digital analytics tools	Know digital analytics tools, seeing interrelationships	Know digital analytics tools and their use	Good grasp of digital analytics tool application possibilities
2.	Know how to use digital analytics tools	Practical work, the exam	Know how to use digital analytics tools	Know how to use digital analytics tools, and to justify their selection	Know how to use digital analytics tools to provide a more effective solution	Know how to use digital analytics tools, offering innovative solutions
3.	Able to use digital analytics tools for business improvement	Group work or practical work, the exam	Able to use digital analytics tools for business improvement	Able to use digital analytics tools for business improvement, using various methods	Able to use digital analytics tools for business improvement, predicting its potential effectiveness	Able to use digital analytics tools for business improvement, creating innovative solutions

Literature and other sources of information:	
Mandatory literature and information sources	
1.	Hartman, K. (2020). Digital Marketing Analytics: In Theory And In Practice (Black & White Print Version). Independently published
2.	Loban, M. (2020). Crawl, Walk, Run: Advancing Analytics Maturity with Google Marketing Platform. Lioncrest Publishing.
3.	Lipschultz, J. (2019). Social Media Measurement and Management 1st Edition. Routledge.
Further reading	
1.	Alhlou, F., Asif, S., Fettman, E. (2016.) Google Analytics Breakthrough: From Zero to Business Impact. Wiley.

2.	Bendle, N., Farris, P., Pfeifer, P., Reibstein, D. (2020). Marketing Metrics (Pearson Business Analytics) 4th Edition. Pearson FT Press.
3.	Leuenberger, E. (2018). Google Analytics Uncovered: How to Set Up and Maximize Ecommerce Data in Google Analytics. Independently published.
4.	Kihn, M. (2020). Customer Data Platforms: Use People Data to Transform the Future of Marketing Engagement. Wiley.
<i>Other sources of information</i>	
1.	https://www.digitalanalyticsassociation.org/
2.	https://analytics.google.com/analytics/academy/

INFORMATION SCIENCE OF ECONOMICS

Author/s of the course:	
Dr. sc. admin., Associate Professor InāraKantāne	
Credit points (Latvian):	ECTS credits:
4	6
Final evaluation form:	
Examination	
Study course prerequisites:	
Informatics secondary school level course.	
Study course aim:	
To provide students with the necessary knowledge, skills and competence acquisition on the use of information technologies in the chosen profession.	
Study course learning outcomes (knowledge, skills, competences):	
<ol style="list-style-type: none"> 1. Understand the substance of database management system. Able to use software application Microsoft Access for gathering information, performing calculations, analysis and reporting 2. Able to work with Windows 10 operating system 3. Able to use software application Microsoft Excel for calculations and visual presentation of data 4. Able to use spreadsheet application Microsoft Excel for data management 5. Able to use spreadsheet application Microsoft Excel for data analysis 6. Able to use a word processor Microsoft Word to prepare business documents 7. Able to use a presentation program Microsoft PowerPoint for preparing business presentations 8. Able to find necessary information, to work with the official economic, financial and statistical data sources on the Internet 	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	The role of information technology in processing, analysis and dissemination of economic data. Current developments in the area of information technology. Data protection and safe work on the Internet.
2.	Operating systems, applications. Windows 10 operating system opportunities, changing of the operating system parameters
3.	The use of Microsoft Excel application in information management, calculations, analyses and reporting
4.	The concept and application of database and database management system. The use of Microsoft Access application in big data information management, calculations, analyses and reporting
5.	The use of Microsoft Word application for preparing business documents
6.	The use of Microsoft PowerPoint application for preparing business presentations, effective presentation
7.	Finding information on the Internet, its transfer, processing and analysis with the applications
8.	The use of cloud computing at work

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
204.	The role of information technology in processing, analysis and dissemination of economic data. Current developments in the area of information technology. Data protection and safe work on the Internet	2	1	1
205.	Operating systems, applications. Windows 10 operating system opportunities, changing of the work-related parameters	1	1	1
206.	The use of Microsoft Excel application in information management, calculations, analyses and reporting	22	12	2
207.	The concept and application of database and database management system. The use of Microsoft Access application in information management, calculations, analysis	8	4	2
208.	The use of Microsoft Word application for preparing business documents	12	4	2
209.	The use of Microsoft PowerPoint application for preparing business presentations, effective presentation	0.5	0.5	2
210.	Search for information on the Internet. Working with the official economic, financial, statistical data sources, obtained data transfer to the applications, data processing and analysis	2	1	1
211.	The use of cloud computing	1	0.5	1
Total:		48	24	12

* If, in the program, the course is not available in this form, then these rows have to be highlighted with light gray color

Independent work description:		
Study form	Type of independent work	Form of control
<i>Full-time studies</i>	<i>Independent / Practical assignment's brief description:</i> 1. Using the appropriate software and methods, prepare and format documents according to the record-keeping laws and regulations, set up document protection, save in different file formats, enable sharing options 2. Perform data processing and analysis, using appropriate formulas, functions and data analysis tools. Create charts with the most significant results	2 independent work assignments 1 quiz
	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> Study sources 1, 2, 3 and 4 from the mandatory source list and sources 6, 7 from the further reading source list	

<i>Part-time studies</i>	<i>Independent / Practical assignment's brief description:</i> 1. Using the appropriate software and methods, prepare and format documents according to the record-keeping laws and regulations, set up document protection, save in different file formats, enable sharing options 2. Perform data processing and analysis, using appropriate formulas, functions and data analysis tools. Create charts with the most significant results	2 independent work assignments 1 quiz
	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> Study sources 1, 2, 3 and 4 from the mandatory source list and sources 6, 7 from the further reading source list	
<i>Part-time studies with e-learning elements</i>	<i>Independent / Practical assignment's brief description:</i> 1. Using the appropriate software and methods, prepare and format documents according to the record-keeping laws and regulations, set up document protection, save in different file formats, enable sharing options 2. Perform data processing and analysis, using appropriate formulas, functions and data analysis tools. Create charts with the most significant results	2 independent work assignments 1 quiz
	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> Study sources 1, 2, 3 and 4 from the mandatory source list and sources 6, 7 from the further reading source list	

Structure of the study course:							
Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material watching/ listening	Total hours of the course
	Lecture contact hours (including seminars, discussions)	Consultations, guest lectures, conferences, field trips, business games, etc.	Final evaluation (exam, test, defense)	Total			
<i>Full-time</i>	48	12	4	64	64	32	160
<i>Part-time</i>	24	18	6	48	64	48	160
<i>Part-time studies with e-learning elements</i>	12	16	4	32	64	64	160

Evaluation of the study course learning outcomes:						
<p>The final evaluation of the course for full-time students consists of completed two independent work assignments, a successfully passed quiz, completed 70% of the practical work and a successfully passed exam. The final score consists of: 20% of the total exam evaluation consists of independent work average earned during the semester; 10% of the quiz result, 50% of the practical assignments done during the semester; 20% of the exam score.</p> <p>The final evaluation of the course for part-time students consists of completed two independent work assignments, a successfully passed quiz, completed 70% of the practical work and a successfully passed exam. The final score consists of: 20% of the total exam evaluation consists of independent work average earned during the semester; 10% of the quiz result, 50% of the practical assignments done during the semester; 20% of the exam score.</p>						
No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (10) (from 95% to 100%)
1.	Able to work with Windows 10 operating system	Practical work	40-64% of tasks are completed correctly	65-84% of tasks are completed correctly	85-94% of tasks are completed correctly	95-100% of tasks are completed correctly

2.	Able to use software application Microsoft Excel for calculations and visual presentation of data	Practical work Independent work	40-64% of tasks are completed correctly	65-84% of tasks are completed correctly	85-94% of tasks are completed correctly	95-100% of tasks are completed correctly
3.	Able to use spreadsheet application Microsoft Excel for data management	Practical work	40-64% of tasks are completed correctly	65-84% of tasks are completed correctly	85-94% of tasks are completed correctly	95-100% of tasks are completed correctly
4.	Able to use spreadsheet application Microsoft Excel for data analysis	Practical work	40-64% of tasks are completed correctly	65-84% of tasks are completed correctly	85-94% of tasks are completed correctly	95-100% of tasks are completed correctly
5.	Understand the substance of database management system. Able to use software application Microsoft Access for gathering information, performing calculations, analysis and reporting	Practical work	40-64% of tasks are completed correctly	65-84% of tasks are completed correctly	85-94% of tasks are completed correctly	95-100% of tasks are completed correctly
6.	Able to use a word processor Microsoft Word to prepare business documents	Practical work Independent work	40-64% of tasks are completed correctly	65-84% of tasks are completed correctly	85-94% of tasks are completed correctly	95-100% of tasks are completed correctly
7.	Able to use a presentation program Microsoft PowerPoint for preparing business presentations	Practical work	40-64% of tasks are completed correctly	65-84% of tasks are completed correctly	85-94% of tasks are completed correctly	95-100% of tasks are completed correctly
8.	Able to find necessary information, to work with the official economic, financial and statistical data sources on the Internet	Practical work	40-64% of tasks are completed correctly	65-84% of tasks are completed correctly	85-94% of tasks are completed correctly	95-100% of tasks are completed correctly

Literature and other sources of information:

Mandatory literature and information sources

1. Kleiders J. (2018). Datorzinības Microfot Office 2013/2016. Rīga: Juridiskākoledža
2. Mika V. (2008). *Access pamati*. Rīga: Biznesa augstskola Turība
3. Augučvičs J. (2015). *Word. MS Office 2013*. Rīga: Biznesa augstskola Turība
4. Ringe E. (2009). *Excel. Strādāsimātrāk, ērtāk un efektīvāk*. Rīga: Biznesa augstskola Turība

Further reading

1. Dukulis I. (2004). *Apgūsimjauno Excel! Microsoft Office Excel 2003*. Rīga: Biznesa augstskola Turība

2.	Dukulis I. (2005). <i>Apgūsimjauno Word! Microsoft Office Word 2003</i> . Rīga: BiznesaaugstskolaTurība
3.	Dukulis I. (2006). <i>Apgūsimjauno PowerPoint! Microsoft Office PowerPoint 2003</i> . Rīga: BiznesaaugstskolaTurība
4.	Nāgelis J. (2000). <i>Microsoft Access 2000 no A līdz Z</i> . Mācību līdzeklis. Rīga: DatorzinībuCentrs
5.	Autorukolektīvs. (2001). <i>Angļu – latviešu – krievu informātikas vārdnīca. Datori, datu apstrāde un pārraide</i> . Rīga: Avots
6.	Microsoft Office palīdzība un apmācība. (2018). [viewed on 30.11.2018]. Available: https://support.office.com/lv-lv/?legRedirect=true&CTT=97&CorrelationId=a2751d65-c74b-4783-b44c-2b044c8db41b
7.	GCFLearnFree.org (2018). [viewed on 30.11.2018]. Available: https://edu.gcfglobal.org/en/
8.	Walkenbach. J. (2015). <i>Microsoft Excel 2016 Bible</i> . Canada: JohnWileyandSonsInc.
9.	Ageloff, R., Carey, P., Parsons, J. J., Oja, D., DesJardins, C. (2014). <i>New Perspectives on Microsoft Excel 2013. Comprehensive Enhanced Edition (Microsoft Office 2013 Enhanced Editions) 1st Edition</i> , Cengage Learning
10.	Vermaat, M., E. (2013). <i>Microsoft Word 2013: Introductory</i> . 1st Edition, Cengage Learning
Other sources of information	
1.	Tehnoloģiju jaunumu portāls. (2018). [viewed on 30.11.2018]. Available: http://www.datuve.lv
2.	Esidrošs. (2018). [viewed on 30.11.2018]. Available: http://www.esidross.lv
3.	Drošība internetā. (2015). [viewed on 30.11.2018]. Available: http://eprasmes.lv/wp-content/uploads/2015/08/Drosiba_interneta_eScouts_final.pdf

Financial accounting

Author/s of the course:	
Dr.oec. Professor Vita Zariņa	
Credit points (Latvian):	ECTS credits:
4	6
Final evaluation form:	
Examination	
Study course prerequisites:	
Microeconomics, Accounting	
Study course aim:	
To provide students with the necessary knowledge, skills and competence acquisition in the field of financial accounting.	
Study course learning outcomes (knowledge, skills, competences):	
32. Know and understand the guidelines of financial accounting practice in commercial companies	
33. Know the most recent changes in laws and regulations governing financial accounting	
34. Know the organization of accounting work in a commercial company	
35. Able to apply the acquired knowledge to manage the records of assets and liabilities in commercial companies	
36. Able to express and support opinions	
37. Able to analyze and evaluate accounting records in commercial companies	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	Fixed asset accounting for financial needs.
2.	The valuation of inventories in warehouse and in trade outlets.
3.	Accounting of money assets.
4.	Settlement accounts with the settlement parties. Debts for supplies.
5.	Salaries, sickness payment, vacation calculation and record keeping.
6.	The record keeping of company's revenues and expenses.
7.	Tax settlements with budget.
8.	Preparing the annual report.

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
2.1.	Fixed asset accounting, evaluation.	8	4	2
3.2.	The valuation of inventories in warehouse and in trade outlets.	6	4	1
4.3.	Accounting of money assets.	2	1	1
5.4.	Settlement accounts with the settlement parties. Debts for supplies. Savings.	8	4	2
5.5.	Salaries, sickness payment, vacation calculation and record keeping.	4	2	1
7.6.	The record keeping of company's revenues and expenses.	8	4	2
3.7.	Tax settlements with budget.	4	1	1

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
9.8.	Preparing the annual report.	8	4	2
Total:		48	24	12

* If, in the program, the course is not available in this form, then these rows have to be highlighted with light gray color

Independent work description:		
Study form	Type of independent work	Form of control
Full-time studies	<i>Independent / Practical assignment's brief description:</i> 1. performing pay-related calculations and record keeping. 2. performing the complex task of annual report.	2 independent work assignments; 2 quizzes
	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> <i>To study sources 1 and 2 from the mandatory list of sources and sources 1, 2 and 3 from the list of further reading as well as laws and regulations 1, 2 and 3</i>	
Part-time studies	<i>Independent / Practical assignment's brief description:</i> 1. performing pay-related calculations and record keeping. 2. performing the complex task of annual report.	2 independent work assignments; 2 quizzes
	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> <i>To study sources 1 and 2 from the mandatory list of sources and sources 1, 2 and 3 from the list of further reading as well as laws and regulations 1, 2 and 3</i>	
Part-time studies with e-learning elements	<i>Independent / Practical assignment's brief description:</i> 1. performing pay-related calculations and record keeping. 2. performing the complex task of annual report.	2 independent work assignments; 2 quizzes
	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> <i>To study sources 1 and 2 from the mandatory list of sources and sources 1, 2 and 3 from the list of further reading as well as laws and regulations 1, 2 and 3</i>	

Structure of the study course:							
Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material watching/ listening	Total hours of the course
	Lecture contact hours (including seminars, discussions)	Consultations, guest lectures, conferences, field trips, business games, etc.	Final evaluation (exam, test, defense)	Total			
Full-time	48	8	4	64	64	32	160
Part-time	24	18	6	48	64	48	160
Part-time studies with e-learning elements	12	16	4	32	64	64	160

Evaluation of the study course learning outcomes:

The final evaluation of the course for **full-time students** is formed from successfully completed two independent work assignments, two quizzes passed, active participation in discussions during the classes, lecture attendance (at least 70% of the classes must be attended) and passed exam covering the studied topics of the course;

The final evaluation of the course for **part-time students** is formed from successfully completed two independent work assignments, two passed quizzes, active participation in discussions during the classes, lecture attendance (at least 70% of the classes must be attended) and passed exam covering the studied topics of the course;

The final evaluation of the course for part-time students with e-learning elements is formed from successfully completed two independent work assignments, two passed quizzes, active participation in discussions during the classes and passed exam covering the studied topics of the course;

No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (10) (from 95% to 100%)
1.	Know and understand the guidelines of financial accounting practice in commercial companies	Independent work, discussion	Know the guidelines of financial accounting practice in companies	Know, but do not always understand the most important financial accounting guidelines for accounting records	Know and understand the most important financial accounting practice guidelines in companies, their substance in accounting records	Know and understand the guidelines of financial accounting practice in companies
2.	Know the most recent changes in laws and regulations governing financial accounting	Quiz, discussion	Know the most substantial changes in laws and regulations governing financial accounting	Know the most recent changes in laws and regulations governing financial accounting, understand how to apply that in practice	Know and able to clarify the most recent changes in laws and regulations governing financial accounting, their application	Know and able to clarify the most recent changes in laws and regulations governing financial accounting and their impact on record keeping and reports
3.	Know the organization of accounting work in a commercial company	Independent work	Know the process of accounting work organization in a company	Know the process of accounting work organization in a company, have a good grasp of document flow	Know the process of accounting work organization in a company, have a good grasp of document flow, can offer the necessary changes	Fluent knowledge of the process of accounting work organization in a company, able to create new and complete existing documents and able to offer recommendations for the improvement of work
4.	Able to apply the acquired knowledge to manage the records of assets	Practical work, discussion	Able to apply knowledge to manage the records of assets	Able to apply independently the managing of records of assets	Able to apply the acquired knowledge to manage assets	Able to apply professionally the acquired knowledge to

	and liabilities in commercial companies		and liabilities in companies	and liabilities in companies	and liabilities records in companies, understand the regularities and know how to use them	manage assets and liabilities records in companies, understand the regularities, able to offer the best solutions to the company
5.	Able to express and support opinion	Discussion	Able to express and support opinion	Able to express well-argued and supported opinions	Able to express well-argued and supported opinion, but have difficulties to defend it with arguments	Able to express well-argued and supported opinion, as well as discuss and defend them
6.	Able to analyze and evaluate accounting records in commercial companies	Discussion, quiz	Able to analyze and evaluate accounting records organization in companies	Able to analyze and evaluate accounting records organization in companies, however, there are difficulties in problem identification and in the use of research methods	Able to analyze and evaluate accounting records organization in companies, identify problems, and using a variety of research methods, to find possible solutions	Able to analyze and evaluate accounting records organization in companies independently, to see the problems and, using different research methods, to find solutions for the improvement of accounting work

Literature and other sources of information:

Mandatory literature and information sources

1. Leibus, I., Pētersone, I., Jesemčika, A., Svarinska, A., Grigorjeva, R., (2016). Finanšgrāmatvedība. Rīga: Lietišķās informācijas dienests, 326 lpp
2. Grebenko, M., (2018) Darbalikums un grāmatvedība. Rīga: Lietišķās informācijas dienests, 173 lpp
3. Shields, G. (2017). Bookkeeping and Accountings. The Ultimate Guide to Basic Bookkeeping and Basic Accounting Principles For Small Business. Leipzig: Amazon.

Further reading

1. Matule, I. Grāmatvedības organizācijas dokumenti – izstrādāšanas rokasgrāmata. Rīga: Lietišķās informācijas dienests, 152 lpp
2. Krogzeme, H. (2011). Nodokļu un finanšgrāmatvedības pamati. Rīga: RTU izdevniecība, 392 lpp.
3. Jaunzeme, J. S., (2016) Starptautiskie finanšu pārskatu standarti: standartu apkopojums un pielietojumapiemēri. Rīga: Lietišķās informācijas dienests, (Balances bibliotēka), 256 lpp.
4. Terence, C.M. (2018). Corporate Finance. London and New York: Routledge.

Other sources of information

1. Likums "Par grāmatvedību". Pieņemts 14.10.1992. Publicēts: Ziņotājs, 12.11.1992. Nr. 44/45.
2. Gadapārskatu un konsolidēto gadapārskatu likums. Pieņemts 22.10.2015. Publicēts: Latvijas Vēstnesis, 12.11.2015. Nr. 222.
3. LR MK 2003. gada 21. oktobra noteikumi Nr. 585. „Noteikumi par grāmatvedības kārtošanu un organizāciju”.

4.	Bilance: [žurnāls] – Rīga, SIA Lietišķās informācijas dienests
5.	iFinances: [žurnāls] – Rīga, SIA Izdevniecība iŽurnāls
6.	www.likumi.lv – BO SIA „Latvijas vēstnesis”
7.	www.vid.gov.lv – Valsts ieņēmumu dienests

FINANCIAL MATHEMATICS

Author of the course:	
Dr.oec., Adjunct Professor IngrīdaJakušonoka	
Credit points (Latvian):	ECTS credits:
4	6
Final evaluation form:	
Examination	
Study course prerequisites:	
Knowledge at the secondary school level.	
Study course aim:	
To provide students with the necessary knowledge, skills and competence acquisition to make calculations of financial transactions.	
Study course learning outcomes (knowledge, skills, competences):	
38. Know and understand the substance, methods and concepts of financial mathematics	
39. Know the most important theoretical foundations of financial-commercial records	
40. Able to apply the acquired knowledge in the practical use of financial algorithms	
41. Able to conduct the analysis of financial transaction results, to draw up a loan repayment schedule, to calculate the future value of savings and deposits and transaction, deadlines, etc.	
42. Able to express a well-argued and supported opinion, as well as able to defend it	
43. Able to independently carry out calculations related to a financial transaction efficiency	
44. Able to analyze the results obtained by calculations and make decisions	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	The theoretical foundations of financial-commercial records. General concepts. Time factor in financial-commercial operations. The present and the future value of financial transactions.
2.	Determination of future value. Basic algorithms of saving operations. Simple interest application scheme. The use of compound interest scheme.
3.	Effective interest rate. The substance of effective interest rate and its application possibilities. Financial transaction comparison using the effective interest rate.
4.	Determination of present value. Discounting operations, their substance. Mathematical discounting. Bank discount operations.
5.	Determining the future and the present value using the financial tables. Financial functions of Excel, their application possibilities.
6.	Payment flows. Payment flow types. Financial rent. Irregular payment flows. Annuity. Prenumerando annuity and postnumerando annuity.
7.	The impact of inflation in financial transactions. The substance of inflation and the need to evaluate it in commercial records. Inflation inclusion methods.
8.	Loan repayment operations. Fixed and variable interest rates. Loan repayment methods. Loan repayment with the payments of equal size. Loan repayment with the payments of equal size of the basic amount.
9.	Investment evaluation. Investment evaluation methods and the principles of their choice. Net present value method. Payback period method. Internal margin norm.
10.	Calculations related to financial instruments (share calculations, bond calculations).

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
220.	The theoretical foundations of financial-commercial records.General concepts.Time factor in financial-commercial operations. The present and the future value of financial transactions	4	2	1
221.	Determination of future value. Basic algorithms of saving operations. Simple interest application scheme. The use of compound interest scheme.	6	3	2
223.	Effective interest rate. The substance of effective interest rate and its application possibilities. Financial transaction comparison using the effective interest rate.	2	1	1
223.	Determination of present value. Discounting operations, their substance. Mathematical discounting. Bank discount operations.	6	3	2
224.	Determining the future and the present value using the financial tables. Financial functions of Excel, their application possibilities.	4	2	1
225.	Payment flows. Payment flow types. Financial rent. Irregular payment flows. Annuity. Prenumerando annuity and postnumerando annuity.	4	2	1
226.	The impact of inflation in financial transactions. The substance of inflation and the need to evaluate it in commercial records. Inflation inclusion methods.	4	2	1
227.	Loan repayment operations. Fixed and variable interest rates. Loan repayment methods. Loan repayment with the payments of equal size. Loan repayment with the payments of equal size of the basic amount.	6	3	1
229.	Investment evaluation. Investment evaluation methods and the principles of their choice. Net present value method. Payback period method. Internal margin norm.	4	2	1
229.	Calculations related to financial instruments (share calculations, bond calculations)	8	4	1
Total:		48	24	12

* If, in the program, the course is not available in this form, then these rows have to be highlighted with light gray color

Independent work description:		
Study form	Type of independent work	Form of control
Full-time studies	1. Practical work - acquiring the knowledge of financial mathematics algorithms for use in bank deposit operations by studying the identified sources of educational literature.	3 independent work assignments
	2. Practical work - acquiring the knowledge of financial mathematics algorithms for use in lending operations by studying the identified sources of educational literature.	3 quizzes
	3. Practical work - acquiring the knowledge of financial mathematics algorithms for use in security operations by studying the identified sources of educational literature.	
	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> To study sources 1, 2 from the mandatory list of sources, source 1 from further reading list and sources 1, 2, 3, and 4 and from other sources of information list (Latvian laws and regulations) about the topics acquired during the course	

<i>Part-time studies</i>	1. Practical work - acquiring the knowledge of financial mathematics algorithms for use in bank deposit operations by studying the identified sources of educational literature.	2 independent work assignments; 2 quizzes
	2. Practical work - acquiring the knowledge of financial mathematics algorithms for use in lending operations by studying the identified sources of educational literature.	
<i>Part-time studies with e-learning elements</i>	3. Practical work - acquiring the knowledge of financial mathematics algorithms for use in security operations by studying the identified sources of educational literature.	2 independent work assignments; 2 quizzes
	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> To study sources 1, 2 from the mandatory list of sources, source 1 from further reading list and sources 1, 2, 3, and 4 and from other sources of information list (Latvian laws and regulations) about the topics acquired during the course	

Structure of the study course:							
Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material watching/ listening	Total hours of the course
	Lecture contact hours (including seminars, discussions)	Consultations, guest lectures, conferences, field trips, business games, etc.	Final evaluation (exam, test, defense)	Total			
<i>Full-time</i>	48	12	4	64	64	32	160
<i>Part-time</i>	24	18	6	48	64	48	160
<i>Part-time studies with e-learning elements</i>	12	16	4	32	64	64	160

Evaluation of the study course learning outcomes:	
<p>The final evaluation of the course for full-time students is formed from completed three independent work assignments, three quizzes passed, active participation in discussions during the classes, lecture attendance (at least 70% of the classes must be attended) and passed exam covering the studied topics of the course;</p> <p>The final evaluation of the course for part-time students is formed from completed two independent work assignments, two quizzes passed, active participation in discussions during the classes, lecture attendance (at least 70% of the classes must be attended) and passed exam covering the studied topics of the course;</p> <p>The final evaluation of the course for part-time students with e-learning elements is formed from completed two independent work assignments, two quizzes passed, active participation in discussions during the classes, lecture attendance and passed exam covering the studied topics of the course;</p>	
<i>Learning outcome:</i>	<i>Evaluation criteria</i>

N o.		<i>Evaluation method/s</i>	<i>Minimum level (from 40% to 64%)</i>	<i>Average level (from 65% to 84%)</i>	<i>High level (from 85% to 94%)</i>	<i>Excellent level (10) (from 95% to 100%)</i>
1.	Know and understand the substance, methods and concepts of financial mathematics	Independent assignment, quiz	Know the most important methods and concepts of financial mathematics	Know the methods and concepts of financial mathematics	Know the methods, concepts and meaning of financial mathematics in financial transactions	Know and understand the methods, concepts and meaning of financial mathematics in financial transactions
2.	Know the most important theoretical foundations of financial-commercial records	Practical work, quiz	Partly know the theoretical foundations of financial-commercial records	Know the theoretical issues of financial-commercial records	Familiar with and able to explain the theoretical foundations of financial-commercial records	Have a good grasp of the theoretical foundations of financial-commercial records
3.	Able to apply the acquired knowledge in the practical use of financial algorithms	Practical work, individual assignment	Fragmented knowledge of financial algorithms in practical use	Able to apply knowledge of financial algorithms in practical use, but there are errors in calculations	Able to apply the knowledge in the practical use of financial algorithms	Freely able to apply the acquired knowledge in the practical use of financial algorithms
4.	Able to conduct the analysis of financial transaction results, to draw up a loan repayment schedule, to calculate the future value of savings and deposits and transaction, deadlines, etc.	Independent work, discussion, quiz	Able to carry out a financial transaction analysis of the results, but there are errors in schedules and other calculations	Able to independently apply knowledge in relation to the analysis of financial transaction results, to draw up a loan repayment schedule	Able to apply the acquired knowledge in conducting the analysis of financial transaction results, to draw up a loan repayment schedule, to calculate the future value of savings and deposits	Able to apply the acquired knowledge professionally in conducting the analysis of financial transaction results, to draw up a loan repayment schedule, to calculate the future value of savings and deposits
5.	Able to express a well-argued and supported opinion, as well as able to defend it	Discussion	Able to express opinion, but struggle to support and defend it	Able to express a well-argued opinion, but have difficulties to defend it with arguments	Able to express a well-argued opinion, discuss and defend it	Able to express well-argued and supported opinion, as well as discuss and defend it
6.	Able to independently carry out calculations related to a financial transaction efficiency	Independent assignment, quiz	Able to carry out calculations related to a financial transaction efficiency, but with errors	There are difficulties observed to independently carry out calculations related to a financial	Able to independently carry out calculations related to a financial transaction efficiency	Able to independently carry out calculations related to a financial transaction efficiency, analyze

				transaction efficiency		
7.	Able to analyze the results obtained by calculations and make decisions	Independent work, discussion, quiz	Insufficient ability to analyze and evaluate the obtained results and make decisions	Able to analyze and evaluate the obtained results and make decisions, however, there are difficulties in problem identification and in the use of research methods	Able to independently analyze and evaluate the obtained results and make decisions, identify problems and, using various research methods, find possible solutions	Able to independently analyze and evaluate the obtained results and make decisions, observe problems and, using various research methods, find solutions

Literature and other sources of information:	
Mandatory literature and information sources	
1.	KathyTannous, W., Brown, R.L., Zima, P., Kopp. S. (2013). <i>Mathematics of Finance</i> . McGraw-Hill, Australia,.
2.	Capinski M., Zastawniak T. (2011). <i>Mathematics for finance</i> . London,New-York, Springer.
3.	Buiķis M. (2002) <i>Finanšumatematika</i> . Rīga, RSEBAA.
4.	Шиловская, Н. А. (2018). <i>Финансовая математика :учебник и практикум для СПО / Н. А. Шиловская. — 2-е изд., испр. идоп. М., ИздательствоЮрайт.</i>
Further reading	
1.	Apsītis, Ģ., Aščuks,I.,Cērps, U., Kokorevičs, G., Ozols,Ģ.,Sedlenieks, A., Zuļģis H. (2006). <i>Vērtspapīrutirguszinības / Otraspapild.izd. R.: Jumava, 222 lpp.</i>
2.	Dokuchaev, N. (2007). <i>Mathematical Finance: chore theory, problems and statistical algorithms</i> .London and New York, Reutledge.
3.	Коптева,Н.В., Семенов, С.П. <i>Финансовая математика. Электронное учебное пособие.</i> / http://irbis.asu.ru/mmc/econ/u_finmath/pril5.ru.shtml .
4.	Ross, S.M. (2011). <i>An Elementary Introduction to Mathematical Finance</i> . Cambridge University Press
Other sources of information	
1.	Finanšu instrumentu tirgus likums. (20.11.2003) Electronic resource. Available: https://likumi.lv/doc.php?id=81995
2.	Finanšu un kapitālu tirgus komisijas normatīvie akti. Electronic resource. Available: http://www.fktk.lv/lv/tiesibu-akti/kreditiestades/fktk-izdotie-noteikumi/parskatu-sagatavosana.html
3.	Žurnāls <i>Bilance: grāmatvedība, likumdošana, finanses</i> : žurnāls par grāmatvedību, likumdošanu un finansēm. Rīga: Lietišķās informācijas dienests. ISSN 1407-5709
4.	iFinanses: [žurnāls]. Rīga: SIA Izdevniecība iŽurnāls

THE HISTORY OF ECONOMIC THOUGHT

Author/s of the course:	
Dr.oec., Professor StaņislavsKeišs	
Credit points (Latvian):	ECTS credits:
4	6
Final evaluation form:	
Examination	
Study course prerequisites:	
Microeconomics, Macroeconomics	
Study course aim:	
To provide students with the necessary knowledge, skills and competence acquisition in the field of the history of economic thought	
Study course learning outcomes (knowledge, skills, competences):	
45. Understand the historical progress of economic thought development	
46. Know the development directions of economic thought, schools and contribution of major personalities to the development of economic theory	
47. Able to apply the acquired knowledge in the assessment of historical progress of the development of economic thought	
48. Able to provide arguments to discuss the economic thought development directions, schools and contribution of major personalities to the development of economic theory	
49. Able, on the basis of literature studies and available information, to analyze the issue under consideration on the current topics of economic thought development critically	
50. Able to find a solution to researching a specific question in relation to the development of economic thought	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	Economic system types. Economic thought development directions, schools and people.
2.	The first economic schools. Mercantilist economic doctrine. Physiocratic economic doctrine.
3.	Classical school of economics.
4.	German historical school
5.	Marxist economic doctrine.
6.	The formation of Marginalism School of economic benefit analysis of marginal utility. Neo-classical economic thought development (Vienna or the Austrian School, Cambridge or English - American Neoclassical School, the Lausanne Mathematical School (Switzerland, France), Stockholm or Swedish School).
7.	US institutional school
8.	J.M. Keynes economic doctrine.
9.	Neo-liberal economic thought formation in the 30s of the 20th century. Austrian School of Economics (L.von Mises, F.Hayek), Neo-liberal School of Freiburg in Germany (W.Eucken, L.Erhard), Chicago School of Economics (Monetarism: M.Friedman). Washington consensus.
10.	Economic thought development of the 21st century.

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
230.	Economic system types. Economic thought development directions, schools and people	6	2	1
231.	The first economic schools. Mercantilist economic doctrine. Physiocratic economic doctrine.	6	4	2
232.	Classical school of economics.	4	2	1
233.	German historical school	4	2	1
234.	Marxist economic doctrine.	4	2	1
235.	The formation of Marginalism School of economic benefit analysis of marginal utility. Neo-classical economic thought development (Vienna or the Austrian School, Cambridge or English - American Neoclassical School, the Lausanne Mathematical School (Switzerland, France), Stockholm or Swedish School).	6	2	2
236.	US institutional school	4	2	0.5
237.	J.M. Keynes economic doctrine.	4	2	1
238.	Neo-liberal economic thought formation in the 30s of the 20th century. Austrian School of Economics (L.von Mises, F.Hayek), Neo-liberal School of Freiburg in Germany (W.Eucken, L.Erhard), Chicago School of Economics (Monetarism: M.Friedman). Washington consensus.	6	4	2
239.	Economic thought development of the 21st century.	4	2	0.5
Total:		48	24	12

* If, in the program, the course is not available in this form, then these rows have to be highlighted with light gray color

Independent work description:		
Study form	Type of independent work	Form of control
<i>Full-time studies</i>	<i>Independent / Practical assignment's brief description:</i> 1. to prepare a report about a Nobel Prize laureate in economics 2. to prepare a report on any economic thought development direction or school 3. to prepare a report on any economic thought development direction or the most visible representative of a school	3 independent work assignments
	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> Study sources 1, 2, 4 and 5 from the mandatory list of sources, as well as related literary sources from the proposed list of further reading and, for the independent work, study information about a Nobel laureate in economics.	
<i>Part-time studies</i>	<i>Independent / Practical assignment's brief description:</i> 1. to prepare a report about a Nobel Prize laureate in economics 2. to prepare a report on any economic thought development direction or school 3. to prepare a report on any economic thought development direction or the most visible representative of a school	3 independent work assignments

	<p><i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i></p> <p>Study sources 1, 2, 4 and 5 from the mandatory list of sources, as well as related literary sources from the proposed list of further reading and, for the independent work, study information about a Nobel laureate in economics.</p>	
Part-time studies with e-learning elements	<p><i>Independent / Practical assignment's brief description:</i></p> <p>1. to prepare a report about a Nobel Prize laureate in economics</p> <p>2. to prepare a report on any economic thought development direction or school</p> <p>3. to prepare a report on any economic thought development direction or the most visible representative of a school</p>	3 independent work assignments
	<p><i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i></p> <p>Study sources 1, 2, 4 and 5 from the mandatory list of sources, as well as related literary sources from the proposed list of further reading and, for the independent work, study information about a Nobel laureate in economics.</p>	

Structure of the study course:

Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material watching/ listening	Total hours of the course
	Lecture contact hours (including seminars, discussions)	Consultations, guest lectures, conferences, field trips, business games, etc.	Final evaluation (exam, test, defense)	Total			
Full-time	48	12	4	64	64	32	160
Part-time	24	18	6	48	64	48	160
Part-time studies with e-learning elements	12	16	4	32	64	64	160

Evaluation of the study course learning outcomes:

The final evaluation of the course for **full-time students** is formed from completed **three** independent work assignments that are successfully presented, active participation in discussions during the classes, lecture attendance (at least 70% of the classes must be attended) and passed exam covering the studied topics of the course;

The final evaluation of the course for **part-time students** is formed from completed **three** independent work assignments that are successfully presented, active participation in discussions during the classes, lecture attendance (at least 70% of the classes must be attended) and passed exam covering the studied topics of the course.

No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (10) (from 95% to 100%)
1.	Understand the historical progress of economic thought development	Seminar, discussion, examination	Understand the historical progress of economic thought development minimally	Know the most important economic thought development stages, but there are difficulties to explain their	Know the most important historical stages of development of economic thought, able to describe them	Have a good grasp in the course of historical development of economic thought

				historical development		
2.	Know the development directions of economic thought, schools and contribution of major personalities to the development of economic theory	Independent work, presentation, discussion, examination	Know only the basic development directions of economic thought, schools and contribution of some personalities to the development of economic theory	Partly know the development directions of economic thought, schools and contribution of major personalities to the development of economic theory	Know and able to explain the development directions of economic thought, schools and contribution of major personalities to the development of economic theory	Have a good grasp of the development directions of economic thought, schools and contribution of major personalities to the development of economic theory
3.	Able to apply the acquired knowledge in the assessment of historical progress of the development of economic thought	Presentation, seminar, discussion	Minimally able to apply the acquired knowledge in the assessment of historical progress of the development of economic thought	Partly able to apply the acquired knowledge in the assessment of historical progress of the development of economic thought	Have a good grasp in order to apply the acquired knowledge in the assessment of historical progress of the development of economic thought	Creatively able to apply the acquired knowledge in the assessment of historical progress of the development of economic thought
4.	Able to provide arguments to discuss the economic thought development directions, schools and contribution of major personalities to the development of economic theory	Independent work, presentation, discussion, examination	Able to discuss, but unable to support opinion about the economic thought development directions, schools and contribution of major personalities to the development of economic theory	Sporadically able to discuss the economic thought development directions, schools and contribution of major personalities to the development of economic theory	Able to discuss the economic thought development directions, schools and contribution of major personalities to the development of economic theory	Able to provide arguments to discuss professionally the economic thought development directions, schools and contribution of major personalities to the development of economic theory
5.	Able, on the basis of literature studies and available information, to critically analyze the issue under consideration on the current topics of economic thought development	Presentation, seminar, discussion	Able to use literature, but unable to critically analyze the issue under consideration involving the current topics of economic thought development	Able, to a limited extent, on the basis of literature studies and available information, to critically analyze the issue under consideration on the current topics of economic	Partly able, on the basis of literature studies and available information, to critically analyze the issue under consideration on the current topics of economic	Able, to a full extent, on the basis of literature studies and available information, to critically analyze the issue under consideration on the current

				thought development	thought development	topics of economic thought development
6.	Able to find a solution to researching a specific question in relation to the development of economic thought	Independent work, presentation, discussion	Partly able to offer a solution to researching a specific question in relation to the development of economic thought	Able to offer a solution, but unable to support it in researching a specific question related to the development of economic thought	Able to find a solution to researching a specific question in relation to the development of economic thought, but have difficulties in supporting it with arguments	Able to find a solution to researching a specific question in relation to the development of economic thought, support it with arguments, discuss and defend opinion

Literature and other sources of information:

Mandatory literature and information sources

1. Krilovs, L. (2014.). *Ekonomiskāsdomasretrospekcija*. Zinātniskāmonogrāfija. Rīga: RTU izdevniecība, 221. lpp.
2. Brīvers, I. (2001). *Ekonomikasteorijasvēsturebiogrāfijās*. Bankuaugstskola, Rīga, Bankuaugstskola, 62 lpp.
3. Samuelson, P. A. (2010). *Economics* / Paul A. Samuelson, William D. Nordhaus. 19th ed. New-York: McGraw-Hill, 715. lpp.
4. *Историяэкономическихучений: учебник и практикумдляакадемическогобакалавриата* / подред. С. А. Толкачева. (2017). М.: ИздательствоЮрайт, 511 с.
5. *Историяэкономическихучений: учебникдлябакалавров* / подред. И. Н. Шапкина, А. С. Квасова. (2017). М. : ИздательствоЮрайт, 492 с.

Further reading

1. Krilovs, L. (2003). *Ekonomiskāsdomasvēsture*. Lekcijukonspekts, I daļa. RTU izdevniecība, Rīga. 216 lpp.
2. Krilovs, L. (2008). *Ekonomiskāsdomasvēsture*. Lekcijukonspekts, II daļa. RTU izdevniecība, Rīga. 44 lpp.
3. Krilovs, L. (2009). *Ekonomiskāsdomasvēsture*. Lekcijukonspekts, III daļa. RTU izdevniecība, Rīga. 103 lpp.
4. Balodis, K. (2013). *Ievadstautsaimniecībā un ekonomiskāpolitikā*. Rīga: SIA „Drukātava”, 560 lpp.
5. Porietis, I. (2001). *Ekonomika, vēsture, metodoloģija*. Lekcijukonspekti. Rīga: Bankuaugstskola, 165 lpp.
6. Juškēvičs, J. (1993). *Kurzemeshercogi un viņulaikmets*. 2.pārstrādātaisizdevums. Rīga: Zvaigzne, 65 lpp.
7. Krastiņš, O. (2001). *Latvijassaimniecībasvēsture 1918-1940*. Rīga: LatvijasValstsagrārāsekonomikasinstitutūts, 222 lpp.
8. Šēnfelde, M. (2012). *Makroekonomika*. Rīga: RTU Izdevniecība, 244 lpp.
9. Bikse, V. (2007). *Ekonomikasteorijaspatmatprincipi*. Rīga: Izglītībassolji, 454 lpp.
10. Гловели, Г. Д. (2017). *Историяэкономическихучений: учеб. пособиедлябакалавров* / Г. Д. Гловели. — 2-е изд., перераб. идоп. — М. :ИздательствоЮрайт ; ИД Юрайт, 777 с.
11. Бартенев, С.А. (2002). *Историяэкономическихучений*. Учебник. Москва, Юристь, 456 с.
12. Бартенев, С.А. (2000). *Историяэкономическихучений в вопросах и ответах*. Москва, Юрист, 192 с.
13. Благих, И. А. (2017). *Историяэкономическихучений: учебникдляакадемическогобакалавриата* / И. А. Благих, А. Н. Дубянский; подред. А. Н. Дубянского. — М. : ИздательствоЮрайт, 611 с.
14. Шишкин, М. В. (2016). *Историяэкономическихучений: учебникдлябакалавров* / М. В. Шишкин, Г. В. Борисов, С. Ф. Сутырин. — 3-е изд., испр. идоп. — М. : ИздательствоЮрайт, 383 с.
15. Иваницкий, В. Л. (2016). *Историяэкономическихучений: учебникдляакадемическогобакалавриата* / В. Л. Иваницкий. — М.: ИздательствоЮрайт, 282 с.
16. Борисов, Г.В., Сутырин, С.Ф., Шишкин, М.В. (2003). *Историяэкономическихучений: Хрестоматия*. Санкт-Петербург. Изд.домСентябрь, Изд.домБизнес-пресса, 272 с.

Other sources of information

1.	Nobelprēmijaslaureātiekonomikā. Electronic resource. Available: http://www.nobel.se
2.	Harward Business Review
3.	Žurnāls „The Economist”
4.	Laikraksts „Dienas Bizness”. Electronic resource. Available: www.db.lv
5.	žurnāls „Kapitāls”. Electronic resource. Available: www.kapitals.lv
6.	Pasaules ekonomikas forums. Electronic resource. Available: www.weforum.org
7.	World Trade Organisation. Electronic resource. Available: www.wto.org
8.	Zinātnisko žurnālu datu bāze EBSCO. Electronic resource. Available: http://search.ebscohost.com/
9.	Zinātniskopublikāciju, konferenčumateriāli. Electronic resource. Available: http://www.researchgate.net/

REGIONAL ECONOMICS

Author/s of the course:	
Lecturer, Mg.sc.soc. Edgars Čerkovskis	
Credit points (Latvian):	ECTS credits:
4	6
Final evaluation form:	
Examination	
Study course prerequisites:	
Macroeconomics, Microeconomics	
Study course aim:	
Provide the students with the necessary knowledge, skills and competences in the field of regional economics	
Study course learning outcomes (knowledge, skills, competences):	
<ol style="list-style-type: none"> 8. Understand the concept and substance of regional economics. 9. Understand regional economic theories and systems. 10. Understand the substance and operation of the state administrative territorial structure. 11. Able to critically analyze the state regional economic policy. 12. Able to discuss the key issues of regional economics. 	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	The basic principles of the functioning of regional economy.
2.	Latvian State and the European Union's administrative territorial division.
3.	Regions and territories.
4.	The methods of regional economy analysis.
5.	Regional economic development policy.

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
240.	The basic principles of the functioning of regional economy. <ul style="list-style-type: none"> • Regional economic systems. • Regional economic development models. 	10	2	1

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
241.	Latvian State and the European Union's administrative territorial division. <ul style="list-style-type: none"> Retrospective view of regional reforms in Latvia and the EU. The place of local government in public administration system. 	10	6	1
242.	Regions and territories. <ul style="list-style-type: none"> Classification of territorial units in the EU and Latvia. The substance and use of the territorial development index. Territorial development planning. Free economic zones. 	10	6	4
243.	The methods of regional economy analysis. <ul style="list-style-type: none"> Macroeconomic indicators of regional development. Regional economic development determinants. 	10	6	4
244.	Regional economic development policy. <ul style="list-style-type: none"> Regional policy of the EU. Latvian regional policy. Regional development in Latvia. 	8	4	2
Total:		48	24	12

Independent work description:		
Study form	Type of independent work	Form of control
<i>All forms of studies</i>	Read certain scientific articles on regional economy systems and present key conclusions.	Essay, presentation
	Formulate possible Latvian administrative territorial reform development scenarios.	Presentation, seminar

Structure of the study course:							
Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material watching/listening	Total hours of the course
	Lecture contact hours (including seminars, discussions)	Consultations, guest lectures, conferences, field trips, business games, etc.	Final evaluation (exam, test, defense)	Total			
<i>Full-time</i>	48	12	4	64	64	32	160

<i>Part-time</i>	24	18	6	48	64	48	160
<i>Part-time studies with e-learning elements</i>	12	16	4	32	64	64	160

Evaluation of the study course learning outcomes:

During the study course, 2 independent work assignments have to be successfully completed, 1 seminar has to be participated in, at least 70% of the lectures have to be attended and the exam passed. The final grade for the course is formed as the mean of combined average grades for the independent work assignments and the exam.

No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (10) (from 95% to 100%)
1.	Understand the concept and substance of regional economy.	Presentation , seminar, discussion, examination .	Understand the basic concepts.	Understand the concepts and terms, but there are difficulties in the formulation of definitions.	Understand the concepts, terms and definitions.	Have a good grasp of the substance, concepts, terms and definitions.
2.	Understand regional economic theories and systems.	Presentation , seminar, discussion, examination .	Understand theoretical regularities.	Understand the regularities, but there are difficulties with understanding the systems and the theories.	Understand theories and systems.	Have a good grasp of regional economic theories and systems.
3.	Understand the substance and operation of the state administrative territorial structure.	Test, essay, exam.	Understand the substance of the administrative territorial structure.	Know how to identify the model of administrative territory, however, there are difficulties in understanding the operation.	Able to identify the substance of administrative territorial system, able to analyze it.	Have a good grasp of administrative reform systems and operational principles.
4.	Able to critically analyze the state regional economic policy.	Presentation , essay, seminar, discussion, examination .	Able to analyze the information obtained, however, there are difficulties with discerning regularities.	Able to analyze the information obtained, however, there are difficulties in formulating conclusions.	Able to analyze the obtained information critically, formulate conclusions.	Able to analyze the obtained information critically, draw conclusions and propose solutions.
5.	Able to discuss the key issues of regional economy.	Presentation , seminar.	Able to discuss current events, unable to formulate opinion.	Able to discuss current events, but there are difficulties to argue a viewpoint.	Able to provide arguments to discuss current events, formulate and support opinion.	Excellent argumentative and oratorical skills.

Literature and other sources of information:	
Mandatory literature and information sources	
1.	Capello, R. (2016). <i>Regional economics</i> . New York: Routledge.
2.	Judrupa, I., (2018). <i>Latvijas reģionu konkurētspējas novērtēšana: zinātniskā monogrāfija</i> . Rīga: RTU izdevniecība.
3.	Keišs, S., Kazinovskis, A. (2014). <i>Reģionālā attīstība Latvijā: administratīvi teritoriālās reformas norises gaita, problēmas un risinājumi</i> . Rīga: Vītola izdevniecība.
5.	Popova, J. (2016). <i>Sociālo modeļu faktori, kas ietekmē reģiona cilvēku kapitāla attīstību: promocijas darba kopsavilkums ekonomikas doktora (Dr.oec.) zinātniskā grāda iegūšanai</i> . Rīga: Baltijas Starptautiskā akadēmija.
4.	Воронов, В. (2016). <i>Региональная экономика в условиях глобализации: проблемы, решения, перспективы</i> . Даугавпилс : Институт транспорта и связи.
Further reading	
1.	Latvijas ilgtspējīgas attīstības stratēģija 2030 (2010). Electronic resource [viewed on 28.01.2019]. Available: https://www.pkc.gov.lv/sites/default/files/inline-files/Latvija_2030_7.pdf
2.	Latvijas Nacionālais attīstības plāns 2014. – 2020. gadam (2012). Electronic resource [viewed on 28.01.2019]. Available: https://www.pkc.gov.lv/sites/default/files/inline-files/20121220_NAP2020%20apstiprinats%20Saeima_4.pdf
3.	Eiropas Savienības ilgtspējīgas attīstības stratēģija 2020 (2006). Electronic resource. [viewed on 28.01.2019]. Available: http://www.varam.gov.lv/lat/darbibas_veidi/ilgtspejiga_attistiba/files/text/Darb_jomas//ST10917-RE03[1].LV06.DOC.doc
Other sources of information	
1.	Eiropas Savienības oficiālā tīmekļa vietne. (2018). ES galvenā ieguldījumu politika. Electronic resource. [viewed on 28.01.2019]. Available: https://ec.europa.eu/regional_policy/lv/policy/what/investment-policy/
2.	Eiropas Savienības oficiālā tīmekļa vietne. (2018). Galvenie reģionālās politikas sasniegumi. Electronic resource. [viewed on 28.01.2019]. Available: policy / https://ec.europa.eu/regional_policy/lv/policy/what/key-achievements/
3.	Eiropas Savienības oficiālā tīmekļa vietne. (2018). Politikas vēsture. Electronic resource. [viewed on 28.01.2019]. Available: https://ec.europa.eu/regional_policy/lv/policy/what/history/

MODERN ECONOMIC THEORIES AND TRENDS

Author/s of the course:	
Lecturer, Mg.sc.soc. Edgars Čerkovskis	
Credit points (Latvian):	ECTS credits:
4	6
Final evaluation form:	
Examination	
Study course prerequisites:	
Microeconomics, Macroeconomics	
Study course aim:	
Provide the students with the necessary knowledge, skills and competences in the field of modern economic theory	
Study course learning outcomes (knowledge, skills, competences):	
<p>13. Understand the concepts and substance of modern economic theory.</p> <p>14. Understand modern economic theories and their operating principles.</p> <p>15. Understand contemporary economic trends and their influencing factors.</p> <p>16. Able to critically analyze issues and information available in the field of modern economic theories.</p> <p>17. Able to independently carry out research in the field of modern economic theories and to present the results of the study.</p> <p>18. Able to discuss with arguments the key issues of modern economic theory and trends.</p>	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	The classification of modern economic theories and the trends of their development in the 21st century.
2.	Environmental economy.
3.	Circular economy.
4.	Innovation economy.
5.	Knowledge economy.
6.	Digital economy.
7.	Sharing economy.
8.	Behavioral economy.

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
245.	<p>The classification of modern economic theories and the trends of their development in the 21st century.</p> <ul style="list-style-type: none"> Modern economic theories in the works of Nobel Prize laureates 	6	4	1

Study course calendar plan:

In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.

No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
246.	Environmental economy <ul style="list-style-type: none"> The basic principles of environmentally sustainable economic development Environment as capital. Economic growth and development Natural resource economy Environmental economy and market mechanism 	6	4	2
247.	Circular economy <ul style="list-style-type: none"> Essence and strategy of circular economy Effective circular process Industrial symbiosis The circular economy package of the European Commission 	6	4	1
248.	Innovation economy <ul style="list-style-type: none"> The essence, concepts, goals of innovation The types, classification and infrastructure of innovation companies Innovation process planning 	6	4	2
249.	Knowledge economy <ul style="list-style-type: none"> The concept and essence of knowledge economy The impact of knowledge economy on the country's economic development Concepts and models of knowledge economy 	6	4	1
250.	Digital economy <ul style="list-style-type: none"> The concept and essence of digital economy Digital society Structure and models of digital economy 	6	4	2
251.	Sharing economy <ul style="list-style-type: none"> The concept and essence of sharing economy Models and systems of sharing economy Macroeconomic impact of sharing economy 	6	4	2
252.	Behavioral economy <ul style="list-style-type: none"> The concept and essence of behavioral economy The psychology of modern economy The role of behavioral economy in the individual decision-making 	6	4	1
Total:		48	24	12

Independent work description:		
Study form	Type of independent work	Form of control
All forms of studies	Explore the Nobel Prize winners in economics from 2001 to 2018. Present the obtained information to an audience (7-10 minutes) in the form of presentation (10-15 slides), including information on a Nobel Prize-winning laureate's contribution to modern economic theory and its connection with the events in today's society and economy.	Presentation, discussion
	An in-depth study on a topic from the course description and to prepare a report for a seminar (10-15 minutes). After the report presentation (10-15 slides), creative discussion questions should be included (2-3 questions) and the discussion should take place in an auditorium (5-10 minutes).	Seminar, presentation, discussion
	In an essay, support opinion with arguments on the topic "Economic theory development in the 21st century" (the length around 800 to 1000 words).	Essay
	Choose one of the course content topics (cannot be the same as the topic of the seminar) and develop a mind map (grid-like structure), including the most popular business examples (5-7 examples) that exist in today's society.	Group work (e-students individually)

Structure of the study course:							
Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material watching/listening	Total hours of the course
	Lecture contact hours (including seminars, discussions)	Consultations, guest lectures, conferences, field trips, business games, etc.	Final evaluation (exam, test, defense)	Total			
Full-time	48	12	4	64	64	32	160
Part-time	24	18	6	48	64	48	160
Part-time studies with e-learning elements	12	16	4	32	64	64	160

Evaluation of the study course learning outcomes:						
During the study course, 4 independent work assignments have to be successfully completed, 1 seminar has to be participated in, at least 70% of the lectures have to be attended and the exam passed. The final grade for the course is formed as the mean of combined average grades for the independent work assignments and the exam.						
No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (10) (from 95% to 100%)
1.	Understand the concepts and substance of modern economic theory.	Presentation, seminar, group work, exam.	Understand the basic concepts.	Understand the basic concepts and terms, but there are difficulties in the formulation of definitions.	Understand the basic concepts, terms and definitions.	Have a good grasp of the substance, concepts, terms and definitions.
2.	Understand modern economic theories and	Group work, the exam.	Understand the basic principles.	Understand the basic principles,	Understand the most important	Have a good grasp of

	their operating principles.			but there are difficulties with the formulation of theories.	theories and their operating principles.	theories and their operating principles.
3.	Understand contemporary economic trends and their influencing factors.	Group work, the exam.	Understand the trends of modern economic activity.	Understand the process of trends, but there are difficulties with the formulation of factors.	Understand the process of trends and their influencing factors.	Have a good grasp of the process of trends and easily define the influencing factors.
4.	Able to critically analyze issues and information available in the field of modern economic theories.	Essay, seminar, presentation, group work.	Able to analyze the information obtained, however, there are difficulties discerning regularities.	Able to analyze the information obtained, however, there are difficulties in formulating conclusions.	Able to analyze the obtained information critically, formulate conclusions.	Able to analyze the obtained information critically, draw conclusions and propose solutions.
5.	Able to independently carry out research in the field of modern economic theories and to present the results of the study.	Seminar, presentation, group work.	There are difficulties in organizing research work, lack of understanding of the structure of the study.	Able to conduct research, but doesn't know how to independently organize a research process.	Able to organize research work independently, able to integrate different areas of knowledge.	Able to organize research work independently, able to integrate different areas of knowledge, able to contribute to the creation of new knowledge.
6.	Able to discuss with arguments the key issues of modern economic theory and trends.	Seminar, presentation, group work.	Able to discuss current events, unable to formulate opinion.	Able to discuss current events, but there are difficulties to argue a viewpoint.	Able to provide arguments to discuss current events, formulate and support opinion.	Excellent argumentative and oratorical skills.

Literature and other sources of information:

Mandatory literature and information sources

1. Cartwright, E. (2019). *Behavioraleconomics*. New York : Routledge, Taylor & Francis Group.
2. Chaffey, D., Hemphill, T., Edmundson – Bird, D. (2019). *Digital business and e-commerce management*. Harlow: Pearson.
3. EiropasKomisija. (2014). *Apritekonomika: vienojoša, radoša un vērtībasaglabājoša*. Luksemburga: EiropasSavienībaspublicējubiurojs.
4. Kolektīvāmonogrāfija. (2018). *Inovativirisinājumiceļāuzilgtspēju: sabiedrībaekonomika vide*. Rīga: LatvijasUniversitātesAkadēmiskaisapgāds.
5. Ming, H. (2019). *Sharing economy : making supply meet demand*. Cham : Springer Nature
6. Pauli, G. (2018). *Zilāekonomika: zinātnes, inovāciju un uzņēmējdarbībasapvienojumsradajaunubiznesamodeļi, kaspārveidosabiedrību*. Rīga : Zvaigzne ABC.

Further reading

1. Autorukolektīvāmonogrāfija. (2018). *Simtampāri. ViedāLatvija*. Rīga: LatvijasZinātņuakadēmija.

2.	Autorukolektīvāmonogrāfija. (2018). <i>Zināšanu ekonomika Latvijas lauku un reģionu dzīvotspējai</i> . Rīga: Latvijas Zinātņu akadēmija.
3.	Bayly, C., A. (2018). <i>Remaking the modern world 1900-2015 : global connections and comparisons</i> . Hoboken, NJ : John Wiley & Sons.
4.	Decker, C. (2015). <i>Modern economic regulation : an introduction to theory and practice</i> . Cambridge : Cambridge University Press.
5.	Lawrence – Boland, A. (2015). <i>Model building in economics : its purposes and limitations</i> . New York : Cambridge University Press.
6.	Stankevičienė, J., Marek, S. (2015). <i>Dilemmas of modern economy and business</i> . Cracow : Cracow University of Economics. Faculty of Economics and International Relations. Centre for Strategic and International Entrepreneurship.
Other sources of information	
1.	Latvijas ilgtspējīgas attīstības stratēģija 2030 (2010). Electronic resource [viewed on 02.10.2019]. Available: https://www.pkc.gov.lv/sites/default/files/inline-files/Latvija_2030_7.pdf
2.	Latvijas Nacionālais attīstības plāns 2014. – 2020. gadam (2012). Electronic resource [viewed on 02.10.2019]. Available: https://www.pkc.gov.lv/sites/default/files/inline-files/20121220_NAP2020%20apstiprinats%20Saeima_4.pdf

HUMAN RESOURCES MANAGEMENT

Author/s of Study course:	
Docent, Mg.Psych. Jekaterina Bierne	
Credit points:	Credit score in the ECTS system:
4	6
Test form:	
Examination	
Study course prerequisites:	
Management	
Course objectives are:	
To provide students with the acquisition of necessary knowledge, skills and competence in the field of human resources management.	
Course outcomes (knowledge, skills, competencies):	
<ol style="list-style-type: none"> 1. Knows key principles and functions of human resources management 2. Knows the power of management efficiency of human resources management 3. Can find information on topical research in the field of human resources management 4. Can analyse the performance of various human resource management functions in the company 5. Able to choose the human resources selection, evaluation, motivation and training methods for the company's needs 6. Can identify problems in human resource management independently 7. Can develop solutions of identified problems both independently and in a team 8. Is capable of arguing about the current events of the company's human resources management, understanding its connection with the company's performance 	
The content of the study course required to attain the results of the study (thematic plan of the course):	
1.	The essence and key concepts of human resources management The human resources role in enterprise development. Interaction of interests in effective implementation of human resources management. Human resources specialist roles and competencies.
2.	Organisational solutions (models) for Human resources management and basic functions in the company. The importance of labour legislation in the implementation of human resources management functions
3.	The nature of the effectiveness of human resources management, its analytical capacity, quantitative and qualitative indicators. Audit of human resources management.
4.	The evolution of human resources management, development phases, transformation of approaches. Major authors and research in the field of human resources management.
5.	The nature and methods of human resources planning Personnel turnover.
6.	Nature and methods of work analysis. Development and updating of job descriptions and requirement profiles. The relationship between work analyses and recruitment, training and evaluation of the personnel.
7.	Search opportunities of the employees in the labour market. Personnel categories and occupational classification.
8.	The recruitment process and the possibilities for its organisation. Personnel selection methods and instruments. Evaluating the results of the recruitment.
9.	Recruiting and personnel involvement in work. Technically organisational and psychological aspects of the adaptation of personnel.

10.	Staff teaching, training and development. Team building. Nature of career management and organisational solutions (models).
11.	Nature and role of personnel evaluation in company development Staff evaluation methods and organisational solutions.
12.	Creating a motivation system for the company Methods and tools to motivate human resources. Effective motivating criteria and role in enterprise development.

Study course schedule:

Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics

No.	Theme	Lectures (t.sk workshops, discussions) number of contact hours		
		full-time studies	part-time studies	part-time studies with e-learning elements*
253.	The essence and key concepts of human resources management The human resources role in enterprise development Interaction of interests in effective implementation of human resources management. Human resources specialist roles and competencies.	4	2	1
254.	Organisational solutions (models) for Human resources management and basic functions in the company. The importance of labour legislation in the implementation of human resources management function	4	2	1
255.	The nature of the effectiveness of human resources management, its analytical capacity, quantitative and qualitative indicators. Audit of human resources management	4	2	1
256.	The evolution of human resources management, development phases, transformation of approaches. Major authors and research in the field of human resources management	4	2	1
257.	The nature and methods of human resources planning Personnel turnover.	4	2	1

Study course schedule:				
<i>Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics</i>				
No.	Theme	Lectures (t.sk workshops, discussions) number of contact hours		
		full-time studies	part-time studies	part-time studies with e-learning elements*
258.	Nature and methods of work analysis. Development and updating of job descriptions and requirement profiles. The relationship between work analysis and recruitment, training and evaluation of the personnel.	4	2	1
259.	Search opportunities of the employees in the labour market. Personnel categories and occupational classification.	4	2	1
260.	The recruitment process and the possibilities for its organisation. Personnel selection methods and instruments. Evaluating the results of the recruitment.	4	2	1
261.	Recruiting and personnel involvement in work. Technically, organisational and psychological aspects of the adaptation of personnel.	4	2	1
262.	Staff teaching, training and development. Team building. Nature of career management and organisational solutions (models).	4	2	1
263.	Nature and role of personnel evaluation in company development. Staff evaluation methods and organisational solutions.	4	2	1
264.	Creating a motivation system for the company. Methods and tools to motivate human resources. Effective motivating criteria and role in enterprise development.	4	2	1
Total:		48	24	12

Description of the independent tasks:		
Study form	Type of independent assignment	Type of control
<i>Full-time studies</i>	1) theoretical analysis of the HRM functions 2) Auditing of the functions of HRM for one real case, following predefined parameters 3) Summary of two publications on the activities in HRM	Submitting a task in a written form Presentation, discussion Presentation, discussion
	Compulsory reading: 1) Source 1. (Part 1, pp.6 - 22, part 3, pp.36 - 48, part 4, pp.50 – 58, parts 8 - 18, pp.95 -222). 2) Source 2 (full), 3) Source 3. (part 2, pp. 37 - 74; part 7, pp. 236 - 276; part 13, pp. 407 – 457)	
<i>Part-Time Studies</i>	1) theoretical analysis of the HRM functions 2) Auditing of the functions of HRM for one real case, following predefined parameters 3) Summary of two publications on the activities in HRM	Submitting a task in a written form Presentation, discussion Presentation, discussion
	Compulsory reading: 1) Source 1. (Part 1, pp.6 - 22, part 3, pp.36 - 48, part 4, pp.50 – 58, parts 8 - 18, pp.95 -222). 2) Source 2. (Part 3, pp. 295 - 439) 3) Source 3. (part 2, pp. 37 - 74; part 7, pp. 236 - 276; part 13, pp. 407 – 457)	
<i>Part-time studies with e-learning elements</i>	1) theoretical analysis of the HRM functions 2) Auditing of the functions of HRM for one real case, following predefined parameters 3) Summary of two publications on the activities in HRM	Submitting a task in a written form Presentation, discussion Presentation, discussion
	Compulsory reading: 1) Source 1. (Part 1, pp.6 - 22, part 3, pp.36 - 48, part 4, pp.50 – 58, parts 8 - 18, pp.95 -222). 2) Source 2. (Part 3, pp. 295 - 439) 3) Source 3. (part 2, pp. 37 - 74; part 7, pp. 236 - 276; part 13, pp. 407 – 457)	

Study course organisation and the volume of the course:							
Study form	Contact hours				Independent work hours	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
	Lecture hours (incl. seminars, discussion)	Consultations, guest lectures, conferences, study tours, applied games, etc.	Final Test (exam, test, defence)	Total			
<i>Full-time</i>	48	8	4	64	64	32	160
<i>Part-time</i>	24	18	6	48	64	48	160
<i>Part-time studies with e-learning elements</i>	12	16	4	32	64	64	160

Course acquisition requirements and evaluation of results:

For **full-time students** the requirements are to complete successfully and fully 3 classroom works, 3 independent works, take part in two seminars with presentations, attend a minimum of 50% of lectures, successfully pass an exam. The final assessment in the course of study is the arithmetic mean of the assessments of classroom works, independent works, and the exam.

For **part-time students** the requirements are to complete successfully and fully 3 classroom works, take part in two seminars with presentations, attend a minimum of 50% of lectures, successfully pass an exam. *The final assessment in the course of study is the arithmetic mean of the assessments of classroom works, independent works, and the exam.*

No.	Learning outcomes	Evaluation method	Evaluation criteria			
			Minimal level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	With distinction (from 95% to 100%)
1.	Knows key principles and functions of human resources management	Discussion, classroom work, independent work, exam test	Knows carelessly key principles and functions of human resources management	Knows key principles and functions of human resources management in general	Knows key principles and functions of human resources management, can comment on them independently and critically evaluate them	Knows deeply key principles and functions of human resources management, understands their interconnections
2.	Knows the power of management efficiency of human resources management	Discussion, an independent work presentation	Aware of the possibilities for individual HR management efficiency, partially understands their restrictions	Knows the power of management efficiency of human resources management and its restrictions	Good knowledge of the possibilities for determining the effectiveness of human resource management, is able to assess their use in practice	Knows the potential of a diversified human resource management by identifying their specificities
3.	Can find information on topical research in the field of human resources management	Independent work	Can find information on topical research in human resources management, with insufficient evaluation of the range of available information	Can find information on topical research in the field of human resources management	Can find information on topical research in the field of human resources management, exploring and evaluating several sources	Knows how to find information on topical research in human resources management, with sufficient evaluation of the range of available information
4.	Can analyse the performance of various human resource management functions in the company	Independent task, discussion	Can carelessly analyse the performance of various human resource management functions in the company	Can analyse the performance of various human resource management functions in the company, but it is difficult to formulate conclusions	Can analyse the performance of various human resource management functions in the company, formulate reasoned conclusions	Can analyse the implementation of human resources management functions through a variety of methods by formulating conclusions on the causes and consequences
5.	Able to choose the human resources	Classroom work,	Able to choose the human	Able to choose the	Able to choose the human	Able to make a creative choice

	selection, evaluation, motivation and training methods for the company's needs	seminar, discussion	resources selection, evaluation, motivation and training methods without going into relevance to the company's needs	human resources selection, evaluation, motivation and training methods in part according to the company's needs	resources selection, evaluation, motivation and training methods according to the company's needs	and justify the human resources selection, evaluation, motivation and training methods according to the company's needs
6.	Can identify problems in human resource management independently	Independent task, discussion	Carelessly identifies the problem of human resource management, without going into an analysis of reasons	Can identify problems in human resource management independently , partly explaining their reasons	Can identify problems in human resource management independently, partly explaining their reasons and ways of resolving them	Can identify problems in human resource management independently, explaining their reasons and ways of resolving them
7.	Can develop solutions of identified problems both independently and in a team	Classroom work, seminar, discussion	Partially justified solutions are developed to address the identified problems, insufficiently analysing their effectiveness	Able to develop semi-reasoned solutions to solve the company's human resource management problems	Able to develop reasoned solutions to solve the company's human resource management problems	Is able to build justified and detailed solutions to address human resource management problems, both independently and in a team
8.	Is capable of arguing about the current events of the company's human resources management, understanding its connection with the company's performance	Seminar, discussion	Is capable of arguing about the current events of the company's human resources management, poorly understanding their connection with the company's performance	Is capable of arguing about the current events of the company's human resources management, understanding their connection with the company's performance	Is capable of arguing about the current events of the company's human resources management, understanding its connection with the company's performance	Is capable of arguing about the current events of the company's human resources management, deeply understanding its connection with the company's performance and offering measures for its development

Literature and other sources of information:

Compulsory literature and other sources of information

1. Armstrong, M. (2011). Armstrong's handbook of strategic human resource management. Kogan Page Publishers.
2. Jones, G. R. (2013). Organizational theory, design, and change. Upper Saddle River, NJ: Pearson
3. Rees, G., & Smith, P. (Eds.). (2017). Strategic human resource management: An international perspective. Sage.

Recommended literature

1. Clegg, S. R., Kornberger, M., & Pitsis, T. (2015). Managing and organizations: An introduction to theory and practice. Sage.

2.	Dombrovska, L.R. (2009) Cilvēkresursu kapitāla vadība: teorija un prakse. Rīga, Zvaigzne ABC.
3.	Dubkevičs, L. (2011) Līderība vadīšanā. Rīga, RaKa.
4.	Ešenvalde, I. (2008). Personāla vadības mūsdienu metodes. Rīga: Merkūrijs LAT, 349.
5.	Gill, R. (2011). Theory and practice of leadership. Sage.
6.	Gosling, J., Sutherland, I., & Jones, S. (2012). Key concepts in leadership. Sage.
7.	Handbook of organizations (2015) Ed. March J., London, Routledge.
8.	Peiseniece, L. (2011). Cilvēkresursu vadīšanas novērtēšanas metodes un to pilnveidošanas virzieni Latvijas lielajos uzņēmumos.
9.	Vorončuka, I. (2009). Personāla vadība. Rīga: Latvijas Universitāte, 400.
10.	Zīlīte, L. (2013) Personāla vadība un socionika. Rīga, Turība.
<i>Other sources of information</i>	
1.	EBSCO HOST data base
2.	RESEARCHGATE data base
3.	Springer data base
4.	Google Scholar data base

Intellectual property rights

Author/s of the course:	
Mg.iur., Assistant Professor Inese Stankeviča	
Credit points (Latvian):	ECTS credits:
4	6
Final evaluation form:	
Examination	
Study course prerequisites:	
Commercial law	
Study course aim:	
To provide basic understanding in the area of intellectual property rights protection.	
Study course learning outcomes (knowledge, skills, competences):	
<ol style="list-style-type: none"> 1. Know the basic concepts in the area of intellectual property rights protection. 2. Understand the difference between industrial property and copyright. 3. Able to discuss the subject, express and support their opinion and present it. 4. Able to extract and analyze information necessary for the projects. 	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	The protection of intellectual property – an introduction.
2.	The protection of intellectual property – an introduction.
3.	Trademarks, an introduction.
4.	Trademarks, an introduction.
5.	Copyright. Protected work, unprotected work, copyright owners.
6.	Copyright. Author's personal and proprietary rights, the essence of exception rights.
7.	The rights of work use. Copyright restrictions.
8.	Rights related to copyright. Collective management organizations of proprietary rights.
9.	Seminar – how do I observe on a daily basis the intellectual property rights and protected objects.
10.	Copyright and tattoos. Copyright and graffiti.
11.	Quiz.

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements*
265.	The protection of intellectual property – an introduction.	8	4	2
266.	Trademarks, an introduction.	8	4	2
267.	Copyright. Author's personal and proprietary rights, the essence of exemption.	8	4	2
268.	The rights of work use. Copyright restrictions.	8	4	2

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements*
269.	Rights related to copyright. Collective management organizations of proprietary rights.	8	8	2
270.	Seminars.	8	8	2
Total:		48	24	12

Independent work description:		
Study form	Type of independent work	Form of control
<i>Full-time studies, part-time studies, part-time studies with e-learning elements</i>	1. How do I observe the intellectual property in everyday life? Is intellectual property and its protection important and should it be protected?	Independent work, discussion.
	2. How a trade mark can be protected unlike a copyrighted work?	Independent home work.
	3. Laws and regulations include different terminology with regard to the intellectual property area. Perform a law and regulation analysis and a summary of these terms, as well as add your own recommendations.	Independent work or group work, 2-3 students.
	4. How do companies can safeguard and protect their intellectual property – trademarks, patents, copyright, computer programs? Conduct research on a company, by showing and analyzing the existing and potential IP property protection. Pay attention to whether what could be protected in the company is indeed protected or is not. If not, what are the reasons (not the knowledge in order to do this, inadequate law and regulation framework, etc.).	Presentation, report. Group work.

Structure of the study course:							
Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material watching/listening	Total hours of the course
	Lecture contact hours (including seminars, discussions)	Consultations, guest lectures, conferences, field trips, business games, etc.	Final evaluation (exam, test, defense)	Total			
<i>Full-time</i>	48	12	4	64	64	32	160
<i>Part-time</i>	24	18	6	48	64	48	160

<i>Part-time studies with e-learning elements</i>	12	16	4	32	64	64	160
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Evaluation of the study course learning outcomes:

Students successfully complete all independent work assignments and pass the exam. The final grade for the course is the mean of combined average grades for the independent work assignments and the exam.

No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (10) (from 95% to 100%)
1.	Know the basic concepts in the area of intellectual property rights protection.	Examination Independent work	Understand the essence of the basic terms	Understand the nature of intellectual property rights, but it is difficult to distinguish types of intel. property rights	Understand the nature of intellectual property rights and are able to forcefully tell you about each of the types of rights, give examples	Understand the nature of intellectual property rights on such a level that are able to explain it to others and to participate in discussions with arguments
2.	Understand the difference between industrial property and copyright.	Examination Independent work	Able to understand the differences between copyright and industrial property, but sometimes, however, comparisons are incorrect	Able to understand the differences between copyright and industrial property, but may have difficulty with the application of the knowledge in practice	Able to understand the differences between copyright and industrial property	Able to understand the differences between copyright and industrial property, as well as explain the differences and provide examples
3.	Able to extract and analyze information necessary for the projects.	Examination Independent work Presentation	Know and understand, where and how to find information and seek further legal assistance, but	Know and understand, where and how to find information and seek further legal assistance,	Know and understand, where and how to find information and seek further legal assistance, able to interpret	Know and understand, where and how to find information and seek further legal assistance,

			sometimes these skills are used incorrectly	however, interpret the results with difficulty	and understand the suggested results	evaluate offers, as well as, if necessary, to make additions to and improve them
4.	Able to discuss the subject, express and support their opinion and present it.	Group work Presentation Discussion	Able to discuss only the basic questions about intellectual property rights	Able to discuss only the basic questions about intellectual property rights, but it is difficult to find supporting information (arguments)	Able to provide arguments to discuss the main issues in the area of intellectual property rights	Able to provide arguments to discuss the basic issues in the area of intellectual property rights, make suggestions for solving problems

Literature and other sources of information:	
<i>Mandatory literature and information sources</i>	
1.	Autortiesību likums. Electronic resource [viewed on 25.09.2019]. Available: https://likumi.lv/doc.php?id=5138
2.	Autortiesību kolektīvā pārvaldījuma likums. Electronic resource [viewed on 25.09.2019]. Available: https://likumi.lv/doc.php?id=291146
3.	Karapapa, S., McDonagh, L., Norman, H. (2019). Intellectual Property Law. Oxford University Press.
4.	Likums par preču zīmēm un ģeogrāfiskās izcelsmes norādēm. Electronic resource [viewed on 25.09.2019]. Available: https://likumi.lv/doc.php?id=18863
5.	Rome Convention for the Protection of Performers, Producers of Phonograms and Broadcasting Organisations. Electronic source [25.09.2019.]. Available at: https://www.wipo.int/treaties/en/ip/rome/
6.	Patentu likums. Electronic resource [viewed on 25.09.2019]. Available: https://likumi.lv/doc.php?id=153574
7.	Ward, M. (2019). Straightforward Guide To Intellectual Property And The Law. Straightforward Publishing.
<i>Further reading</i>	
1.	Autortiesības. Rokasgrāmata. (1997). Sorosa fonds Latvija, Izdevniecība AGB, Rīga.
2.	Bernes konvencija par literatūras un mākslas darbu aizsardzību. Electronic resource [viewed on 25.09.2019]. Available: https://likumi.lv/ta/lv/starptautiskie-ligumi/id/5
3.	Ovena, L. (2017). Literāro darbu autortiesības un licencēšana, Zvaigzne ABC, Rīga.
4.	Osborn, L.S. (2019). 3D Printing and Intellectual Property. Cambridge University Press.
5.	Rozenfelds, J. <i>Intelektuālais īpašums</i> . Zvaigzne ABC, Rīga.
6.	Pētersone, Z. (2013). Intelektuālā īpašuma civiltiesiskās aizsardzības līdzekļi. Tiesu namu aģentūra, Rīga.
<i>Other sources of information</i>	
1.	World Intellectual Property Organization: www.wipo.int

INTELLECTUAL PROPERTY RIGHTS PROTECTION

Author/-s of the study course:	
Assist.professor, Mg.iur. Inese Stankeviča	
Credits (Latvian):	ECTS:
4	6
Final evaluation form:	
Exam	
Study course prerequisites:	
Study course aim:	
To provide knowledge of intellectual property protection law.	
Study course learning outcomes (Knowledge, Skills, Competencies):	
<p>1. 1. To approve research and writing skills.</p> <p>2. To develop student's ability to collect, compile and analyse the information required for the project.</p> <p>3. To find and understand differences between industrial property and copyright.</p> <p>4. To develop student's practical skills in use of IP objects.</p> <p>5. To develop student's ability to argue and present their views.</p>	
Study course thematic plan:	
1.	Intellectual property - introduction.
2.	Intellectual property - introduction.
3.	Trade marks, introduction.
4.	Trade marks.
5.	Copyright. Protected works, unprotected works, subjects of copyright.
6.	Copyright. Author's personal (moral) rights un economic rights.
7.	Right's of use of a work. Restrictions.
8.	Neighboring rights. Collective management organisations.
9.	Seminar - individual work.
10.	Seminar- tangible and intangible assets
11.	Seminar – tasks given during the seminar, discussion on copyright protection

Study course calendar plan:

No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e - learning elements
271.	Introduction in intellectual property.	8		
272.	Trademarks, introduction.	8		
273.	Copyright. Author's personal (moral) rights un economic rights.	8		
274.	Copyright. Protected works, unprotected works, subjects of copyright.	8		
275.	Neighboring rights. Collective management organizations.	8		
276.	Seminars	8		
	Total:	48		

Independent work description:

Study form	Type of independent work	Form of control
full-time studies	<ol style="list-style-type: none"> 1. How do I meet with IP in my everyday life? Is IP and it's protection important and shall it be protected? 2. How can a trade mark be protected in difference from a copyright protected work? 3. There is a different terminology in the legal acts regarding IP terms. An analyses shall be carried out and suggestions given. 4. How can enterprises protect their intel.property – trademarks, patents, copyright, computer programs? An analyses of an enterprise shall be carried out, taking into consideration the protected IP objects as well as indicating what else could be protected as well as what are the reasons that IP objects are not protected – no knowledge, no resources, etc. 	<p>Individual home work, discussion.</p> <p>Individual home work, discussion.</p> <p>Individual home work or work in groups 2 – 3 students.</p>
	Obligatory reading: norādīt avotus, kuri nepieciešami darbu izpildei (no saraksta)	Presentation, work in groups.

Structure of the study course:

Study form	Contact hours			

	Lecture contact hours (incl. seminars, discussions etc.)	Consultations, guest lectures, conferences, study visits, workshops, business games and simulations etc.	Final evaluation in the course	Total	<i>Individual work (hours)</i>	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
full-time studies	48	12	4	64	64	32	160

The evaluation of the study course learning outcomes:

Kā veidojas gala vērtējums

No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1.	To know and understand the basic principles of intellectual property law	exam	Has a knowledge of basic terms	Understands the essence of intellectual property rights, but has difficulty distinguishing intel. Types of property rights	Understands the essence of intellectual property rights and is able to give reasoned examples of each type of right, giving examples	Understand the essence of intellectual property rights at a level that can explain it to others and participate in arguments in discussions
2.	To see the difference between copyright and industrial property	exam	Is able to understand the differences between copyright and industrial property, but sometimes comparisons are incorrect	Able to understand the differences between copyright and industrial property, but may have difficulty in applying this	Able to understand the differences between copyright and industrial property	Able to understand the differences between copyright and industrial property as well as explain

				knowledge in practice		differences and give examples
3.	To know and understand where to seek information and when to look for further legal guidance if necessary	exam	Knows and understands where and how to look for information and seek further legal assistance, but sometimes these skills are misused	Knows and understands where and how to look for information and seek further legal assistance, but there are difficulties in interpreting the results	Knows and understands where and how to look for information and seek further legal assistance, can interpret and understand the proposed results	Knows and understands where and how to search for information and seek further legal assistance, evaluate given offers, and if necessary, supplement and improve them
4.	Ability to present theoretical and practical answers to different questions in IP field.	Work in groups. Presentation. Discussion	Can only discuss basic issues in the field of intellectual property rights	Can only discuss basic issues in the field of intellectual property rights, but has difficulty finding arguments	Able to reasonably discuss basic issues in the field of intellectual property rights	Is able to reasonably discuss basic issues in the field of intellectual property rights, to make proposals for solving problems
...						

Literature and information sources:

Compulsory literature and information sources

1.	Grudulis Māris, Ievads autortiesībās, Latvijas Vēstnesis, 2006
2.	Rozenfelds, Jānis, Intelektuālais īpašums, Zvaigzne ABC,
<i>Additional literature and information sources</i>	
1.	Autortiesības. Rokasgrāmata, Sorosa fonds Latvija, Izdevniecība AGB, Rīga 1997
2.	Pētersone Zane, Intelektuālā īpašuma civiltiesiskās aizsardzības līdzekļi, Tiesu namu aģentūra, 2013
3.	Ovena Linete, Literāro darbu autortiesības un licencēšana, Zvaigzne ABC, 2007
4.	Veikša Ingrīda, Kas ir autortiesības, Biznesa augstskola Turība, Rīga, 2007
<i>Other information sources</i>	

BUSINESS VALUE MANAGEMENT

Author/-s of the study course:	
Associate Professor, Dr.oec., Jelena Titko	
Credits (Latvian):	ECTS:
4	6
Final evaluation form:	
Exam	
Study course prerequisites:	
Corporate Finance Management	
Study course aim:	
To provide students with knowledge, skills and competences in the field of business value management.	
Study course learning outcomes (Knowledge, Skills, Competencies):	
<ol style="list-style-type: none"> 1. Understands the core of the value-related concepts. 2. Understands the principles of valuation fundamental approaches. 3. Is able to apply valuation techniques to perform business valuation. 4. Is able to determine cost of capital. 5. Is able to discuss value-related issues in well-argued manner. 	
Study course thematic plan:	
1	Concept of Value and Value-based management (VBM)
2	Valuation process: principles, stages, main approaches
3	Techniques within the Asset approach to business valuation
4	Techniques within the Income approach to business valuation
5	Techniques within the Market approach to business valuation
6	Cost of capital
7	Value creation

Study course calendar plan:				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements
277.	Concept of Value and Value-based Management (VBM)	4		
278.	Valuation process: principles, stages, main approaches	4		

Study course calendar plan:				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements
279.	Techniques within the Asset approach to business valuation <ul style="list-style-type: none"> • Net Adjusted Asset method • Other Asset approach methods 	8		
280.	Techniques within the Income approach to business valuation <ul style="list-style-type: none"> • Discounted Cash Flow (DCF) method • Capitalization of income method 	8		
281.	Techniques within the Market approach to business valuation <ul style="list-style-type: none"> • Guideline public company method • Guideline company transactions method 	8		
282.	Cost of capital <ul style="list-style-type: none"> • Cost of equity • Cost of debt 	8		
283.	Value creation <ul style="list-style-type: none"> • Value metrics • Value creation models • Value drivers 	8		
	Total:	48		

Independent work description:			
Study form	Type of independent work	Form of control	
full-time studies	1. Content analysis of the value- related text information Compulsory literature: At least 10 scientific papers available in EBSCO data basis devoted to the value-related issues	Individual home task	
	2. Cost of equity calculation, applying Capital Asset Pricing Model (CAPM) Compulsory literature: No. 4 Additional literature: No. 3 Other information sources: No. 1	Individual home task	
	3. Cost of capital calculation, applying build-up approach Compulsory literature: No. 6	Presentation In-class reporting	
	4. Investigation of value drivers in the selected industry/field; Creating Balanced Scorecard	Group work Presentation	

	Compulsory literature: No. 1 Additional literature: No. 1, No. 2, No. 4, No. 5	In-class reporting
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Structure of the study course:

Study form	Contact hours				Individual work (hours)	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
	Lecture contact hours (incl. seminars, discussions etc.)	Consultations, guest lectures, conferences, study visits, workshops, business games and simulations etc.	Final evaluation in the course	Total			
full-time studies	48	12	4	64	64	32	160

The evaluation of the study course learning outcomes:

No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1	Understands the core of the value-related concepts	Tests Exam	Understands the meaning of basic terms	Understands the value-related concepts, but has some difficulties to discuss about	Understands the core of the concepts and is able to discuss about in a well-argued manner	Understands the value-related concepts at the level to be able to explain them to others
2	Understands the principles of valuation fundamental approaches	Tests Exam	Understands the basic principles	Understands the principles, but has some difficulties to discuss about	Understands the principles and is able to discuss about in a well-argued manner	Understands the principles of valuation fundamentals at the level to be able to explain them to others
3	Is able to apply valuation techniques to perform business valuation	Tests Exam	Is able to apply basic valuation techniques, but sometimes has difficulties to apply them properly	Is able to apply valuation techniques, but has some difficulties to interpret the results	Is able to apply various valuation techniques and interpret the results	Is able to apply various valuation techniques, interpret the results and suggest application improvements
4	Is able to determine cost of capital	Tests Exam	Is able to apply basic techniques to determine cost of capital, but sometimes has	Is able to apply various techniques to determine cost of capital, but has some difficulties	Is able to apply various techniques to determine cost of capital and	Is able to apply various techniques to determine cost of capital, interpret the results and suggest

			difficulties to apply them properly	to interpret the results	interpret the results	application improvements
5	Is able to discuss value-related issues in well-argued manner	Group work Presentation Discussion	Is able to discuss only basic value-related issues	Is able to discuss value-related issues, but has some difficulties to find arguments	Is able to discuss value-related issues in well-argued manner	Is able to discuss value-related issues and suggest to solve problems

Literature and information sources:

Compulsory literature and information sources

- 1 Koller, T., Goedhart, M. & Wessels, D. (2015). *Measuring and Managing the Value of Companies*. 6th ed. Hoboken, New Jersey: John Wiley & Sons, Inc.
- 2 Koller, T., Goedhart, M. & Wessels, D. (2015). *Step-by-Step Exercises and Tests to Help You Master Valuation*. Hoboken, New Jersey: John Wiley & Sons, Inc.
- 3 Atrill, P. (2017). *Financial management for decision makers*. 8th ed. London: Pearson Education.
- 4 Anderson, P.L. (2012). *The Economics of Business Valuation*. Stanford: Stanford University Press.
- 5 Titko, J. & Lace, N. (2013). Bank Value Measurement Based on Fundamental Analysis. In International Conference on Management Innovation and Business Innovation (ICMIBI 2013), Singapore, April 21-22, 2013. Conference proceedings, 467-472.
- 6 Titko, J. & Lace, N. (2012). Cost of Equity for Bank Valuation: Empirical Study in Latvian Banking Sector. In International Conference "Trends in Economics and Management for the 21st Century", Brno, September 20-22, 2012. Conference proceedings, 10 p.

Additional literature and information sources

- 1 Titko, J. & Shina, I. (2017). Non-Financial Value Drivers: Case of Latvian Banks. *Procedia Engineering*, 178C, 192-199.
- 2 Bistrova, J., Titko, J. & Lace, N. (2014). Sustainable Shareholder Value: Analysis of Value Drivers. *Economics and Management*, 19(2), 129-139.
- 3 Brigham, E.F. & Houston, J.F. (2013). *Fundamentals of Financial Management*. 3rd ed. South-Western Cengage Learning.
- 4 Witcher, B.J. & Chau, V.S. (2014). *Strategic Management: Principles and Practice*. Hampshire: Cengage Learning.
- 5 Ashton, R.H. (2007). Value-Creation Models for Value-Based Management: Review, Analysis, and Research Directions. *Advances in Management Accounting*, 16, 1-62.

Other information sources

- 1 Damodaran, A. (2019). Damodaran Online. [viewed 25.01.2019]. Available: <http://pages.stern.nyu.edu/~adamodar/>
- 2 Rigby, D.K. (2017). *Management Tools 2017: An Executive Guide*. [viewed 24.01.2019]. Available: https://www.bain.com/contentassets/109d90597d774549850226aaa67e249e/bain_book_management_tools_2017.pdf
- 3 Latvia's Most Valuable Enterprises (2018). [viewed 25.01.2019]. Available from <http://www.top101.lv>

Corporate Financial Management

Author/-s of the study course:			
Dr.oec. Vita Zarina			
Credits (Latvian):		ECTS:	
4		6	
Final evaluation form:			
Exam			
Study course prerequisites:			
Microeconomic, Accounting, Entrepreneurship			
Study course aim:			
To provide students with the knowledge, skills and competences required in corporate financial management			
Study course learning outcomes (Knowledge, Skills, Competencies):			
<ol style="list-style-type: none"> 1. Define the types of costs and their impact on the performance 2. Be able to calculate the cost and price of a product / service 3. Be able to analyze financial information of the company for evaluating business performance 4. Be able to Prepare company budget 5. Be able to argue to present your point 			
Study course thematic plan:			
1.	Revenues, costs, its types, impact on performance		
2.	Cost calculation methods, cost price calculations		
3.	Financial statements, structure, information		
4.	Financial ratios , structure, information		
5.	Investments, repayment periods, methods		
6.	Budget of the company, structure, way of compilation		

Study course calendar plan:				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e - learning elements
284.	Revenues, costs, types, impact on performance	6	3	1
285.	Cost calculation methods, cost price calculations	6	3	2

Study course calendar plan:

No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e - learning elements
286.	Financial statements, structure, information	4	2	1
287.	Financial ratios , structure, information	12	6	3
288.	Investments, repayment periods, methods	8	4	2
289.	Budget of the company, structure, way of compilation	12	6	3
	Total:	48	24	12

Independent work description:

Study form	Type of independent work	Form of control
full-time studies	Preparing an investment project by calculating the payback period with at least three methods to justify your choice and choose one of the most appropriate for a particular project. Estimation of the business activity of a particular company by calculating the financial ratios, explaining them	Presentation 2 tests seminar
	Reading: To study three sources from the list of compulsory sources, 1st and 3rd additional literature Independently read material about evaluation of investment projects and preparation of budget	
part-time studies	Preparing an investment project by calculating the payback period with at least three methods to justify your choice and choose one of the most appropriate for a particular project. Estimation of the business activity of a particular company by calculating the financial ratios, explaining them	Presentation 2 tests seminar

	<p>Reading: To study three sources from the list of compulsory sources, 1st and 3rd additional literature</p> <p>Independently read material about evaluation of investment projects and preparation of budget</p>	
part-time studies with e-learning elements	<p>Preparing an investment project by calculating the payback period with at least three methods to justify your choice and choose one of the most appropriate for a particular project. Estimation of the business activity of a particular company by calculating the financial ratios, explaining them</p>	<p>Presentation</p> <p>2 tests</p>
	<p>Reading: To study three sources from the list of compulsory sources, 1st and 3rd additional literature</p> <p>Independently read material about evaluation of investment projects and preparation of budget</p>	

Structure of the study course:

Study form	Contact hours				Individual work (hours)	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
	Lecture contact hours (incl. seminars, discussions etc.)	Consultations, guest lectures, conferences, study visits, workshops, business games and simulations etc.	Final evaluation in the course	Total			
full-time studies	52	8	4	64	64	32	160
part-time studies	24	8	4	36	64	60	160
part-time studies with e-learning elements	12	16	4	32	64	64	120

The evaluation of the study course learning outcomes: The final assessment of the study course for full-time students consists of successfully passed 2 tests, presented budget, participation in the seminar and successfully passed the exam. Final assessment is formed by: 30% assessment of tests, 40% evaluation of the budget; 10% participation in the seminar; 20% exam evaluation.

The final evaluation of the study course for part-time students consists of successfully completed independent work - a budget, a successfully passed test and a successfully passed exam. Final assessment is formed by: 30% assessment of tests, 40% evaluation of the business plan developed during the semester; 10% participation in the seminar; 20% exam evaluation.

No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1.	Define the types of costs and their impact on the performance	test	Understand cost structure	Has good understanding of the cost structure, is able to justify mainly impact on performance	Good understanding of the cost structure, can well justify the impact on performance	Very well understood cost structure, impact on performance
3.	Be able to calculate the cost and price of a product / service	test	Understands costing methodologies, able to name pricing methods	Good understanding of costing methods, the ability to choose the most suitable, is able to name the pricing methods	Good understanding of costing methods, ability to choose the most suitable and apply in the calculation of cost, well able to offer pricing methods, choose the most appropriate	Understands the cost-costing methods very well, they are able to choose the most suitable and apply in the cost calculation, are very well able to offer pricing methods, choose the most appropriate
3.	Be able to analyze financial information of the company for evaluating business performance	test	Knows the main types of financial ratios and can calculate them	Knows the main types of financial ratios and can calculate them and explain the result	Knows most of the financial ratios to be acquired in the study course, can calculate them and explain the result	Know most of the financial ratios you can learn in the study course, can calculate them and explain the result, the impact on the company's overall performance
4.	Be able to Prepare a budget for the company	Presentation discusion	Are able to prepare at least the main components budget	Is able to prepare the main components of the budget, understands the flow of information in them	Able to prepare a full company budget plan, can explain, can work independently or in the team work	Perfectly able to prepare a full company budget, all budget components are properly prepared and properly calculated, is able to work

						independently and in a group
5.	Be able to argue to present your point	presentation	Company budget prepared and presented, able to tell about the calculations made, is able to answer at least the most important issues	Company budget prepared and presented, able to tell about the research done and calculations, is mostly able to answer questions	Well-prepared and presented company budget, able to tell about the research done and calculations, well answered questions	Well-grounded and well-presented presentation of the prepared company budget, free to tell about the researches and calculations carried out, comprehensive answers to questions

Literature and information sources:

Compulsory literature and information sources

1. *Shefrin H.* , Behavioral corporate finance , McGraw-Hill Education, 2017 (300 lpp.)
2. *Terence C.M.* , Corporate Finance , Routledge, London and New York, 2018 (137 pp)
3. *Drury C.* , Management and Cost Accounting , Cengage , 2018 (842 lpp)
4. *Atrill P.* , Financial Management for Decision Makers, Pearson, 2017 (655 p.)

Additional literature and information sources

1. *Jones C.* , Investments :principles and concepts, Wiley, Hoboken, N.J., 2010 (608 pp)
2. *Bittlestone R.*, Financial management for business :cracking the hidden code , Cambridge University Press, 2010 (201 pp.)
3. *Houston, Joel F.* , Fundamentals of financial management :study guide , South-Western Cengage Learning, 2013 (422 pp.)
4. *Eun C.,Resnick B.* , International financial management , McGraw-Hill/Irwin, 2007 (536 pp.)
5. *Arnold G.*, Corporate financial management, Financial Times Prentice Hall, 2008 (996 lpp.)

Other information sources

1. Budget, sources: <https://www.entrepreneur.com/article/247574> [used 28.11.2018]
2. Costs, cost behavior, source: <https://www.investopedia.com/terms/v/variablecost.asp> [used 28.11.2018]
3. Costs behavior, source: <https://www.accountingcoach.com/blog/what-is-cost-behavior> [used 28.11.2018]
4. Capital budgeting, source: <https://www.investopedia.com/terms/c/capitalbudgeting.asp> [used 28.11.2018]

START-UPS MANAGEMENT

Author/-s of the study course:	
Associate professor, Dr.oec., Anna Svirina	
Credits (Latvian):	ECTS:
4	6
Final evaluation form:	
Exam	
Study course prerequisites:	
Circular economy, Social entrepreneurship, Design thinking	
Study course aim:	
To provide students with knowledge, skills and competences to create entrepreneurial idea and ensure development of their own business	
Study course learning outcomes (Knowledge, Skills, Competencies):	
<ol style="list-style-type: none"> 1. Understands the core issues regarding entrepreneurial skills and competence 2. Understands the principles of developing a new business and entrepreneurial idea 3. Is able to properly apply customer development method 4. Is able to properly apply minimum viable product development method 5. Is able to develop a sustainable entrepreneurship idea 6. Is able to develop a business plan outline 	
Study course thematic plan:	
1.	Introduction. Entrepreneurship and entrepreneurial skills.
2.	Entrepreneurial idea and startup team

3.	Minimum viable product
4.	Customer development methodology and market analysis
5.	Developing a plan for business: HADI cycles methodology
6.	Business planning
7.	Presenting entrepreneurial project

Study course calendar plan:				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements
1.	Introduction. Entrepreneurship and entrepreneurial skills	4		
2.	Entrepreneurial idea and startup team <ul style="list-style-type: none"> Entrepreneurial idea development Design thinking Entrepreneurial team 	4		
3.	Minimum viable project <ul style="list-style-type: none"> Core product features Alpha and beta testing of the product 	4		
4.	Customer development and market analysis <ul style="list-style-type: none"> Desktop market research Customer development methodology Problem interviews Focus groups 	8		
5.	Developing a plan for business: HADI cycles methodology <ul style="list-style-type: none"> Hypothesis development Metrics of the actions Action plan development Action plan implementation and analysis Action plan correction and iteration 	16		
6.	Business planning <ul style="list-style-type: none"> Business plan structure Calculating business plan 	8		
7.	Presenting entrepreneurial project	4		
	Total:	48		

Independent work description:

Study form	Type of independent work	Form of control
full-time studies	1. Product and team of the startup Compulsory literature: 1, 3	Individual home task
	2. Minimum viable product description Compulsory literature: No. 1 Additional literature: No. 1 Other information sources: No. 1	Individual home task
	3. Customer development interview Compulsory literature: No. 1 Additional literature: Robert Fitzpatrick. The Mom test Other information sources: No. 1	Individual home task
	4. Business plan development Compulsory literature: No. 1, No. 2	Individual home task or group work Presentation, In-class reporting Discussion

Structure of the study course:

Study form	Contact hours				Individual work (hours)	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
	Lecture contact hours (incl. seminars, discussions etc.)	Consultations, guest lectures, conferences, study visits, workshops, business games and simulations etc.	Final evaluation in the course	Total			
full-time studies	48	12	4	64	64	32	160

The evaluation of the study course learning outcomes:

In the framework of the study course, 4 individual tasks are to be completed, the developed project should be presented, and at least 20% of lectures must be attended and examination must be passed. The final assessment of the course of study was formed as an arithmetic mean of the assessment of independent works and exam.

No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1	Understands the core issues regarding entrepreneurial skills and competence	Discussion	Understands the key terms of entrepreneurship	Understands the role of key entrepreneurial skills and competences, but has some difficulties to discuss about	Understands the role of key entrepreneurial skills and competences, and is able to discuss about in a well-argued manner	Understands the role of key entrepreneurial skills and competences, at the level to be able to explain them to others
2	Understands the principles of developing a new business and	Discussion	Understands the basic principles of developing a new business and entrepreneurial idea	Understands the principles, but has difficulties to put them into practice	Understands the principles and is able to put them into practice	Understands the principles of developing a new business and entrepreneurial idea at the level to be

	entrepreneurial idea					able to explain them to others
3	Is able to properly apply customer development method	Discussion Exam	Is able to apply basic customer development techniques, but sometimes has difficulties to apply them properly	Is able to properly apply basic customer development methods, but has difficulty interpreting results	Is able to properly apply advanced customer development methods, but has difficulty interpreting results	Is able to properly apply advanced customer development methods, and interprets results properly
4	Is able to properly apply minimum viable product development method	Discussion Exam	Is able to apply basic minimum viable product development methods, but sometimes has difficulties to apply them properly	Is able to properly apply basic minimum viable product development methods	Is able to properly apply advanced minimum viable product development methods	Is able to properly apply minimum viable product development method and explain it to others
5	Is able to develop a sustainable entrepreneurship idea individually or in team	Presentation Discussion Exam	Is able to develop a set of standard hypothesis to develop business	Is able to develop a set of standard hypothesis to develop business, but has some difficulties to assess them	Is able to develop a set of hypothesis to develop business and to assess them	Is able to develop a set of hypothesis to develop business, assess them and present to others
6	Is able to develop a business plan outline	Presentation Discussion	Is able to develop a business plan outline, but has difficulties to structure it properly	Is able to develop a structured business plan, but has difficulties with some core elements	Is able to develop a qualitative well-structured business plan outline	Is able to develop a qualitative well-structured business plan outline and explain it to others in a well-argued manner

Literature and information sources:	
<i>Compulsory literature and information sources</i>	
1	Reis, E. 2011. <i>Lean Startup</i> .
2	Godin, S. (2020). <i>The Practice: Shipping Creative Work</i> . Penguin Random House LLC
3	Rafinejad, D. (2017). <i>Sustainable Product Innovation</i> . J.Ross Publishing
<i>Additional literature and information sources</i>	
1	Fitzpatrick, R. (2013). <i>The Mom test</i>
2	Kawasaki G. (2004). <i>The Art of the Start</i>
<i>Other information sources</i>	
1	Stanford Entrepreneurship Corner. https://ecorner.stanford.edu/
2	The Lean Startup Methodology. http://theleanstartup.com/principles

DESIGN THINKING

Author/-s of the study course:	
Dr.sc.admin. Iveta CīrulePhD Elīna Miķelsone	
Credits (Latvian):	ECTS:
4	6
Final evaluation form:	
Exam	
Study course prerequisites:	
-	
Study course aim:	
To provide students with knowledge, skills and competences in design thinking and innovation field,develop their skills to use design thinking tools and methodology in entrepreneurship to create newproducts and services or to improve existing products.	
Study course learning outcomes (Knowledge, Skills, Competencies):	
<ol style="list-style-type: none"> 1. Understands the concept and stages of design thinking 2. Understands the principles of design thinking 3. Is able to put into practice the theory of design thinking 4. Is able to apply design thinking digital tools 5. Is able to create and develop an idea, based on design thinking stages 	
Study course thematic plan:	
1.	Introduction “Basics of design thinking”
2.	Design thinking stage “Empathise”
3.	Design thinking stage “Define and go deeper”

4.	Design thinking stage “Ideate and create”
5.	Design thinking stage “Prototype and test”
6.	Design thinking stage “Implement”
7.	Design thinking stage “Communicate”

Study course calendar plan:				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements
1.	Introduction “Basics of design thinking” <ul style="list-style-type: none"> History and theory of design thinking Design thinking stages Application of design thinking 	4		
2.	Design thinking stage “Empathise” <ul style="list-style-type: none"> User identification, user profile Context cards Research tools, observation methods, interview methods Introduction to the method “design probes” 	8		
3.	Design thinking stage “Define and go deeper” <ul style="list-style-type: none"> SWOT analysis in the context of product or service Creation and visualisation of user scenario for own product/service Formulation of the statement Creation of target group for conducting a survey Mapping of stakeholders and eco-systems 	8		
4.	Design thinking stage “Ideate and create” <ul style="list-style-type: none"> Brainstorming method and its effective application Role playing as an ideation technique Selection of ideas and testing Feedback getting technique Idea management as a tool in the innovation process 	8		
5.	Design thinking stage “Prototype and test” <ul style="list-style-type: none"> Fast prototyping as a method, its goal Introduction to prototyping, its different methods and stages Prototyping with co-operation engagement Experience prototyping Testing method “test by standing in someone’s shoes” Different testing methods of prototypes Methods analysis of the prototype testing results Skills to accept and use criticism 	8		
6.	Design thinking stage “Implement” <ul style="list-style-type: none"> Pilot project development Plan development Team creation to implement the solution Project communication, encouraging of mutual understanding Saving of modifications, adaptation solutions with a feedback 	6		

Study course calendar plan:				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements
7.	Design thinking stage “Communicate” <ul style="list-style-type: none"> • Communication role in the process of design thinking • Learning of positive reaction on critics, application of critics in design thinking • Basics of presentation technique • Creation of own company’s story and story-telling pre-requisites 	6		
	Total:	48		

Independent work description:		
Study form	Type of independent work	Form of control
full-time studies	1. Defining own idea Compulsory literature: 2.	Individual work
	2. Research work / essay on design thinking-related topic Compulsory literature: At least 5 scientific papers available in EBSCOdata basis, devoted to design thinking issues	Individual research work
	3. Analysis and presentation of international design thinking case studies Compulsory literature: 2.	Individual work Presentation
	4. Observation of the development of own idea, based on design thinking stages. Students consequently develop the idea, adapting the experience acquired during the classes, creativity and digital tools. Compulsory literature: 2. Additional literature: 1, 2.	Exam

Structure of the study course:							
Study form	Contact hours				Individual work (hours)	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
	Lecture contact hours (incl. seminars, discussions etc.)	Consultations, guest lectures, conferences, study visits, workshops, business games and simulations etc.	Final evaluation in the course	Total			
full-time studies	48	12	4	64	64	32	160

The evaluation of the study course learning outcomes:

In the framework of the study course, 2 independent works must be successfully completed (30% of the assessment), 1 seminar must be attended (10% of the assessment), at least 70% of lectures must be attended (10% of the assessment), and examination must be passed (50% of the assessment). The final assessment of the course is formed as an arithmetic mean of the weighted assessment grades.

No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1	Understands the concept and stages of design thinking	Test Exam	Understands basic terms	Understands the core of the concept, but has some difficulties to discuss about	Understands the concept and is able to discuss about in a well-argued manner	Understands the concept at the level to be able to explain it to others
2	Understands the principles of design thinking	Test Exam	Understands the basic principles	Understands the principles, but has some difficulties to discuss about	Understands the principles and is able to discuss about in a well-argued manner	Understands the principles at the level to be able to explain them to others
3	Is able to put into practice the theory of design thinking	Eksāmens	Is able to put into practice the theory of design thinking partially	Is able to put into practice the theory of design thinking, but has difficulties to use it in development of own idea	Is able to put into practice the theory of design thinking	Is able to put into practice the theory of design thinking and explain it to others
4	Is able to apply design thinking digital tools	Test Exam	Is able to apply some of design thinking digital tools	Is able to apply design thinking digital tools, but has difficulties to use them in development of own idea	Is able to apply design thinking digital tools	Is able to apply design thinking digital tools and explain their application to others
5	Is able to create and develop an idea, based on design thinking stages	Test Exam	Is able to create idea, but has difficulties to explain it to others	Is able to create and explain idea, but has difficulties to develop idea further	Is able to create and develop idea, but has difficulties in some design thinking stages	Is able to create and develop idea, based on design thinking stages

Literature and information sources:

Compulsory literature and information sources

- 1 Toolkit: *Creative problem solving and design thinking*. Erasmus Plus project "InnovatiVET", 2017. Available: https://epale.ec.europa.eu/sites/default/files/io3_toolkit_cpsdt_en_final.pdf
- 2 Mueller-Roterberg, Ch. (2018). *Handbook of Design Thinking*. Available: https://www.researchgate.net/publication/329310644_Handbook_of_Design_Thinking

3	Busmane, E. (2019). <i>Design Thinking Toolkit</i> . Design Elevator. Available: https://designelevator.com/product/design-thinking-toolkit/
4	Oxman, R. (2017). <i>Thinking difference: Theories and models of parametric design thinking</i> . Available: https://doi.org/10.1016/j.destud.2017.06.001
Additional literature and information sources	
1	Mikelsone, E. (2017). Bridging the Gap of Idea Management Systems Application and Organizational Effectiveness with Adaptive Structuration Theory, Contemporary Issues In Business, Management And Education, eISSN 2029-7963/eISBN 978-609-476-012- 9
2	Mikelsone, E. un Lielā, E. (2014). Virtual Idea Management Products: Use and Potentialities, <i>Journal of Business Management</i> ,8(1), 63-73.
3	Mikelsone, E. un Lielā, E. (2016). Web-based Idea Management Systems as a Tool to Solve Globalization Challenges Locally. In Proceedings of International Scientific Conference Globalization and Its Socio-Economic Consequences, 5th – 6th October 2016 in Rajecke Teplice in the Slovak Republic, 1370 -1377.
4	Ravasi, D., & Stigliani, I. (2012). Product design: A review and research agenda for management studies. <i>International Journal of Management Reviews</i> , 14, 464-488.
Other information sources	
1	www.creatingminds.org
2	www.mindtools.com
3	www.edwardebono.com
4	www.thinkingschool.co.uk/resources/thinkers-toolbox/
5	www.mindwerx.com
6	www.fivewhys.files.wordpress.com

Marketing Management

Author/s of the course:	
Dr.oec., Professor Inga Shina	
Credit points (Latvian):	ECTS credits:
4	6
Final evaluation form:	
Examination	
Study course prerequisites:	
no	
Study course aim:	
To provide students with the necessary knowledge, skills and competence acquisition in the field of marketing strategy and competitive positioning.	
Study course learning outcomes (knowledge, skills, competences):	
<ol style="list-style-type: none"> 1. Understand the substance of the concept of "marketing strategy", marketing strategy types, tasks, stages (phases) of development and the place of positioning in them. 2. Able to use primary and secondary data to determine competitive positioning. 3. Able to prepare a budget for the implementation of marketing strategy. 4. Able to develop marketing campaigns to achieve competitive positioning in accordance with the company's marketing strategy. 	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	Marketing strategy and positioning concepts, types and tasks.
2.	Marketing strategy development stages and implementation tools.
3.	Determination and management of competitive positioning.
4.	Marketing strategy's budgeting methods.
5.	Marketing activities for the positioning formation.

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
290.	Marketing strategy and positioning concepts, types and tasks. <ul style="list-style-type: none"> • The substance of marketing strategy and peculiarities of its tasks. • The hierarchy of the marketing strategies' conceptual types. • The integration of marketing strategy in the company's strategy. • The place of positioning in marketing strategies and tactics and its objectives. • The classification of competitors and their impact on the formation of positioning. • Marketing ethics and laws and regulations affecting the brand positioning. 	10		

Study course calendar plan:

In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.

No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
291.	Marketing strategy development stages and implementation tools. <ul style="list-style-type: none"> • Aims and differences of various marketing strategies. • Marketing strategy's development process phases, tools and software. • Marketing strategy's automation capabilities and its necessity. • Key performance indicators (KPI) of marketing strategy's implementation and competitive positioning achievement. • Marketing tools for strategy and positioning implementation. 	12		
292.	Competitive positioning determination and management. <ul style="list-style-type: none"> • Data collection and use for competitive positioning determination. • The alignment of the development phases (stages) of positioning with the marketing strategy. • Positioning peculiarities of B2B/B2C segments and mass/premium markets. • Positioning alignment with the characteristics of the target audience, product, distribution, pricing policy, promotion and competitors' strategies. • Planning, organizing, controlling and involved employee motivational characteristics of positioning. • Positioning planning characteristics of a new product. 	8		
293.	Marketing strategy's budgeting methods. <ul style="list-style-type: none"> • Marketing strategy's budget items and variables. • Marketing strategy's budgeting methods according to prices, costs, demand and competitors. • Pricing strategies in different markets and niches. • Marketing strategy's budgeting software. • The impact of positioning on marketing strategy's implementation objectives. 	6		
294.	Marketing activities for the positioning formation. <ul style="list-style-type: none"> • Marketing campaign creation and mutual adjustment to achieve positioning. • The development and choice of communication with target audience channels. • The role of price in shaping the process of positioning. • Product distribution channel development and choice. • Target audience outreach forecasting methods. 	12		
	Total:	48		

Independent work description:		
Study form	Type of independent work	Form of control
Full-time studies	1. Read the assigned mandatory literature and understand the substance of the concept of "marketing strategy", marketing strategy types, objectives, phases of development and the place of positioning in them. Mandatory literature: 1., 2., 3. Further reading: 1., 4., 6., 8., 9., 10., 11., 12. Other sources of information: 2., 5., 6., 7., 9., 12., 16.	Seminar
	2. Develop guidelines for the creation of competitive positioning strategy and integrate them in the company's marketing strategy Mandatory literature: 1., 2., 3. Further reading: 1., 3., 4., 5., 6., 7., 8., 10. Other sources of information: 2., 5., 6., 7., 8., 10., 16.	Seminar, quiz
	3. Develop the marketing strategy's implementation budget for two years according to three methods Mandatory literature: 1., 2., 3. Further reading: 1., 4., 7., 8. Other sources of information: 2., 12., 16.	Quiz
	4. Develop the marketing campaign plan to achieve a competitive positioning in accordance with the company's marketing strategy Mandatory literature: 1, 2 Further reading: 2., 4., 5., 7., 8., 10., 11., 12., 13. Other sources of information: 1., 3., 4., 5., 7., 11., 14., 15.	Presentation
Part-time studies		
Part-time studies with e-learning elements		

Structure of the study course:							
Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material watching/ listening	Total hours of the course
	Lecture contact hours (including seminars, discussions)	Consultations, guest lectures, conferences, field trips, business games, etc.	Final evaluation (exam, test, defense)	Total			
Full-time	48	8	4	64	64	32	160
Part-time							
Part-time studies with e-learning elements							

Evaluation of the study course learning outcomes:

During the study course, 3 independent work assignments have to be successfully completed, 2 seminars have to be participated in, at least 50% of the lectures have to be attended and the exam passed. The final grade for the course is formed as the mean of combined average grades for the independent work assignments and the exam.

No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (from 95% to 100%)
1.	Understand the substance of the concept of "marketing strategy", marketing strategy types, tasks, stages of development and the place of positioning in them.	Seminar, examination	Understand the key concepts, but there are difficulties with the differentiation between sales and marketing strategy	Understand the conceptual form hierarchy of marketing strategies and the effects of competition on positioning formation	Understand the development process phases of marketing strategy	Have a good grasp of key performance indicators of marketing strategy implementation and positioning
2.	Able to use primary and secondary data to determine competitive positioning.	Seminar, quiz	Understand the methods of data collection, but there are difficulties with their use in determining competitive positioning	Able to determine a competitive position in the market, using at least two positioning matrices	Able to develop guidelines for a competitive positioning strategy creation	Able to integrate positioning strategy in the company's marketing strategy
3.	Able to prepare a budget for the implementation of marketing strategy.	Quiz, examination	Able to identify the marketing strategy's budget items, but there are difficulties with acknowledging of budget affecting factors	Able to identify budget influencing factors, but have difficulty with applying methods	Able to develop a marketing budget for one year according to two methods	Able to develop a marketing budget for two years according to three methods
4.	Able to develop marketing campaigns to achieve competitive positioning in accordance with the company's marketing strategy.	Presentation, game, examination	Able to set the campaign's aim, objectives and KPIs, but there are difficulties with their integration in the campaign's planning	Able to develop a single marketing campaign's plan to achieve positioning	Able to determine the place of a marketing campaign in the marketing strategy	Able to calculate the effectiveness of a marketing campaign

Literature and other sources of information:

Mandatory literature and information sources

1. Foxall, G. (2015). *Strategic Marketing Management*. London and New York: Routledge.
2. Percy, L. (2018). *Strategic Integrated Marketing Communications*. London and New York: Routledge.
3. Witcher, B., Chau, V. (2014). *Strategic Management*. Australia, Brazil, Japan, Korea: Cengage Learning.

Further reading

1. Aaker, A, David, A. (2005). *Strategic market management*. Hoboken, NJ: John Wiley & Sons.

2.	Autoru kopums (2008). <i>Stratēģiskā pārdošanas vadība</i> . Rīga: Lietišķās informācijas dienests.
3.	Baack, D., Czarnecka, B., Baack, D. (2019). <i>International marketing</i> . Los Angeles: Sage Publications.
4.	Chaffey, D., Chadwick, F.E. (2016). <i>Digital Marketing Strategy, Implementation and Practice</i> . UK: Pearson Education.
5.	Godins, S. (2014). <i>Kā veicināt sava zīmola, produktu un pakalpojumu atpazīstamību</i> . Rīga: Zoldnera izdevniecība.
6.	Hall, S. (2017). <i>Innovative B2B Marketing New Models, Processes and Theory</i> . UK: Kogan Page.
7.	Kingsnorth, S. (2019). <i>Digital marketing strategy</i> . New York: Kogan page.
8.	Kumar, V. , Reinartz, W. (2012). <i>Customer relationship management: concept, strategy, and tools</i> . Heidelberg: Springer.
9.	Leventhal, B. (2018). <i>Predictive Analytics for Marketers</i> . UK: Kogan Page.
10.	Mahoney, L., Tang, T. (2017). <i>Strategic social media</i> . West Sussex: Wiley Blackwell.
11.	Mooij, M. (2019). <i>Consumer behavior & culture</i> . Los Angeles: Sage Publications.
12.	Shimp, T. , Anrews, C. (2013). <i>Advertising, promotion, and other aspects of integrated marketing communications</i> . Australia: South-Western.
13.	Wang, B. (2017). <i>Creativity and Data Marketing A practical guide to data innovation</i> . UK: Kogan Page.
Other sources of information	
1.	Blānčards, K. , Boulss Š. (2013). <i>Sajūsminātie klienti: ģeniāla pieeja klientu apkalpošanai</i> . Rīga: Zvaigzne ABC.
2.	Elliot, R., Percy, L. (2007). <i>Strategic brand management</i> . Oxford: Oxford University Press.
3.	Godin, S. (2019). Time and money. [viewed on 18.03.2019]. Available at: https://seths.blog/2019/03/time-and-money/
4.	Grose, V. (2012). <i>Concept to customer</i> . Lausanne: AVA Academia.
5.	Ithia, A. (2019). <i>Product management</i> . United Kingdom: Matador.
6.	Jansons, V., Kozlovskis, K. (2012). <i>Ekonomiskā prognozēšana SPSS 20 vidē: mācību grāmata</i> . Rīga: Rīgas Tehniskā universitāte.
7.	Jones, R.(2017). <i>Branding. A very Short Introduction</i> . UK: Oxford University Press.
8.	Kadens, R. (2008). <i>Partizānu mārketinga tirgus izpēte: tirgus izpētes tehnikas ikvienam uzņēmumam</i> . Rīga: Lietišķās informācijas dienests.
9.	Praude, V. (2011). <i>Mārketing: teorija un prakse</i> . Rīga: Burtene.
10.	Praude, V., Šalkovska, J. (2015). <i>Integrētā mārketinga komunikācija 1. Un 2. sēj.</i> Rīga: Burtene.
11.	Silvermans, Dž. (2008). <i>Mutvārdu atsauksmju mārketinga noslēpumi: kā panākt pārdošanas pieaugumu, izmantojot mutvārdu atsauksmes</i> . Rīga: Lietišķās informācijas dienests.
12.	Stone, M. , McCall, J. (2004). <i>International strategic marketing: a European perspective</i> . New York: Routledge.
13.	Šķiltere, D. (2001). <i>Pieprasījuma prognozēšana: mācību līdzeklis</i> . Rīga: Latvijas Universitāte.
14.	Untāls, E. (2011). <i>Pārdošanas burvis</i> . Rīga: Zvaigzne ABC.
15.	Untāls, E. (2013). <i>Nelieciet man domāt</i> . Rīga: ZvaigzneABC.
16.	Vestvuds, Dž. (2008). <i>Kā rakstīt mārketinga plānu</i> . Rīga: Zvaigzne ABC.

INTELLECTUAL CAPITAL MANAGEMENT

Author/-s of the study course:	
Asoc.prof. Dr.oec. Oksana Lentjušenkova	
Credits (Latvian):	ECTS:
4	6
Final evaluation form:	
Exam	
Study course prerequisites:	
Management theories	
Study course aim:	
Provide students with knowledge and to develop students' skills and competence in the field of intellectual capital management.	
Study course learning outcomes (Knowledge, Skills, Competencies):	
<ol style="list-style-type: none"> 1. Understands the concept of intellectual capital and related concepts. 2. Understands the principles of the intellectual capital management. 3. Is able to define main directions of the intellectual capital development strategy in enterprise. 4. Is able to calculate return on the intellectual capital investments. 5. Is able to analyze situation, based on available information and using research methods, and to define problems. 6. Is able to discuss about certain questions in the field of intellectual capital management. 	
Study course thematic plan:	
1.	The concept of intellectual capital
2.	Intellectual capital management
3.	Intellectual capital influence on entrepreneurship and economic performance
4.	Return on the intellectual capital investments

Study course calendar plan:				
<i>The number of contact hours could be changed due to students prerequisites, interests and needs</i>				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements
295.	The concept of intellectual capital <ul style="list-style-type: none"> • The formation and development of the concept of intellectual capital • Related concepts and theories to intellectual capital • Intellectual capital in modern management theory • The structure of intellectual capital 	12		
296.	Intellectual capital management <ul style="list-style-type: none"> • The concept of intellectual capital management • Intellectual capital management strategies • The concept of intellectual capital investments • Classification of intellectual capital investments • Factors influencing intellectual capital in enterprises 	12		
297.	Intellectual capital influence on entrepreneurship and economic performance <ul style="list-style-type: none"> • Necessary amount of intellectual capital in enterprise • Predicted outcomes form intellectual capital investments: financial and non - financial outcomes. • The global trends of intellectual capital from macroeconomic perspective 	12		

Study course calendar plan:				
<i>The number of contact hours could be changed due to students prerequisites, interests and needs</i>				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements
298.	Return on the intellectual capital investments <ul style="list-style-type: none"> • Methods of return from the intellectual capital investments calculation • Financial return on the investments • Non – financial return on the investments 	12		
Total:		48		

Independent work description:		
Study form	Type of independent work	Form of control
full-time studies	1. Read scientific articles published in the Moodle and prepare critical analysis of concept of intellectual capital Compulsory literature: 1, 3, 4, 5	Essay, Seminar, Discussion
	2. Define directions of intellectual capital development strategy at enterprise Compulsory literature: 2, 10 Additional literature: 4 Other information sources: 1	Presentation, Seminar, Discussion
	3. Describe types of intellectual capital in enterprise and evaluate amount of it. Explain what are main factors influencing decision about intellectual capital investments in the enterprise Compulsory literature: 2, 7, 8 Additional literature: 9	Presentation, Seminar, Discussion
	4. Calculate non-financial return from the intellectual capital investments. Compulsory literature: 9 Other information sources: 3, 4	Workshop

Structure of the study course:							
Study form	Contact hours				Individual work (hours)	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
	Lecture contact hours (incl. seminars, discussions etc.)	Consultations, guest lectures, conferences, study visits, workshops, business games and simulations etc.	Final evaluation in the course	Total			
full-time studies	48	12	4	64	64	32	160

The evaluation of the study course learning outcomes:						
Students have to attend 50% of online lectures, 2 seminars, 1 workshop and prepare 3 tasks according requirements. The final mark consists of: student's activity during the lectures and seminars, marks for tasks and final exam.						
No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)

1.	Understands the concept of intellectual capital and related concepts.	Essay, seminar, exam	Understands of main concepts	Understands main concepts, but has difficulties with understanding of relationships among different concepts	Understands main concepts and relationships among them	Could explain and analyze relationships among concepts
2.	Understands the principles of the intellectual capital management.	Presentation seminar, exam	Understands of main principles	Understands main principles, but has difficulties with understanding of relationships among different concepts	Understands main Principles and relationships among them	Could explain and analyze relationships among principles
3.	Is able to define main directions of the intellectual capital development strategy in enterprise.	Presentation seminar	Is able to define main directions of intellectual capital development	Is able to define strategic directions, but has difficulties with definition of the predicted outcomes	Is able to define strategic directions and predicted outcomes	Is able to prepare intellectual capital development strategy
4.	Is able to calculate return on the intellectual capital investments.	Workshop, exam	Is able to calculate return on investments, but has difficulties with definition of predicted outcomes and usage of methods	Is able to define some outcomes and calculate return on investments	Is able to calculate return on investments using certain methods and to define predicted outcomes	Is able to calculate return on investments, to define predicted outcomes and to analyze results
5.	Is able to analyze situation, based on available information and using research methods, and to define problems.	Discussion	Is able to analyze information, but has difficulties with application of research methods and problem definition	Is able to analyze information, to apply research methods, but has difficulties with problem definition	Is able to analyze information and define problems	Is able to analyze information and to define problems and propose solutions
6.	Is able to discuss about certain questions in the field of intellectual capital management.	Discussion	Can discuss about actualities, but cannot argue own opinion	Can discuss about actualities, but has difficulties with reasoning	Can discuss about actualities and argue own opinion	Excellent rhetoric skills

Literature and information sources:

Compulsory literature and information sources

1.	Andriessen, D. (2006). On the Metaphorical Nature of Intellectual Capital: a Textual Analysis. <i>Journal of Intellectual Capital</i> , 7 (1), 93-109.
2.	Canibano, L., Sánchez, M. P., García-Ayuso, M. and Chaminade, C. (2002). Guidelines for Managing and Reporting on Intangibles: Intellectual Capital Report [skatīts 20.02.2018.]. Pieejams: http://www.pnbukh.com/files/pdf_filer/MERITUM_Guidelines.pdf
3.	Dumay, J., Garanina, T. (2013). Intellectual Capital Research: a Critical Examination of the Third Stage. <i>Journal of Intellectual Capital</i> , 14 (1), 10-25.
4.	Edvinsson, L. (2013). IC 21: Reflections from 21 Years of IC Practice and Theory. <i>Journal of Intellectual Capital</i> , 14 (1), 163-172.
5.	Inkinen, H., Kianto, A., Vahala, M., Ritala, P. (2017). Structure of Intellectual Capital an International Comparision. <i>Accounting, Auditing&Accountability Journal</i> , 30 (5), 1160 – 1183.
6.	Lentjušenkova, O., Lapiņa, I. (2014). Intellectual Capital Investments Influence on Entrepreneurship and Economics Performance. In: <i>Business and Management: 8th International Scientific Conference</i> , Lithuania, Vilnius, 15-16 May, 2014. Conference Proceedings, 93-100.

7.	Lentjušenkova, O., Lapiņa, I. (2015). Factors Influencing Investments in Intellectual Capital: Case of Latvia. In: <i>Proceedings of the 19th World Multi-Conference on Systemics, Cybernetics and Informatics (WMSCI 2015), Vol. 1</i> , United States of America, Orlando, 12–15 July, 2015. Conference Proceedings, 82–87.
8.	Lentjušenkova, O., Titko, J., Lapiņa, I. (2016). Intellectual Capital Investments: Analysis of the Predicted Outcomes. In: 21st International Scientific Conference, Economics and Management 2016 (ICEM 2016) “SMART and Efficient Economy: Preparation for the Future Innovative Economy” Proceedings, Czech Republic, Brno, May 19-20. Conference proceeding, 94-101.
9.	Ordóñez de Pablos, P., Edvinsson, L. (2018). <i>Intellectual Capital in Organizations: Non-Financial Reports and Accounts</i> . New York: Routledge.
10.	Roos, G., Pike, S. (2018). <i>Strategic Management of Intellectual Capital. 2nd Edition</i> . New York: Routledge.
Additional literature and information sources	
1.	Asiaei, K., Jusoh, R., Bontis, N. (2018). Intellectual capital and performance measurement systems in Iran. <i>Journal of Intellectual Capital</i> , 19 (2), 294-320.
2.	Dumay, J. (2009). Intellectual capital measurement: a critical approach. <i>Journal of Intellectual Capital</i> , 10 (2), 190–210.
3.	Dumay, J. (2012). Grand theories as barriers to using IC concepts. <i>Journal of Intellectual Capital</i> , 13 (1), 4-15.
4.	Gogan, L.M., Rennung, F., Istis, G., Drahici, A. (2014). A proposed tool for managing intellectual capital in small and medium size enterprises. <i>Procedia Technology</i> , 16, 728-736.
5.	Jordão, R. V. D., Novas, J. C. (2017). Knowledge management and intellectual capital in networks of small and medium-sized enterprises. <i>Journal of Intellectual Capital</i> , 18 (3), 667-692.
6.	Kianto, A., Andreeva, T., Pavlov J. (2013). The impact of intellectual capital management on company competitiveness and financial performance. <i>Knowledge Management Research and Practice</i> , 11, 12-22.
7.	Lapiņa I., Borkus I., Stariņeca O. (2012). Corporate Social Responsibility and Creating Shared Value: Case of Latvia. <i>World Academy of Science, Engineering and Technology: Special International Journal Issues</i> , 68, 1886-1892.
8.	Lentjušenkova, O., Lapina, I. (2016). The transformation of the organization’s intellectual capital: from resource to capital. <i>Journal of Intellectual Capital</i> , 17 (4), 610-631.
9.	Lentjušenkova, O., Lapiņa, I. (2015). Intellectual Capital Investments: Company’s Additional Expenditures or Creating Shared Value? In: <i>Perspectives of Business and Entrepreneurship Development: Economic, Management, Finance and System Engineering from the Academic and Practitioners Views: Proceedings of Selected Papers</i> , Czech Republic, Brno, 28-29 May, 2015. Conference Proceeding, 207-216.
10.	Petty, R., Guthrie, J. (2000). Intellectual capital literature review: measurement, reporting and management. <i>Journal of Intellectual Capital</i> , 1 (2), 155-176.
11.	Piekkola, H. (2011). Intangible capital: The key to growth in Europe. <i>Intereconomics</i> , 4 (4), 222-228.
12.	Zéghal, D., Maaloul, A. (2011). The accounting treatment of intangibles – A critical review of the literature. <i>Accounting Forum</i> , 35, 262–274.
13.	Zéghal, D., Maaloul, A. (2010). Analyzing value added as an indicator of intellectual capital and its consequences on company performance. <i>Journal of Intellectual Capital</i> , 11 (1), 39 – 60.
14.	Viedma, J.M. (2001). ICBS Intellectual Capital Benchmarking System. <i>Journal of Intellectual Capital</i> , 2 (2), 148-164.
Other information sources	
1.	Confédération Européenne des Associations de Petites et Moyennes Entreprises (CEA-PME), Fraunhofer Institut für Produktionsanlagen und Konstruktionstechnik (Fraunhofer IPK), London School of Economics and Political Sciences (LSE) (2007). Intellectual capital statement - Made in Europe (InCaS). [skatīts 12.01.2019.] Pieejams: http://www.psych.lse.ac.uk/incas/page114/files/page114_1.pdf
2.	OECD (2013). Supporting Investment in Knowledge Capital, Growth and Innovation. [skatīts 12.01.2019.]. Pieejams: doi:10.1787/9789264193307-ne
3.	Social Value UK (2012). A Guide to Social Return on Investment. [skatīts 12.01.2019.]. Pieejams: http://www.socialvalueuk.org/resources/sroi-guide/
4.	Sveiby, K.E. (2001b). Methods for Measuring Intangible Assets. [Skatīts 12.01.2019.]. Pieejams: http://www.sveiby.com/articles/InvisibleBalance.html

HUMAN RESOURCES AND LEADERSHIP

Author/-s of the study course:	
Dr. sc. pol. I. Āboliņa	
Credits (Latvian):	ECTS:
4	6
Final evaluation form:	
Exam	
Study course prerequisites:	
-	
Study course aim:	
Provide knowledge and understanding of human resource management, its functions and leadership within an organization and raise awareness of systemic, coordinated and targeted approaches to human resource management and leadership.	
Study course learning outcomes (Knowledge, Skills, Competencies):	
<ol style="list-style-type: none"> 1. Know Human Resource management models, functions and their implementation in organizations. 2. Is able to evaluate the efficiency of Human Resource management in the company by determining its improvement possibilities according to the needs of the company. 3. Is able to choose and use different methods of Human Resource planning, selection, work analysis, motivation and evaluation. 4. Leadership skills and competencies. 	
Study course thematic plan:	
1.	Introduction to the course. Aspects and tasks of Human Resource Management. Company strategy, mission and vision. Human Resource policy. Strategic Human Resource management.
2.	Human Resource planning. Employee search and selection process. Functions and types of Human Resource planning. Job analysis and evaluation. Competency Model development. Employee search methods. Employee selection and evaluation.
3.	Development of employee motivation and remuneration system.
4.	Employee evaluation, its role in ensuring the competitiveness of the company.
5.	Human resource development and process management. Leadership. Leadership skills and competences.

Study course calendar plan:				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements
299.	Introduction to the course. Aspects and tasks of Human Resource Management. Company strategy, mission and vision. Human Resource policy. Strategic Human Resource management.	10		
300.	Human Resource planning. Employee search and selection process. Functions and types of Human Resource planning. Job analysis and evaluation. Competency Model development. Employee search methods. Employee selection and evaluation.	8		

Study course calendar plan:				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements
301.	Development of employee motivation and remuneration system.	10		
302.	Employee evaluation, its role in ensuring the competitiveness of the company.	10		
303.	Human resource development and process management. Leadership. Leadership skills and competences.	10		
Total:		48		

Independent work description:		
Study form	Type of independent work	Form of control
full-time studies	To create and develop a Presentation on a topic: Different aspects of Human Resources Management. Evaluation of Case studies	Presentation Seminars References in the presentation Discussion in the seminar
	Read the literature.	

Structure of the study course:							
Study form	Contact hours				Individual work (hours)	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
	Lecture contact hours (incl. seminars, discussions etc.)	Consultations, guest lectures, conferences, study visits, workshops, business games and simulations etc.	Final evaluation in the course	Total			
full-time studies	48	12	4	64	64	32	160

The evaluation of the study course learning outcomes:

15% Attendance at classes
 35% Presentation on the topic: Different aspects of human resource management
 35% Seminars: case study evaluation and analysis
 15% Exam

No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1.	Knows Human Resource management models, functions and their implementation in organizations.	Discussion of HR, case analysis	Basic understanding of the most important components of Human Resource management theories	Understands Human Resource management, however, there are difficulties with the formulation of the theory	Understands the most important Human Resource management theories and can formulate the achievement of the result	In addition, activities have been performed to create excellence in the theory cognition
2.	Is able to evaluate the efficiency of Human	Presentation	The presentation reflects the	During the presentation,	During the presentation,	In addition, activities have

	Resource management in the company by determining its improvement possibilities according to the needs of the company.		understanding about the effectiveness of Human Resource management in the company, but is created on a basic level without proposals	student understands the information obtained, but there are difficulties with the formulation	student understands the information obtained and the determination of the efficiency of Human Resource management	been presented by interpretation of research data and the creation of a presentation for excellence
3.	Is able to choose and use different methods of Human Resource planning, search, selection, work analysis, motivation and evaluation.	Discussion	Basic understanding of key Human Resource planning, search, selection, job analysis, motivation, and evaluation methods	Can choose but is not able to use different methods of Human Resource planning, search, selection, work analysis, motivation and evaluation.	Understands how to choose and use different methods of Human Resource planning, search, selection, job analysis, motivation and evaluation.	In addition, explanations for excellence have been made
4.	Have developed leadership skills and competences.	Discussion	Basic understanding of the development of leadership skills and competences	Understands how the result should be obtained, but there is a difficulty in practicing leadership skills and competences	Understands the most important leadership skills and competences and can show them in practice	In addition, outstanding leadership skills and competences have been recognized in practice

Literature and information sources:

Compulsory literature and information sources

1.	Hollenbeck, J.R., Noe, R.A., Wright, P.M. and Gerhart, B. (2018). <i>Human Resource Management. 11Th Edition.</i> McGraw Hill
2.	Lussier, R.N., Hendon, J.R. (2019). <i>Fundamentals of Human Resource Management: Functions, Applications, and Skill Development Second Edition.</i> SAGE Publications Ltd.
3.	Navin, P. (2018). <i>The CMO of People: Manage Employees Like Customers with an Immersive Predictable Experience that Drives Productivity and Performance.</i> De G Press
4.	Northouse, P. (2016). <i>Leadership: Theory and practice.</i> London: SAGE Publications.
5.	Sengupta, A. (2019). <i>Human Resource Management: Concepts, Practices, and New Paradigms.</i> SAGE Publications Pvt. Ltd.

Additional literature and information sources

1.	Kellerman, B. (2012). <i>The End of Leadership.</i> Harper Collins Publishers.
2.	Wilton, N. (2011). <i>An introduction to Human Resource Management.</i> London, Sage.
3.	Keohane, N. & Keohane, R. (2010). <i>Thinking about Leadership.</i> Princeton University Press.
4.	Rees, G., & Smith, P. (Eds.). (2017). <i>Strategic human resource management: An international perspective.</i> Sage.
5.	Pearce, C., Wassenaar, C. L., & Manz, C. C. (2014). Is shared leadership the key to responsible leadership? <i>Academy of Management Executive, 28(3), 275-288.</i>
6.	Robbins, S. P. (2019). <i>Organizational Behavior.</i> Pearson.
7.	Snell, S. (2015). <i>Managing Human Resources.</i> Cengage Learning; 17 ed.

Other information sources

1.	Journal of Occupational and Organizational Psychology.
2.	Journal of Organizational Behavior.
3.	European Association for People Management, http://www.eapm.org/

STRATEGIC AND CHANGE MANAGEMENT

Author/-s of the study course:	
Dr.oec. Kaspars Šteinbergs	
Credits (Latvian):	ECTS:
4	6
Final evaluation form:	
Exam	
Study course prerequisites:	
Management theories	
Study course aim:	
To provide students with in-depth knowledge and research capabilities in the field of strategic and change management.	
Study course learning outcomes (Knowledge, Skills, Competencies):	
<ol style="list-style-type: none"> 1. To know main concepts of strategic and change management theories 2. To know analysis of strategic direction and its elements 3. To be able to use analysis tools of external environment of a company 4. To be able to use analysis tools of internal environment of a company 5. To be able to analyse change process and its management of a company 6. To be able to analyse scientific publications of strategic and change management 	
Study course thematic plan:	
1.	Strategic management theories, current development tendencies
2.	Strategic direction, its elements
3.	External environment: macroenvironment, industry environment, competitor's analysis
4.	Internal environment
5.	Strategy types, implementation and control
6.	Change and change management

Study course calendar plan:				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e - learning elements
304.	Strategic management theories, current development tendencies	8		
305.	Strategic direction, its elements	6		
306.	External environment: macroenvironment, industry environment, competitor's analysis	8		
307.	Internal environment	8		
308.	Strategy types, implementation and control	4		
309.	Change and change management	12		
	Total:	48		

Independent work description:		
Study form	Type of independent work	Form of control
	Strategic management case study	Report, presentation

full-time studies	Change management case study	Report, presentation
	Review of academic publication on the topic of strategic and change management	Review, seminar, presentation
	Analysis of strategic and change management issues in audiovisual work	Essay, seminar
	Literature studies: <ul style="list-style-type: none"> Hill, C. W., Jones, G. R., Schilling, M. A. (2019). <i>Strategic Management: Theory & Cases: An Integrated Approach 13th Edition</i>. South-Western College Pub. (Chapter 1– 4) Kotter, J. P. (2017). <i>Our Iceberg is Melting: Changing and Succeeding Under Any Conditions</i>. Macmillan. Scientific articles about strategic and change management from Ebsco database 	Test, exam

Structure of the study course:

Study form	Contact hours				Individual work (hours)	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
	Lecture contact hours (incl. seminars, discussions etc.)	Consultations, guest lectures, conferences, study visits, workshops, business games and simulations etc.	Final evaluation in the course	Total			
full-time studies	48	8	4	64	64	32	160

The evaluation of the study course learning outcomes:

The final grade of the course will be calculated as follows:

- grade for strategic management case study x 0.20
- + grade for change management case study x 0.20
- + grade for review x 0.25
- + grade essay x 0.10
- + average grade of two tests x 0.10
- + grade for the exam x 0.15

All assignments must be graded “4” or more – that allows to pass the exam. All assignments must be passed by the deadline otherwise they will receive – 2 points. Participation at 75% of all lectures and seminars is mandatory.

No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1.	To know main concepts of strategic and change management theories	Essay, presentation, test, exam	Demonstrates a superficial understanding of strategic and change management theoretical guidelines and definitions, and is able to appraise gaps in the knowledge	Demonstrates a superficial understanding of strategic and change management theoretical guidelines and definitions, and understands their correlations in a wider context	Demonstrates an in-depth understanding of strategic and change management theoretical guidelines and definitions, and understands their correlations in a wider context	Demonstrates an in-depth understanding of strategic and change management theoretical guidelines and definitions. Has an understanding of its historical development and its contemporary trends
2.	To know analysis of strategic direction and its elements	Report, presentation	An analysis has been carried out only with some conditions being observed	An analysis has been carried out with all conditions being observed and	An in-depth analysis is performed with all of the conditions being	An in-depth analysis is performed with all of the conditions being

			and some information provided being used. The results of the analysis are provided in a structured presentation. The student is partly able to perform the necessary calculations, draw conclusions, and propose practical solutions	the information provided being used. The results of the analysis are provided in a structured presentation. The student is able to perform the necessary calculations, draw conclusions, and propose practical solutions	complied with and the available information widely used. The results of the analysis are provided in a comprehensive and reasoned presentation. The student has the ability to provide detailed calculations, draw conclusions, make practical propositions, base them on justified grounds, and to clarify them when necessary	complied with and the available information widely used. The analysis is based on the research and its results are provided in a detailed and reasoned presentation. The student has the ability to perform detailed calculations, draw conclusions, make practical propositions and base them on justified grounds, and to clarify them when necessary
3.	To be able to use analysis tools of external environment of a company	Report, presentation	An analysis has been carried out only with some conditions being observed and some information provided being used. The results of the analysis are provided in a structured presentation. The student is partly able to perform the necessary calculations, draw conclusions, and propose practical solutions	An analysis has been carried out with all conditions being observed and the information provided being used. The results of the analysis are provided in a structured presentation. The student is able to perform the necessary calculations, draw conclusions, and propose practical solutions	An in-depth analysis is performed with all of the conditions being complied with and the available information widely used. The results of the analysis are provided in a comprehensive and reasoned presentation. The student has the ability to provide detailed calculations, draw conclusions, make practical propositions, base them on justified grounds, and to clarify them when necessary	An in-depth analysis is performed with all of the conditions being complied with and the available information widely used. The analysis is based on the research and its results are provided in a detailed and reasoned presentation. The student has the ability to perform detailed calculations, draw conclusions, make practical propositions and base them on justified grounds, and to clarify them when necessary
4.	To be able to use analysis tools of internal environment of a company	Report, presentation	An analysis has been carried out only with some conditions being observed	An analysis has been carried out with all conditions being observed and	An in-depth analysis is performed with all of the conditions being	An in-depth analysis is performed with all of the conditions being

			and some information provided being used. The results of the analysis are provided in a structured presentation. The student is partly able to perform the necessary calculations, draw conclusions, and propose practical solutions	the information provided being used. The results of the analysis are provided in a structured presentation. The student is able to perform the necessary calculations, draw conclusions, and propose practical solutions	complied with and the available information widely used. The results of the analysis are provided in a comprehensive and reasoned presentation. The student has the ability to provide detailed calculations, draw conclusions, make practical propositions, base them on justified grounds, and to clarify them when necessary	complied with and the available information widely used. The analysis is based on the research and its results are provided in a detailed and reasoned presentation. The student has the ability to perform detailed calculations, draw conclusions, make practical propositions and base them on justified grounds, and to clarify them when necessary
5.	To be able to analyse change process and its management of a company	Report, presentation, essay	An analysis has been carried out only with some conditions being observed and some information provided being used. The results of the analysis are provided in a structured presentation. The student is partly able to perform the necessary calculations, draw conclusions, and propose practical solutions	An analysis has been carried out with all conditions being observed and the information provided being used. The results of the analysis are provided in a structured presentation. The student is able to perform the necessary calculations, draw conclusions, and propose practical solutions	An in-depth analysis is performed with all of the conditions being complied with and the available information widely used. The results of the analysis are provided in a comprehensive and reasoned presentation. The student has the ability to provide detailed calculations, draw conclusions, make practical propositions, base them on justified grounds, and to clarify them when necessary	An in-depth analysis is performed with all of the conditions being complied with and the available information widely used. The analysis is based on the research and its results are provided in a detailed and reasoned presentation. The student has the ability to perform detailed calculations, draw conclusions, make practical propositions and base them on justified grounds, and to clarify them when necessary
6.	To be able to analyse scientific publications of strategic and change management	Review, presentation, seminar	The review is rather descriptive, and the presentation	The review is analytical and in presentation the student shows a	The review is analytical and in presentation the student shows an in-	The review is analytical, and its presentation reflects a wide view. The

			contains little substance. The information analysis is sufficient, but not always critical and reasoned	superficial knowledge. Information analysis provided is somewhat reasoned and comparative	depth knowledge. Information analysis provided is reasoned and comparative	information analysis carried out is reasoned and critical
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Literature and information sources:	
<i>Compulsory literature and information sources</i>	
1.	Hill, C. W., Jones, G. R., Schilling, M. A. (2019). <i>Strategic Management: Theory & Cases: An Integrated Approach 13th Edition</i> . South-Western College Pub.
2.	Kotter, J. P. (2017). <i>Our Iceberg is Melting: Changing and Succeeding Under Any Conditions</i> . Macmillan.
3.	Freedman, L. (2017). <i>Strategy: A history</i> . Oxford University Press.
<i>Additional literature and information sources</i>	
1.	Harris, J. D., Lenox, M. J. (2013). <i>The Strategist's Toolkit</i> . Charlottesville, VA: Darden Business Publishing.
2.	Kotter, J. P. (2012). <i>Leading change</i> . Harvard Business Press.
3.	Pitt, M. R., Koufopoulos, D. (2012). <i>Essentials of strategic management</i> . Sage.
4.	Lasserre, P. (2012). <i>Global strategic management</i> . Palgrave Macmillan.
5.	Dess, G. G., Lumpkin, G. T., Eisner, A. B., McNamara, G., Kim, B. (2012). <i>Strategic Management: Text and Cases</i> . Six Edition (Global Edition).
6.	Porter, M. (1996). <i>What is Strategy</i> . Harvard Business Review.
<i>Other information sources</i>	
1.	Journal of Competitiveness
2.	Baltic Journal of Management
3.	Journal of Business Management

MANAGEMENT THEORIES

Author/-s of the study course:	
Dr.oec., assistant professor Anna Svirina	
Credits (Latvian):	ECTS:
4	6
Final evaluation form:	
Exam	
Study course prerequisites:	
-	
Study course aim:	
To ensure the course outcomes, which include in-depth theoretical knowledge and research skills development in the field of management theories	
Study course learning outcomes (Knowledge, Skills, Competencies):	
<ol style="list-style-type: none"> 1. Knowledge of contemporary management theories and approaches 2. Knowledge of the limitations for management theories implementation in practice of management 3. Ability to distinguish system and process management approaches 4. Ability to assess managerial decisions on the basis of management theories 5. Ability to implement decision-making algorithm 6. Ability to assess the quality of management functions performance 7. Ability to assess managerial situation and define key factors 8. Competence to independently define the core research question in management research, and to acquired and evaluate relevant information 9. Competence in managerial situation analysis and tactics/strategy creation on the basis of factor evaluation 10. Competence is choosing appropriate management style and tools 	
Study course thematic plan:	
1	gement
2	Management theory deveopment directions
3	System management approach
4	Process management approach
5	Management culture and art
6	Management system research
7	Management levels
8	Management styles, management tools
9	Decisions, decision-making process
10	Management functions: planning, organization, motivation, control
11	Manager
12	Psychology of organizations
13	Information management process
14	Conflict management

Study course calendar plan:				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements
310.	gement	4		
311.	Management theory deveopment directions	4		
312.	System management approach	2		
313.	Process management approach	2		
314.	Management culture and art	2		
315.	Management system research	4		

Study course calendar plan:

No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements
316.	Management levels	2		
317.	Management styles, management tools	4		
318.	Decisions, decision-making process	4		
319.	Management functions: planning, organization, motivation, control	8		
320.	Manager	2		
321.	Psychology of organizations	2		
322.	Information management process	4		
323.	Conflict management	4		
Total:		48		

Independent work description:

Study form	Type of independent work	Form of control
full-time studies	Information collection and analysis	In-class discussion
	Case studies	Assignments
	Problem assessment	
	Obligatory reading: Daft R., Benson A. (2016) Management. Cengage Learning.	

Structure of the study course:

Study form	Contact hours				Individual work (hours)	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
	Lecture contact hours (incl. seminars, discussions etc.)	Consultations, guest lectures, conferences, study visits, workshops, business games and simulations etc.	Final evaluation in the course	Total			
full-time studies	48	12	4	64	64	32	160

The evaluation of the study course learning outcomes:

Students have to prepare 4 individual tasks, attend 50% of lectures.

Final evaluation mark for the course: 50% assignments for the tasks; 10% attendance; 40% exam.

No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1.	Knowledge of contemporary management theories and approaches	Practical work	40-64% of tasks are fulfilled correctly	65-84% of tasks are fulfilled correctly	85-94% of tasks are fulfilled correctly	95-100% of tasks are fulfilled correctly
2.	Knowledge of the limitations for management theories implementation in practice of management	Independent work	40-64% of tasks are fulfilled correctly	65-84% of tasks are fulfilled correctly	85-94% of tasks are fulfilled correctly	95-100% of tasks are fulfilled correctly

3.	Ability to distinguish system and process management approaches	Case study evaluation	Lack of the understanding of more than 51-64% of system and process management tools	Lack of the understanding of more than 65-84% of system and process management tools	Understanding of 85-94% of system and process management tools	Understanding of 95% or more of system and process management tools
4.	Ability to assess managerial decisions on the basis of management theories	Discussion at the lecture	Is capable to discuss current management theories, unable to argue own views	Lack of skills to discuss current management theories, but is able to argue own views	Able to discuss current management theories, but there are difficulties in arguing own views	Able to provide arguments when discussing current management theories, formulate and justify own views
5.	Ability to implement decision-making algorithm	Practical work	Able to implement decision-making algorithm only in typical managerial situations	Able to implement decision-making algorithm, but is not able to justify priority approach to make decisions in exact situation	Able to implement decision-making algorithm, but has difficulty justifying priority approach to make decisions in exact situation	Able to implement decision-making algorithm, and to justify priority approach to make decisions in exact situation
6.	Ability to assess the quality of management functions performance	Practical work, case study	Lack of the understanding of more than 51-64% of management functions quality evaluation instruments	Lack of the understanding of more than 65-84% of management functions quality evaluation instruments	Understanding of 85-94% of management functions quality evaluation instruments	Understanding of 95% or more of management functions quality evaluation instruments
7.	Ability to assess managerial situation and define key factors	Practical work, case study	Able to assess 40-64% of factors relevant to managerial situation	Able to assess 65-84% of factors relevant to managerial situation and define the most significant ones	Able to assess 85-94% of factors relevant to managerial situation and define the most significant ones	Able to assess more than 95% of factors relevant to managerial situation and define the most significant ones
8.	Competence to independently define the core research question in management research, and to acquired and evaluate relevant information	Independent work	Noticeable difficulty in independent defining necessary information and in analyzing it	Some difficulty in independent defining necessary information and in analyzing it	Able to define and find the necessary information, but there are difficulties in analyzing it	Able to define and find the necessary information and analyze it
9.	Competence in managerial situation analysis and tactics/strategy creation on the basis of factor evaluation	Practical work, case study	Able to analyze certain management situation, but is not able to	Able to analyze certain management situation, has	Able to analyze certain management situation,	Able to analyze certain management situation,

			assess decision making process and evaluating organizational specific features, unable to suggest a solution	difficulties in assessing decision making process and evaluating organizational specific features, unable to suggest a solution	assess decision making process and evaluate organizational specific features, but has difficulties to suggest a solution	assess decision making process and evaluate organizational specific features, and to suggest a solution
10.	Competence is choosing appropriate management style and tools	Practical work, case study	Is able to choose and implement appropriate management style in certain management situation, but lacks the ability to assess possible tools	Has difficulties in choosing and implementing appropriate management style in certain management situation	Able to choose and implement appropriate management style in certain management situation, but has difficulty justifying the proposed solution	Able to choose and implement appropriate management style in certain management situation, can justify the proposed solution

Literature and information sources:	
Compulsory literature and information sources	
1.	Adizes, I. (2016). <i>Mastering Change - Introduction to Organizational Therapy</i>. Adizes Institute.
2.	Adizes, I. (2014). <i>Managing Corporate Lifecycles (2nd edition)</i>. Embassy Books.
3.	Daft R., Benson A. (2016). <i>Management</i> . Cengage Learning.
4.	Michel, L. (2015). <i>Management design</i> . LID Publishing Ltd. London, New York.
Additional literature and information sources	
1.	Clegg Stewart R. (2011). <i>Managing & organizations: an introduction to theory & practice</i> . Thousand Oaks, CA. SAGE Publications.
2.	Hatch, M. (2018). <i>Organization Theory: Modern, Symbolic, and Postmodern Perspectives</i>. Oxford University Press.
3.	Scott, Jonathan. (2005). <i>The concise handbook of management :a practitioner's approach</i> . Haworth Business Press. Binghamton, NY.
4.	Academy of Management Journal
5.	Academy of Management Perspectives
6.	Academy of Management Annals
Other information sources	
1.	Industrial Marketing Management (Open Access Articles). Electronic source [26.09.2019]. Available at: http://www.journals.elsevier.com/industrial-marketing-management/open-access-articles/
2.	Journal of Co-operative Organization and Management Open Access Articles. Electronic source [26.09.2019]. Available at: http://www.journals.elsevier.com/journal-of-co-operative-organization-and-management/open-access-articles
3.	Human Resource Management Review. Electronic source [26.09.2019]. Available at: http://www.journals.elsevier.com/human-resource-management-review/open-access-articles
4.	Business Research. Electronic source [26.09.2019]. Available at: http://link.springer.com/journal/40685

RESEARCH METHODS AND ORGANIZATION OF ACADEMIC WORK

Author/-s of the study course:	
Associate Professor, Dr.oec., Jelena Titko	
Credits (Latvian):	ECTS:
4	6
Final evaluation form:	
Exam	
Study course prerequisites:	
-	
Study course aim:	
To provide students with knowledge, skills and competences to conduct a research and properly apply research methods	
Study course learning outcomes (Knowledge, Skills, Competencies):	
<ol style="list-style-type: none"> 1. Understands the core issues regarding research ethics 2. Understands the principles of research planning and structuring 3. Is able to properly apply data collection methods for a selected research topic 4. Is able to properly apply data processing methods to analyse collected data 5. Is able to analyse the research results 6. Is able to develop a qualitative research report 	
TOStudy course thematic plan:	
1.	Introduction. Research ethics.
2.	Research process and its planning
3.	Research design
4.	Data collection methods
5.	Data processing methods
6.	Analysis and interpretation of the research results. Reliability of the research results
7.	Development of the research report

Study course calendar plan:				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements
324.	Introduction. Research ethics	4		
325.	Research process and its planning <ul style="list-style-type: none"> • Choice of research topic • Research relevance and problem statement • Research goal and tasks, object and subject • Development of research hypothesis 	4		
326.	Research design <ul style="list-style-type: none"> • Research structure • Choice of research methods 	4		

Study course calendar plan:				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements
327.	Data collection methods <ul style="list-style-type: none"> Data sources and overview of data collection methods Methods and techniques of sampling Survey, interview 	8		
328.	Data processing methods <ul style="list-style-type: none"> Content analysis Descriptive statistics Correlation and regression analysis Factor analysis 	16		
329.	Analysis and interpretation of the research results. Reliability of the research results	4		
330.	Development of the research report <ul style="list-style-type: none"> Development of a scientific paper Development of a Master Thesis 	8		
	Total:	48		

Independent work description:			
Study form	Type of independent work	Form of control	
full-time studies	1. Content analysis of the MS topic-related text information. Development of a reference list Compulsory literature: At least 10 scientific papers available in EBSCO data basis	Individual home task	
	2. Search for MS topic related keywords in data bases Other information sources: Data bases available at EKA library or others		
	3. Development of a questionnaire. Data analysis Compulsory literature: No. 2 Additional literature: No. 1 Other information sources: No. 1	Group work Presentation In-class reporting	
	4. Regression analysis, based on industry data in a selected country. Work in Excel Compulsory literature: No. 1, No. 2 Additional literature: No. 2 Other information sources: No. 2	Individual home task	
	5. Development of a research (Master Thesis) presentation Compulsory literature: No. 1, No. 2, No. 3		
		Individual home task Presentation In-class reporting	

Structure of the study course:				
Study form	Contact hours			

	Lecture contact hours (incl. seminars, discussions etc.)	Consultations, guest lectures, conferences, study visits, workshops, business games and simulations etc.	Final evaluation in the course	Total	<i>Individual work (hours)</i>	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
full-time studies	48	12	4	64	64	32	160

The evaluation of the study course learning outcomes:						
No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1	Understands the core issues regarding research ethics (issues)	Discussion	Understands the meaning of basic terms	Understands the issues, but has some difficulties to discuss about	Understands the issues, and is able to discuss about in a well-argued manner	Understands the issues, at the level to be able to explain them to others
2	Understands the principles of research planning and structuring (principles)	Discussion	Understands the basic principles	Understands the principles, but has some difficulties to apply them in the research process	Understands the principles and is able to apply them in the research process	Understands the principles at the level to be able to explain them to others
3	Is able to properly apply data collection methods for a selected research topic	Presentation Discussion Test Exam	Is able to apply basic techniques, but sometimes has difficulties to apply them properly	Is able to properly apply basic data collection methods	Is able to properly apply advanced data collection methods	Is able to properly apply advanced data collection methods and to adapt them to meet the research needs
4	Is able to properly apply data processing methods to analyse collected data	Presentation Discussion Test Exam	Is able to apply basic techniques, but sometimes has difficulties to apply them properly	Is able to properly apply basic data processing methods	Is able to properly apply advanced data processing methods	Is able to properly apply advanced data processing methods and to adapt them to meet the research needs
5	Is able to analyse the research results	Presentation Discussion Test Exam	Is able to provide a basic research results' analysis with no interpretation	Is able to analyse the research results, but has some difficulties to interpret them	Is able to analyse the research results and interpret them in a well-argued manner	Is able to analyse the research results, interpret them and test the reliability

6	Is able to develop a qualitative research report	Presentation Discussion	Is able to develop a research report, but has difficulties to structure it properly	Is able to develop a structured research report, but has difficulties with some core report's elements	Is able to develop a qualitative well-structured research report	Is able to develop a research report that meets standards of high-quality research publications
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Literature and information sources:

Compulsory literature and information sources

1	Fisher, C. (2010). <i>Researching and Writing Dissertation: An Essential Guide for Business Students</i> . Harlow: Pearson Education Ltd.
2	Kothari, C. R. (2004). <i>Research Methodology: Methods and Techniques</i> . New Delhi: New Age International
3	Ragin, C.C. & Amoroso, L.M. (2019). <i>Constructing Social Research: The Unity and Diversity of Methods</i> . Thousand Oaks: Sage Publication

Additional literature and information sources

1	Walliman, N. (2006). <i>Social Research Methods</i> . New Delhi: SAGE Publications
2	Gill, J. & Johnson, P. (2010). <i>Research Methods for Managers</i> . Los Angeles: SAGE Publications

Other information sources

1	CLES (2011). <i>Research Methods Handbook: Introductory guide to research methods for social research</i> . [viewed 03.05.2019]. Available: http://www.cles.org.uk/wp-content/uploads/2011/01/Research-Methods-Handbook.pdf
2	Flynn, D. (n. d.) <i>Student Guide to SPSS</i> . [viewed 03.05.2019]. Available: https://barnard.edu/sites/default/files/inline/student_user_guide_for_spss.pdf

Cross-cultural Communication (Master – 6 ECTS)

Author/s of Study course:	
Larisa Turuševa, Dr. paed., assoc., prof.	
Credits (Latvian)	Credit score in the ECTS system:
4	6
Test form:	
Examination	
Study course prerequisites:	
Management theories	
Course objectives are:	
Promote the development of master students' competence in applied communication in the context of globalisation, enhancing the master student's self-cognitive abilities in creative intercultural dialogue, as well as the holistic perception of essence in the interaction process. Provide a practical basis for effective partnership in a globalised environment.	
Course outcomes (knowledge, skills, competencies):	
<ul style="list-style-type: none"> • Understands concepts in the communication area • Understands the difference in communication between different cultures • Knows the challenges in intercultural communication • Knows intercultural leadership concepts and fundamentals • Knows intercultural communication risks and their management • Understands behavioural/cultural/tradition norms for different cultures • Is able to communicate successfully in international environment • Can find the required information independently and analyse it for solving a problem 	
The content of the study course required to attain the results of the study (thematic plan of the course):	
331.	Stereotypes. Understanding of intercultural divergence and diversity.
332.	Other hierarchies, individualism, age, women and men roles, families, distance issues.
333.	Multiplicity of communication. The techniques of persuasion and influence across cultures.
334.	Different cultures' attitude to time.
335.	Tact and sensitivity in regards of religion, success and priorities.
336.	Decision making Meetings, conversations, presentations.

Study course schedule:				
<i>Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics</i>				
No.	Topic	Lecture hours (incl. seminars, discussion)		
		full-time studies	full-time studies	part-time studies with e-learning elements*
7.	Stereotypes. Understanding of intercultural divergence and diversity.	6		
8.	Other hierarchies, individualism, age, women and men roles, families, distance issues.	6		
9.	Multiplicity of communication. The techniques of persuasion and influence across cultures.	4		
10.	Different cultures' attitude to time.	12		
11.	Tact and sensitivity in regards of religion, success and priorities.	8		
12.	Decision making Meetings, conversations, presentations.	12		
Total:		48		

Description of the independent tasks:		
Study form	Type of independent assignment	Type of control
Full-time studies	Collect information on at least 3 different management types in the international environment	Presentation
	Analyse the differences in communication in three different cultures (time, woman, hierarchy, etc.)	Presentation
	To do Moodle test and analyse one's own mistakes.	Independent assignment
	Preparation and delivering of a presentation related to the study field of the course Compulsory literature: 1. <i>International Journal of Communication</i> . (retrieved 27.07.2019). Available at: http://ijoc.org . 2. DuPraw M. E. and Axner M. <i>Working on Common Cross-cultural Communication Challenges. Toward a More Perfect Union in an Age of Diversity</i> . (Retrieved on 29.08.2019) http://www.pbs.org/ampu/crosscult.html 3. Lewis R. (2006). <i>When Cultures Colledge: leading across cultures</i> . 3rd ed., ISBN -13. 9781904838029. 4. <i>Cross-Cultural Communication InterNations Magazine</i> . (Retrieved on 29.08.2019) https://www.internations.org/magazine/11-cross-cultural-communication 5. Thill J., Courtland B. (2007). <i>Excellence in business communication</i> . Upper Saddle River, N.J.: Pearson Prentice Hall. 2007-1 vol. (split pagination). ISBN: 0131870769. 6. <i>Cross-Cultural Communication. Communication Journals</i> . (Retrieved on 9.08.2019) www.questia.com/library/p436938/cross-cultural-communication 7. Finnegan R. (2002). <i>Communicating. The multiple modes of human interconnection</i> . London and New York: Routledge, 2002. 306 pp. ISBN: 0-415 8. FitzPatrick L., Valskov K. and Mounter P. <i>Internal Communications</i> . (2014). A manual for practitioners. London: Kogan Page. 2014.272 pp. ISBN13: 9780749469320	Presentation

Study course organisation and the volume of the course:							
Study form	Contact hours				Individual work hours	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
	Lecture hours (incl. seminars, discussion)	Consultations, guest lectures, conferences, study tours, applied games, etc.	Final Test (exam, test, defence)	Total			
Full-time	48	12	4	64	64	32	160

Course acquisition requirements and evaluation of results:						
<ul style="list-style-type: none"> At least 70% of class attendance, performing practical tasks, analysing own and team's performance and progress 4 independent tasks successfully completed (see "Description of the independent tasks") Successfully fulfilled Moodle test Successful exam (presentation on selected topic, related to course) 						
No.	Learning outcomes	Evaluation method	Evaluation criteria			
			Minimal level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	with distinction (from 95% to 100%)
1.	Understands concepts in the communication area	Theory knowledge test	40-69% test questions and tasks completed correctly	70-89% test questions and tasks completed correctly	90-100% test questions and tasks completed correctly	Knows and understands concepts in the communication area

2.	Understands the difference in communication between different cultures	Theory knowledge test	40-69% test questions and tasks completed correctly	70-89% test questions and tasks completed correctly	90-100% test questions and tasks completed correctly	knows and understands the difference in communication between different cultures
3.	Knows the challenges in intercultural communication	Theory knowledge test	40-69% test questions and tasks completed correctly	70-89% test questions and tasks completed correctly	90-100% test questions and tasks completed correctly	Knows the challenges in intercultural communication
4.	Knows intercultural leadership concepts and fundamentals	Theory knowledge test	40-69% test questions and tasks completed correctly	70-89% test questions and tasks completed correctly	90-100% test questions and tasks completed correctly	Knows and understands intercultural management concepts and principles
5.	Knows intercultural communication risks and their management	Theory knowledge test	40-69% test questions and tasks completed correctly	70-89% test questions and tasks completed correctly	90-100% test questions and tasks completed correctly	Knows and understands intercultural communication risks and their management
6.	Understands behavioural/cultural/tradition norms for different cultures	Theory knowledge test	40-69% test questions and tasks completed correctly	70-89% test questions and tasks completed correctly	90-100% test questions and tasks completed correctly	Manages and understands behavioral/cultural/tradition norms for different cultures and knows how to use own knowledge in business relationship
7.	Is able to communicate successfully in international environment	Classroom discussion	Minimal skill to argue about intercultural communication issues	Can discuss legal issues, however there are difficulties to support one's own opinion with arguments	Is able to argue in the debate on intercultural communication issues	Can demonstrate the understanding of the key concepts and rules of communication
8.	Can find the required information independently and analyse it for solving a problem	Independent homework. Results summary in a written report	Minimal ability to find the necessary information independently, minimal use of information obtained	Can find the required information independently, but cannot demonstrate a deep understanding about using the obtained information; there are difficulties to analyse information independently	Can select and analyse the required information independently in order to find an answer to complex and specific questions	Can find the required information independently and analyse it for solving a problem

9.	Is able to analyse the situation in the field of intercultural communication and solves problems independently.	Independent homework.	Minimal understanding of the situation analysed, there are difficulties in identifying problems	Can independently identify the problems in intercultural communication, but lacks deep understanding of the problem	Is able to identify the problems of intercultural communication independently, able to demonstrate deep understanding of the problem, can find ways to solve problems	Is able to analyse the situation in the field of intercultural communication and solves problems independently.
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Literature and other sources of information:

Compulsory literature and other sources of information

1. *International Journal of Communication*. (retrieved 27.07.2019). Available at: <http://ijoc.org>.
2. DuPraw M. E. and Axner M. *Working on Common Cross-cultural Communication Challenges. Toward a More Perfect Union in an Age of Diversity*. (Retrieved on 29.08.2019) <http://www.pbs.org/ampu/crosscult.html>
3. Lewis R. (2006). *When Cultures Collide: leading across cultures*. 3rd ed., ISBN -13. 9781904838029.
4. *Cross-Cultural Communication | InterNations Magazine*. (Retrieved on 29.08.2019) <https://www.internations.org/magazine/11-cross-cultural-communication>
5. Thill J., Courtland B. (2007). *Excellence in business communication*. Upper Saddle River, N.J.: Pearson Prentice Hall. 2007-1 vol. (split pagination). ISBN: 0131870769.
6. *Cross-Cultural Communication*. Communication Journals. (Retrieved on 9.08.2019) www.questia.com/library/p436938/cross-cultural-communication
7. Finnegan R. Communicating. (2002). *The multiple modes of human interconnection*. London and New York: Routledge, 2002. 306 pp. ISBN: 0-415
8. FitzPatrick L., Valskov K. and Mounter P. *Internal Communications*. (2014). A manual for practitioners. London: Kogan Page. 2014.272 pp. ISBN13: 9780749469320
9. Warren T. (2017). *Cross-cultural communication*. London and New York: Routledge

Recommended literature

1. *Multicultural Communication and the Process of Globalisation*. (2003). Proceedings of the International Scientific Conference 25 - 26 April 2003. LLU: Jelgava, 2003. ISBN: 9984-596-73-7.
2. Smith S. (2004). *Business Communication Strategies in the International Business World – Brattleboro*. Pro Lingua Associates. 247 pp. ISBN: 0-86647-314-9.
3. *The Cambridge Business English Dictionary*. (2011). Cambridge University. ISBN: 0-86647-314-9.

Other sources of information

1. *Advanced Communication Skills*. (2010). MTD Training-Book Boon. 58 pp. ISBN-13:9788776816612.
2. Dahl Ø., Jensen I., Nynäs P. (2006). *Bridges of understanding perspectives of Intercultural communication*. Oslo Academic Press. 7-21 pp. ISBN: 8274772695, 9788274772694.
3. Duck S., McMahan D. (2009). *The basics of communication: a relational perspective*. London: Sage. -1 vol. Dal. Pag. ISBN: 9781412941532 (pbk.)
4. *International Journal of Communication*. (retrieved 27.05.2018). Available at: <http://ijoc.org>.
5. MSG (retrieved 27.08.2019.), available at: http://www.managementstudyguide.com/business_communication.html

INTERNATIONAL LAW

Author/s of the study course:			
Mg. iur., Mg.oec.Tatjana Džugleja			
Credits (Latvian):		ECTS:	
4		6	
Final evaluation form:			
Exam			
Study course prerequisites:			
Introduction into Law, European Union Law			
Study course aim:			
To provide students with the knowledge, skills and competences required in basic issues of international law in commercial, trade and labour field.			
Study course learning outcomes (Knowledge, Skills, Competencies):			
1. Understand the essence of International Law and make out the demarcation of International Law from National Law and European Union Law.			
2. Is able to identify subjects of International Law and characterize general and sectoral legal personality.			
3. Is able to realize the essence of Principles of International Competition Law.			
4. Understand international aspects of consumer protection.			
5. IS able to analyse advertising regulatory framework (International advertising self-regulation).			
6. Is guided in matters of international transactions and legal protection of international transactions.			
7. Understand the scope and competences of international organizations in trade field.			
8. Is able to analyse international agreements in trade field.			
9. Is able to determine the difference between National and International Labour Law, understand the role, trends and potential of International Labour Law.			
10. Know the main aims, mission and impact of the International Labour Organization.			
11. Is able to analyse International Labour Conventions and Recommendations.			
12. Is able to argue your point of view in issues of international financial operations.			
Study course thematic plan:			
1.	Introduction to international law.		
2.	The subjects of international law (legal persons and individuals).		
3.	Competition, international aspects of consumer protection and advertising regulatory framework.		
4.	International transactions.		
5.	Legal protection of international transactions.		
6.	International Trade legislation. International organizations (WTO, UNIDROIT, UNCITRAL) and international agreements (GATT, Incoterms).		
7.	International Labour law. International Labour Organization (ILO).		
8.	International financial operations.		

Study course calendar plan:				
No.	Topic	Lecture contacthours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e - learning elements
337.	Introduction to international law.	4		
338.	The subjects of international law (legal persons and individuals).	4		

Study course calendar plan:				
No.	Topic	Lecture contacthours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e - learning elements
339.	Competition, international aspects of consumer protection and advertising regulatory framework.	8		
340.	International transactions.	4		
341.	Legal protection of international transactions.	4		
342.	International Trade legislation. International organizations (WTO, UNIDROIT, UNCITRAL) and international agreements (GATT, Incoterms).	12		
343.	International labour law. International Labour Organization (ILO).	8		
344.	International financial operations.	4		
Total:		48		

Independent work description:		
Study form	Type of independent work	Form of control
full-time studies	Analyse the activities of international organization in trade field by specific criteria. Studying and analysing one Convention or Agreement in international trade field by preparing a report about it. Studying and analysing one Convention of International Labour Organization and comparing it's regulation with national labour law.	Report (presentation) Tasks, discussions 2 tests Seminar
	Reading: To study three sources from the list of compulsory sources, two sources from list of additional literature and at least one source from other information sources. Independently read material about International business transactions and international financial operations.	

Structure of the study course:							
Study form	Contact hours				Individual work (hours)	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
	Lecture contact hours (incl. seminars, discussions etc.)	Consultations, guest lectures, conferences, study visits, workshops, business games and simulations etc.	Final evaluation in the course	Total			
full-time studies	48	12	4	64	64	32	160

The evaluation of the study course learning outcomes:						
The final assessment of the study course for full-time students consists of successfully passed 2 tests, presented report, participation in the seminar and successfully passed the exam. Final assessment is formed by: 30% assessment of tests, 40% evaluation of the report; 10% participation in the seminar; 20% exam evaluation.						
No.	Learning outcome	Evaluation method/s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)

1.	Understand the essence of International Law and make out the demarcation of International Law from National Law and European Union Law.	Test	In general understands the essence of international Law, but difficult to make out the demarcation of International Law from National Law and European Union Law.	Good understanding of essence of International Law, is able to make out the demarcation of International Law from National Law and European Union Law.	Very good understanding of essence of International Law, is able to make out the demarcation of International Law from National Law and European Union Law.	Perfect understanding of essence of International Law, is able to make out the demarcation of International Law from National Law and European Union Law. Can well justify the impact of International Law on global legal and economic issues.
2.	Is able to identify subjects of International Law and characterize general and sectoral legal personality.		Able to name subjects of International Law, but difficult to characterize general and sectoral legal personality.	Able to identify subjects of International Law and understand general and sectoral legal personality.	Able to identify subjects of International Law and compare them with National Law system's subjects of law and understand general and sectoral legal personality.	Able to identify subjects of International Law and compare them with National Law system's subjects of law and characterize in details general and sectoral legal personality.
3.	Is able to realize the essence of Principles of International Competition Law.	Test	Knows in general the Principles of International Competition Law.	Able to realize the essence of Principles of International Competition Law.	Able to realize the essence of Principles of International Competition Law and compare them with National Law system's Competition Law.	Able to realize the essence of Principles of International Competition Law and compare them with National Law system's Competition Law and European Competition Law.
4.	Understand international aspects of consumer protection.		Knows consumer rights regulation aspects in International Law.	Good understanding of consumer rights regulation and consumer protection in International Law.	Very good understanding of consumer rights regulation and consumer protection in International Law.	Perfect understanding of consumer rights regulation and consumer protection in International Law.
5.	Is able to analyse advertising regulatory framework (International advertising self-regulation).	Discussion	In general is able to analyse advertising regulatory framework (International advertising self-regulation).	Good analysing abilities of advertising regulatory framework (International advertising self-regulation).	Very good analysing abilities of advertising regulatory framework (International advertising self-regulation).	Perfect analysing abilities of advertising regulatory framework. Understanding the role of international organization in providing insight guidance on marketing and advertising around the globe (International advertising self-regulation).
6.	Is guided in matters of international transactions and legal protection of international transactions.		In general understands the essence of international transactions and legal protection of international transactions.	Good understanding of international transactions and legal protection of international transactions.	Very good understanding of international transactions and legal protection of international transactions.	Perfect understanding of international transactions and legal protection of international transactions. Able to carry out

			international transactions.			expertise of international transactions.
7.	Understand the scope and competences of international organizations in trade field.	Report (presentation), discussion	Knows the competences of international organizations in trade field, is able to answer at least the most important issues.	Good understanding of scope and competences of international organizations in trade field is mostly able to answer questions.	Very good understanding of scope and competences of international organizations in trade field, all questions are answered very well	Perfect understanding of scope and competences of international organizations in trade field and its role in global trade policies. Comprehensive answers to all questions.
8.	Is able to analyse international agreements in trade field.		In general is able to analyse international agreements in trade field.	Good analysing abilities of international agreements in trade field.	Very good analysing abilities of international agreements in trade field.	Perfect analysing abilities of international agreements in trade field. Understanding the role of international trade agreements in globe trade policies.
9.	Is able to determine the difference between National and International Labour Law, understand the role, trends and potential of International Labour Law.	Test	Understands international regulation of Labour Law, its role and development opportunities.	Good understanding of International Labour Law, its role, trends and potential. Able to determine the difference between National and International Labour Law.	Very good understanding of International Labour Law, its role, trends and potential. Able to determine the difference between National and International Labour Law.	Perfect understanding of International Labour Law, its role, trends and potential. Able to determine the difference between National and International Labour Law.
10.	Know the main aims, mission and impact of the International Labour Organization.		Knows the main aims and mission of the International Labour Organization.	Knows the main aims, mission and impact of the International Labour Organization.	Knows very well the main aims, mission and impact of the International Labour Organization.	Perfectly knows the main aims and mission of the International Labour Organization. Perfect understanding of impact of the International Labour Organization on international policies aimed at ensuring human rights.
11.	Is able to analyse International Labour Conventions and Recommendations.	Tasks, discussion	In general is able to analyse International Labour Conventions by specific criteria.	Good analysing abilities of International Labour Conventions and Recommendations by specific criteria.	Very good analysing abilities of International Labour Conventions and Recommendations by specific criteria.	Perfect analysing abilities of International Labour Conventions and Recommendations by specific criteria. Understanding the role of the International Labour Conventions in improving human rights around the globe.
12.	Be able to argue your point of view in issues of international financial operations.	Seminar	In general understands the essence of international	Good understanding of the essence of international	Very good understanding of the essence of international	Perfect understanding of the essence of international

			financial operations, but difficult to justify your point of view in some financial issues.	financial operations. Able to argue your point of view in issues of international financial operations.	financial operations. Able to argue your point of view in issues of international financial operations.	financial operations. Able to argue your point of view in issues of international financial operations.
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Literature and information sources:

Compulsory literature and information sources

1. Goode R., Kronke H., Mckendrick E. (2015). *Transnational commercial law*. 2nd edition. Oxford University Press.
2. Heidemann M. (2019). *Transnational Commercial law 1st edition*. Red Globe Press.
3. Rouiller N. (2015). *International Business Law*. Schulthess.
4. Ryngaert C, Wouters J, Ruys T, Ryngaert C. (2018). *International Law: European Perspective*. Hart Publishing.

Additional literature and information sources

1. Brand R.A. (2018). *International Business Transactions Fundamentals, Documents 2nd New edition*. Kluwer Law International.
2. Carr I., Stone P. (2017). *International Trade Law*. 6th New edition. Routledge.
3. Gray C. (2018). *International law and the use of force*. 4th Revised edition. Oxford University Press.
4. *International and European Labour Law: A Commentary*. Edited by Sophie Robin-Olivier, Edoardo Ales, Olaf Deinert, Mark Bell. (2018). Hart Publishing.
5. *International Law 5th Revised edition*. Edited by Malcolm Evans (University of Bristol). (2018). Oxford University Press.
6. Klabbers J. (2017). *International law*. 2nd Edition. Cambridge: Cambridge University Press.
7. Qureshi A., Ziegler A. (2019). *International Economic Law 3rd Edition*. Sweet&Maxwell.
8. Schaefer M., Folsom R. H., Ramsey M. D., Michael P. Van Alstine. (2019). *International Business Transactions: A Problem-Oriented Coursebook 13th Revised edition*. West Academic Press.
9. Shaw Malcolm N. *International law / Malcolm N. Shaw QC, Essex Court Chambers*. (2017). Cambridge, Cambridge University Press.
10. *The Cambridge Companion to International Law*. Edited by James Crawford, Edited by Martti Koskenniemi. (2012). Cambridge University Press, 2012.

Other information sources

1. Compendium of International Labour conventions and recommendations, source: https://www.ilo.org/wcmsp5/groups/public/---ed_norm/---normes/documents/publication/wcms_413175.pdf
2. Consolidated ICC Code for Advertising and Marketing Communication Practice, source: https://www.uscib.org/docs/icc_marketing_code_faqs.pdf
3. International Law and International Relations, source: <http://aberkane.yolasite.com/resources/International%20Law%20and%20International%20Relations.pdf>
4. International law, Sixth edition, source: <https://www.pdfdrive.com/international-law-sixth-edition-e12597185.html>
5. Labour law: its role, trends and potential, source: https://www.ilo.org/wcmsp5/groups/public/@ed_dialogue/@actrav/documents/publication/wcms_111442.pdf
6. Perspectives on labour economics for development, source: https://www.ilo.org/wcmsp5/groups/public/@dgreports/@dcomm/@publ/documents/publication/wcms_190112.pdf
7. Shaw Malcolm N. International law. 5th edition. http://pc-freak.net/international_university_college_files/Cambridge%20University%20Press%20-%20Malcolm%20N.%20Shaw%20-%20International%20Law,%205th%20Edition.pdf
8. Termination of employment instruments, source: https://www.ilo.org/wcmsp5/groups/public/---ed_norm/---normes/documents/meetingdocument/wcms_153602.pdf
9. Textbook International Trade and Business Law, source: <https://www.pdfdrive.com/textbook-international-trade-and-business-law-e33421462.html>
10. UNIDROIT Principles of international commercial contracts, source: <https://www.unidroit.org/instruments/commercial-contracts/unidroit-principles-2016>
11. United Nations Guidelines for Consumer Protection, source: https://unctad.org/en/PublicationsLibrary/ditccplpmisc2016d1_en.pdf

INTEGRATED MANAGEMENT SYSTEMS

Author/-s of the study course:				
Asoc.prof. Dr. oec. Oksana Lentjusenkova, Lecturer Mg.sc.soc. Edgars Cerkovskis				
Credits (Latvian):		ECTS:		
4		6		
Final evaluation form:				
Exam				
Study course prerequisites:				
Management theories				
Study course aim:				
To provide students with the necessary knowledge, skills and competences in the field of integrated management system.				
Study course learning outcomes (Knowledge, Skills, Competencies):				
<ol style="list-style-type: none"> 1. Understands the concepts and nature of integrated management. 2. Understands management systems and how they work. 3. Understands the integration process and its influencing factors. 4. Able to analyze organizational processes. 5. Able to prepare process descriptions and diagrams. 6. Able to reasonably discuss the main issues of integrated management. 				
Study course thematic plan:				
1.	Introduction to Quality Management Systems.			
2.	CAF self-assessment system.			
3.	ISO standards and their interpretation.			
4.	OHSAS 18001 Occupational Safety and Health Standard.			
5.	EFQM Excellence Model.			
6.	5- Method S.			
7.	LEAN method.			
8.	Integration of management systems and processes into a common organization management system. Sustainability aspects and the stakeholder and holistic approach to the integrated management system.			
Study course calendar plan:				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e - learning elements
345.	Introduction to Quality Management Systems <ul style="list-style-type: none"> • Origin of management systems • The concept of processes • The essence of process management • Modern quality management • Development of quality management system in Latvia 	6		
346.	CAF self-assessment system. <ul style="list-style-type: none"> • Valuation and its principles • Evaluation methods and process 	6		

Study course calendar plan:

No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e - learning elements
347.	ISO standards and their interpretation. <ul style="list-style-type: none"> • ISO 9000 series standards • ISO quality models 	6		
348.	OHSAS 18001 Occupational Safety and Health Standard. <ul style="list-style-type: none"> • General requirements • Implementation methodology 	6		
349.	EFQM Excellence Model. <ul style="list-style-type: none"> • The concept of excellence • Deciphering the Excellence • Model Criteria • Criteria coefficients 	6		
350.	5 –S system. <ul style="list-style-type: none"> • The concept and essence of System • Organization process and structure 	6		
351.	LEAN method. <ul style="list-style-type: none"> • The operating principle of LEAN • Maintenance and continuous improvement of LEAN • LEAN - internal culture of the company • LEAN thinking 	6		
352.	Integration of management systems and processes into a common organization management system. Sustainability aspects and the stakeholder and holistic approach to the integrated management system.	6		
Total:		48		

Independent work description:

Study form	Type of independent work	Form of control
full-time studies	Read a defined book on Integrated Management and prepare a seminar with presentation and discussion elements.	Presentation, seminar, discussion.
	Evaluate the identified organization according to the CAF self-assessment system by including 2 indicators from the facilitator part and 2 from the results part in the self-assessment. Self-assessment points must be greater than 100 points. Present the results to the audience.	Presentation, discussion.
	Write an argumentative essay on the topic "Modern business management". Total words (700 to 800 words)	Essay.
	Create a scheme with process integration, describe the process (mandatory including process owner (s), stakeholders, process outcomes, potential benefits of process integration) Compulsory reading: Compulsory literature and other sources of information: 2., 4.	Group work

Structure of the study course:

Study form	Contact hours			

	Lecture contact hours (incl. seminars, discussions etc.)	Consultations, guest lectures, conferences, study visits, workshops, business games and simulations etc.	Final evaluation in the course	Total	<i>Individual work (hours)</i>	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
full-time studies	48	12	4	64	64	32	160

The evaluation of the study course learning outcomes:

No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1.	Understands the concepts and nature of integrated management.	Presentation , seminar, group work, exam.	Understands basic concepts.	Understands basic concepts and terms, but there are difficulties in formulating definitions.	Understands the most important concepts, terms and definitions.	Freely orientated in essence, concepts, terms and definitions.
2.	Understands management systems and how they work.	Group work, exam.	Understands basic principles.	Understands the basic principles, but there are difficulties with the formulation of the systems.	Understands the most important systems and how they work.	Freely orientated in systems and their working principles.
3.	Understands the integration process and its influencing factors.	Group work, exam.	Understands operating environment.	Understands the integration process, however, there are difficulties in formulating factors.	Understands the integration process and its influencing factors.	Freely orientates in the integration process and easily formulates influencing factors.
4.	Able to analyze organizational processes.	Essay, seminar, presentation , group work.	Can analyze the obtained information, however, it is difficult to see regularities.	Can analyze the obtained information, however, it is difficult to form conclusions.	Can critically analyze the obtained information, formulate conclusions.	Can critically analyze the obtained information, formulate conclusions and propose solutions.
5.	Able to prepare process descriptions and diagrams	Group work.	Able to produce process descriptions and diagrams, but there are gaps in the descriptions.	Able to produce process descriptions and diagrams, but there are gaps in process integration.	Able to prepare process descriptions and diagrams.	Able to produce process descriptions and diagrams justifying the need for and benefits of integration.
6.	Is able to discuss reasonably the main issues of integrated management.	Discussion.	Can discuss basic issues of integrated management.	Can discuss the issues of integrated management reasonably but	Able to reasonably discuss integrated management	Can discuss the issues of integrated management reasonably

				is not always aware of regularities.	issues, sees regularities.	and freely orientates on the issues to be discussed.
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Literature and information sources:

Compulsory literature and information sources

1.	Barrie, G., D., Bamford, D., Wiele, T. (2016). <i>Managing quality: an essential guide and resource gateway</i> . Chichester, United Kingdom: Wiley.
2.	Kepczynski, R., Jandhyala, R., Sankaran, G., Dimofte, A. (2018). <i>Integrated Business Planning: How to Integrate Planning Processes, Organizational Structures and Capabilities, and Leverage SAP IBP Technology</i> . Springer International Publishing AG.
3.	Sartor, M., Orzes, G. (2019). <i>Quality Management: tools, methods and standards</i> . Bingley: Emerald Publishing
4.	Sroufe, R. (2018). <i>Integrated Management: How Sustainability Creates Value for Any Business</i> . Emerald Publishing Group.

Additional literature and information sources

1.	Asif, M., Searcy, C., Zutshi, A. and Fisscher, O.A.M. (2013). "An integrated management systems approach to corporate social responsibility", <i>Journal of Cleaner Production</i> , Vol.56 pp.7-17.
2.	Danilova, K.B. (2019). "Process owners in business process management: a systematic literature review", <i>Business Process Management Journal</i> , Vol.25 No.6, pp.1377-1412.
3.	Gonzalez-Lopez, F., Bustos, G. (2019). „Business process architecture design methodologies – a literature review”, <i>Business Process Management Journal</i> , Vol.25 No.6, pp.1317-1334.
4.	Jeston, J. (2018), <i>Business Process Management: Practical Guidelines to Successful Implementations</i> , Routledge, London and New York.
5.	Klute-Wenig, S. and Refflinghaus, R. (2015). Integrating sustainability aspects into an integrated management system”, <i>The TQM Journal</i> , Vol.27 No.3, pp.303-315.
6.	Malinova, M., and Mendling, J. (2018). "Identifying do's and don'ts using the integrated business process management framework", <i>Business Process Management Journal</i> , Vol. 24 No.4, pp.882-899.
7.	Yahya, F., Boukadi, K., Ben-Abdallah, H. (2019), "Improving the quality of Business Process Models: Lesson learned from the State of the Art", <i>Business Process Management Journal</i> , Vol.25 No.6, pp.1357-1376.

Other information sources

1.	Integrated Reporting Framework. Electronic resource [accessed 26.09.2019]. Available at: https://integratedreporting.org/resource/international-ir-framework/
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COMPUTER SYSTEM ORGANIZATION AND ARCHITECTURE

Author/-s of the study course:	
Mg.sc.ing., Mg.math., docent, Patriks Morevs	
Credits (Latvian):	ECTS:
3	4.5
Final evaluation form:	
Examination	
Study course prerequisites:	
Computer Science and Informatics Course in the Secondary School	
Study course aim:	
To provide for students the necessary knowledge, skills and competencies in Computer System organization and architecture. To provide for students a wide insight into modern computer systems and future tendencies.	
Study course learning outcomes (Knowledge, Skills, Competencies):	
<ol style="list-style-type: none"> 1. Knows computer components, computer architecture, computer elements and interaction thereof 2. Knows main computer development tendencies and history 3. Is able to compose a computer from parts, to choose the corresponding components for computer systems when building them so that they work effectively 4. Is able to look for errors, determine problems in computer systems and eliminate them by cooperating with other colleagues 5. Is able to independently configure computer systems and evaluate the efficiency of computer system operation 	
Study course thematic plan:	
1.	Computer system classification and development tendencies
2.	Data representation and principles of computer system operation
3.	Computer system elements, memory, processor
4.	Computer system diagnostics and maintenance
5.	Connection of devices and types of computer systems

Study course calendar plan:				
<i>Taking into account the needs of the group/students, interests, previous and existing level of knowledge and understanding, the number of contact hours and sequence of topic can be adjusted in the plan</i>				
No	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	distance learning
353.	Computer system classification and development tendencies <ul style="list-style-type: none"> • Introduction to computer systems and architecture, • System components • Classification of computers 	4	4	2

Study course calendar plan:

Taking into account the needs of the group/students, interests, previous and existing level of knowledge and understanding, the number of contact hours and sequence of topic can be adjusted in the plan

No	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	distance learning
354.	Data representation and principles of computer system operation <ul style="list-style-type: none"> • Coding and decoding of information • Units of information • Numbering systems • Binary code, ASCII and Unicode, RGB • Machine operations • Boolean operators, triggers • Basic computer components • Programme, instructions, operands • Type of addressing, effective addressing • Control nodes • Micro operations 	8	4	2
355.	Computer system elements, memory, processor <ul style="list-style-type: none"> • System memory • Read-only memory • Cache memory • Flash memory • Different data storage devices (magnetic, optical, etc.) • Virtual memory • Processor • Types and principles thereof • Parameters 	8	4	2
356.	Computer system diagnostics and maintenance <ul style="list-style-type: none"> • Organizational issues • Documentation • Safety equipment • Ergonomics • Components • Faults • Maintenance 	8	4	2
357.	Connection of devices and types of computer systems <ul style="list-style-type: none"> • Connection of internal devices. • Connection of external devices. • Parameters • Components • Workstations and servers, mainframes and supercomputers • Multiprocessor systems. 	8	4	2
Total:		36	20	10

<i>full-time studies</i>	36	8	4	48	48	24	120
<i>part-time studies</i>	20	12	4	36	48	36	120
<i>distance learning</i>	10	12	2	24	48	48	120

The evaluation of the study course learning outcomes:

No	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1.	Knows computer components, computer architecture, computer elements and interaction thereof	Self-check test, discussion, theses	Understands basic definitions, knows main computer components	Is able to analyse and independently determine each computer component, knows interaction thereof	Is able to deeply analyse computer components, is able to determine, which components work together better and is able to explain this	In addition to the above criteria, there was experience in working with computer components
2.	Knows main computer development tendencies and history	Self-check test, discussion, theses	Is able to retell history and tendencies	Knows the reasons why and in which directions the new technologies in computer architecture have to develop	Is able to analyse, explain and make forecast for development tendencies, regularly renews own knowledge	Is able to show how the obtained knowledge can be used in practice
3.	Is able to compose a computer from parts, to choose the corresponding components for computer systems when building them so that they work effectively	Self-check test, discussion, theses	Is able to compose the computer system according to the standards	Is able to configure computer for any purpose	Is able to use creative approach for computer configuration. Shows alternative solutions and explains them.	In addition to the items above there was practical experience in configuration of computer systems
4.	Is able to look for errors, determine problems in computer systems and eliminate	Self-check test, discussion, theses	Is able to perform simple works and	Is able to analyse and elaborate solutions for	Shows excellent ability to perform	There has been practical experience

	them by cooperating with other colleagues		understands what to do in order to solve the situation in more complicated cases	elimination of malfunctions and faults of computes systems	diagnostics and eliminate problems.	e, which can be shared
5.	Is able to independently configure computer systems and evaluate the efficiency of computer system operation	Self-check test, discussion, theses	Is able to compose the computer system according to the standards	Is able to configure computer for any purpose	Is able to use creative approach for computer configuration . Shows alternative solutions and explains them.	In addition to the items above there was practical experience in configuration of computer systems

Literature and information sources:

Compulsory literature and information sources

1.	David A. Patterson, John L. Hennesy (2021). Computer Organization and Design RISC-V Edition. The Hardware Software Interface,
2.	
3.	

Additional literature and information sources

1.	
2.	
3.	

Other information sources

1.	
2.	

FOREIGN LANGUAGE IN COMPUTER SCIENCE

Author/s of Study course:	
Larisa Turuševa, Dr. paed., assoc. prof.	
Credit points:	Credit score in the ECTS system:
3	4.5
Test form:	
Examination	
Study course prerequisites:	
English skills meeting the secondary education level requirements	
Study course objectives are:	
To provide the students the possibility to acquire the necessary knowledge, skills and competence in Legal English in line with the level B2 requirements of the Common European Framework of Reference for language proficiency.	
Course outcomes (knowledge, skills, competencies):	
<ol style="list-style-type: none"> 1. Knows and understands concepts in the field of information technology in English 2. Students are able to use their knowledge and communication skills, including reading, speaking, listening and writing in professional contexts, participating in discussions, dialogues, making presentations. 3. Can find the required information in a foreign language on the internet, structure and classify it, work with term and branch dictionaries. 4. Can analyze the situation, independently solve problems and conduct research in the field of information technology in English. 5. Students have improved professional foreign language competence for creative use of foreign language in oral and written communication and professional activity, student mobility and academic environment. 	
The content of the study course required to attain the results of the study (thematic plan of the course):	
1.	Job application. CV. Letter of motivation. Job interview questions.
2.	What is ICT? ICT in the workplace ICT in education
3.	Introduction to ICT systems Types and architecture of the operating system.
4.	The most current trends and directions of the development of the ICT industry Artificial intelligence as a modern software trend.
5.	New tools, software, latest technologies and their applications
6.	Truth and myths about programming, presentations
7.	Human-computer interaction E-commerce and e-government Computer equipment and ethics
8.	Ergonomics. Organisation of work
9.	The future of ICT
10.	Presentations on the selected topic

Study course schedule:				
<i>Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics</i>				
No.	Theme	Lectures (incl. workshops, discussions) number of contact hours		
		full-time studies	part-time studies	part-time studies with e-learning elements*
358.	Job application. CV. Letter of motivation. Job interview questions.	6	3	2
359.	What is ICT? ICT in the workplace ICT in education	4	2	1
360.	Introduction to ICT systems Types and architecture of the operating system.	4	2	1
361.	The most current trends and directions of the development of the ICT industry Artificial intelligence as a modern software trend.	6	3	1
362.	New tools, software, latest technologies and their applications	6	3	2
363.	Truth and myths about programming, presentations	4	2	1
364.	Human-computer interaction E-commerce and e-government Computer equipment and ethics	4	2	1
365.	Ergonomics. Organisation of work	4	2	1
366.	The future of ICT	4	2	1
367.	Presentations on the selected topic	6	3	1
	Total:	48	24	12

Description of the independent tasks:		
Study form	Type of independent assignment	Type of control
<i>Full-time studies</i>	1. To perform two hometasks on Moodle by upgrading own knowledge in the use of branch specific terminology.	Individual check
	2. To do Moodle test and analyse own mistakes.	Test
	Compulsory literature: CV Europass template; 2.	
	3. Preparation and delivering of a presentation related to the study area of the course	Presentation Examination
	Compulsory Literature: Dependent on the topic	
<i>Part-Time Studies</i>	1. To perform two hometasks on Moodle by upgrading own knowledge in the use of branch specific terminology.	Individual check
	2. To do Moodle test and analyse own mistakes.	Test

	Compulsory literature: CV Europass template; 2.	Presentation Examination
	3. Preparation and delivering of a presentation related to the study area of the course	
	Compulsory Literature: Dependent on the topic	
<i>Part-time studies with e-learning elements</i>	1. To perform two hometasks on Moodle by upgrading own knowledge in the use of branch specific terminology.	Individual check
	2. To do Moodle test and analyse own mistakes.	Test
	Compulsory literature: CV Europass template; 2.	Presentation Examination
	3. Preparation and delivering of a presentation related to the study area of the course	
	Compulsory Literature: Dependent on the topic	

Study course organisation and the volume of the course:

Study form	Contact hours				Independent work hours	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
	Lecture hours (incl. seminars, discussion)	Consultations, guest lectures, conferences, study tours, applied games, etc.	Final Test (exam, test, defense)	Total			
<i>Full-time</i>	48	12	4	64	64	32	160
<i>Part-time</i>	24	18	6	48	64	48	160
<i>Part-time studies with e-learning elements</i>	12	16	4	32	64	64	160

Course acquisition requirements and evaluation of results:

No.	Study course outcomes	Evaluation method	Evaluation criteria			
			Minimal level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	With distinction (from 95% to 100%)
1.	Knows and understands concepts in the field of information technology in English	Theory knowledge test	40-64% test questions and tasks completed correctly	65-84% test questions and tasks completed correctly	85-94% test questions and tasks completed correctly	Knows and understands concepts in the field of

						information technology in English
2.	Students are able to use their knowledge and communication skills, including reading, speaking, listening and writing in professional contexts, participating in discussions, dialogues, making presentations.	Classroom discussion	Lack of skill in discussing issues in the field of information technology, unable to formulate one's opinion in English	Able to discuss issues in the field of information technology, but there are difficulties in defending one's point of view reasoned	Able to reasoned discuss in English on issues in the field of information technology	Able to reasoned discussion in English on issues in the field of information technology
3.	Can find the required information in a foreign language on the internet, structure and classify it, work with term and branch dictionaries.	Presentation in a class	Has difficulties to summarise the results of work and present them to others in a understandable manner	Can summarise the results of the work, however, there are difficulties to structure and analyse them independently, using the English language	Can work independently with dictionaries and information sources	Able to evaluate the necessary information in a foreign language, choose the most appropriate
4.	Can find the required information independently and analyse it for solving a problem Able to independently conduct research in the field of information technology in English INFORMATION COLLECTION AND ANALYSIS, CREATION OF NEW KNOWLEDGE	Independent home work. Compiling the results in a written report Group work. Presentation of the work results in a class.	Has difficulties in finding the required information independently; lack of the skill to apply the collected information can be identified Has difficulties in organising research work in English, cannot perform research independently	Able to conduct research in the field of information technology in English, but cannot demonstrate a deep understanding about using the obtained information; there are difficulties to analyse information independently, does not know how to independently carry out the research process	Can select and analyse the required information independently in order to find an answer to complex and specific questions. Can organize research work independently, is able to integrate different areas of knowledge, is able to contribute to the creation of new knowledge	Able to find the required information independently and analyse it for solving a problem, independently conduct research in the field of information technology in English CREATION OF NEW

						KNOWLEDGE
5.	Students have improved professional foreign language competence for creative use of foreign language in oral and written communication and professional activity, student mobility and academic environment.	Discussions. Presentations. Essays.	Difficulties in creatively using and improving skills in English, unable to independently find the necessary means of language	Can creatively use a foreign language in oral and written communication and professional activities, but does not know how to use a language suitable for the academic environment	Creatively uses foreign language in oral and written communication and professional activity, student mobility and academic environment.	Students have improved professional foreign language competence for creative use of foreign language in oral and written communication and professional activity, student mobility and academic environment.

Literature and other sources of information:

Compulsory literature and other sources of information

1.	Patrick Fitzgerald, Marie McCullagh, Carol Tabor, Terry Phillips. English for ICT Studies in Higher Education Studies Course Book with audio CDs, Garnet Education, 2011. ISBN: 978185964519
2.	Eric H. Glendinning, John McEwan. Oxford English for Information Technology. Oxford University Press, 2015. ISBN 0-19-457376 -1
3.	English for Information Technology. Pearson Education Limited, 2011 ISBN: 978-1-4082-69961
4.	Greg Gagne, Peter Baer Galvin. Operating System Concepts 8th Revised edition, Binder Ready Version John Wiley and Sons Ltd 2008. ISBN-13: 9780470279939, ISBN-10: 0470279931
5.	William Stallings. Operating Systems: Internals and Design Principles 7th Edition Prentice Hall; March 10, 2011. ISBN-13: 978-0132309981, ISBN-10: 013230998X
6.	Matisone I., Blumfelde I. English – Latvian Dictionary of International Business. Rīga: Zvaigzne ABC, 2006. 704 lpp. ISBN 9984367363.
7	Mascull B. Business Vocabulary in Use. Cambridge University Press, 2008. 172 p. ISBN 9780521775298

Recommended literature

1.	Budd T. An Introduction to Object-Oriented Programming. 3-rd edition, Addison Wesley, 2002. ISBN-13: 978-0201824193
2.	Allison J., Emmerson P. The Business. Intermediate. Student's Book. MacMillan. 2013. 159 p. ISBN 9781405081856
3.	Laikraksts "The Baltic Times". [tiešsaiste] [skatīts 10.03.2022.]. Pieejams: www.thebaltictimes.com

Other sources of information

1.	British Council's website for adult learners of English. [tiešsaiste] [skatīts 14.11.2021.]. Pieejams: http://learnenglish.britishcouncil.org
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2.	Interneta ziņu dienests. BBC News [tiešsaiste] [skatīts 14.02.2022.]. Pieejams: http://www.bbc.co.uk/news
3.	Interneta informācijas dienests (Online business information service about the EU). [tiešsaiste] [skatīts 14.08.2021.]. Pieejams: www.eubusiness.com

APPLICATION SOFTWARE

Author/s of Study course:	
Mg.sc.comp., docent, Andrejs Liepiņš	
Credit points:	Credit score in the ECTS system:
3	4.5
Test form:	
Examination	
Study course prerequisites:	
None	
Course objectives are:	
Gain knowledge of text editors, electronic tables, and presentation apps, as well as basic knowledge of graphic editors.	
Course outcomes (knowledge, skills, competencies):	
<ol style="list-style-type: none"> 1. Understands the basic principles of computerized word processing, knows how to use it in solving various issues and problems. 2. Understands the areas of use and basic concepts of spreadsheets, knows how to use them in solving various issues and problems. 3. Understands the possibilities of using presentation features, knows how to choose the appropriate way of presenting information. 4. Understands the basic principles, advantages and disadvantages of computerized image processing. They are able to choose the most suitable type of graphics for the task to be performed – a raster graphics or vector graphics. 	
The content of the study course required to attain the results of the study (thematic plan of the course):	
1.	Text editors.
2.	Electronic tables.
3.	Presentation apps.
4.	Vector graphics processing.
5.	Raster graphics processing.

Study course schedule:				
<i>Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics</i>				
No.	Theme	Lectures (incl. workshops, discussions) number of contact hours		
		full-time studies	part-time studies	distance learning
368.	Text editors. Formatting a text and paragraphs. Preparation of serial documents.	4	2	1
369.	Numbered and unnumbered lists. Header, footer. Section. Tables.	4	2	1
370.	Electronic tables. Formatting cells. Data formats.	4	2	1
371.	Simple functions. Logical functions. Types of addresses.	4	2	1
372.	Diagrams. Printing options.	4	2	2

Study course schedule:				
<i>Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics</i>				
No.	Theme	Lectures (incl. workshops, discussions) number of contact hours		
		full-time studies	part-time studies	distance learning
373.	Presentation apps. Graphic elements.	4	2	1
374.	Animation effects. Presentation options. Presentation skills.	4	2	1
375.	Insight into a vector graphics editor.	4	3	1
376.	Insight into a raster graphics editor.	4	3	1
	Total:	36	20	10

Description of the independent tasks:		
Study form	Type of independent assignment	Type of control
<i>Full-time studies</i>	<ol style="list-style-type: none"> 1. Test work with a text editor. 2. Test work with electronic tables. 3. Test work with presentation apps. 4. Test work with raster and vector graphics editors. 	Practical work, Tasks of self-testing
	Compulsory reading according to the topics of the study course	
<i>Part-Time Studies</i>	<ol style="list-style-type: none"> 1. Test work with a text editor. 2. Test work with electronic tables. 3. Test work with presentation apps. 4. Test work with raster and vector graphics editors. 	Practical work, Tasks of self-testing
	Compulsory reading according to the topics of the study course	
<i>Distance learning</i>	<ol style="list-style-type: none"> 1. Test work with a text editor. 2. Test work with electronic tables. 3. Test work with presentation apps. 4. Test work with raster and vector graphics editors. 	Practical work, Tasks of self-testing
	Compulsory reading according to the topics of the study course	

Study course organisation and the volume of the course:							
Study form	Contact hours				Independent work hours	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
	Lecture hours (incl. seminars, discussion)	Consultations, guest lectures, conferences, study tours, applied games, etc.	Final Test (exam, test, defence)	Total			
<i>Full-time</i>	36	8	4	48	48	24	120
<i>Part-time</i>	20	12	4	36	48	36	120
<i>Distance learning</i>	10	12	2	24	48	48	120

Course acquisition requirements and evaluation of results:

No.	Learning outcomes	Evaluation method	Evaluation criteria			
			Minimal level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	With distinction (from 95% to 100%)
1.	Understands the basic principles of computerized word processing, knows how to use it in solving various issues and problems.	Practical exercises.	Poorly understands the basic principles of computerized word processing, there are difficulties with their use in solving various issues and problems.	Understands the basic principles of computerized word processing, knows how to use it in solving various issues and problems.	Understands the basic principles of computerized word processing, knows how to use it in solving various issues and problems.	Perfectly understands the basic principles of computerized word processing, knows how to use it for a wide range of questions and problems.
2.	Understands the areas of use and basic concepts of spreadsheets, knows how to use them in solving various issues and problems.	Practical exercises.	Understands the areas of use and basic concepts of spreadsheets, knows how to use them in solving various issues and problems.	Understands the basic principles of computerized word processing, knows how to use it in solving various issues and problems.	Understands the areas of use and basic concepts of spreadsheets, knows how to use them in solving various issues and problems.	Perfectly understands the basic principles of computerized word processing, knows how to use it for a wide range of questions and problems.
3.	Understands the possibilities of using presentation features, knows how to choose the appropriate way of presenting information.	Practical exercises.	Poorly understands the possibilities of using the means of presentation, there are difficulties with the choice of the appropriate ways of presenting information.	Understands the possibilities of using the means of presentation, there are difficulties with the choice of the appropriate ways of presenting information.	Understands the possibilities of using presentation features, knows how to choose the appropriate way of presenting information.	Freely orients himself in the means of presentation and the possibilities of their use, knows how to choose the appropriate way of presenting information.
4.	Understands the basic principles, advantages and disadvantages of computerized image processing. They are able to choose the most suitable type of graphics for the task to be performed – a	Practical exercises.	Poorly understands the basic principles, advantages and disadvantages of computerized image processing, there are difficulties with the use of image	Understands the basic principles, advantages and disadvantages of computerized image processing, there are some difficulties with the use of image	Understands the basic principles, advantages and disadvantages of computerized image processing. They are able to choose the most suitable type of graphics for the task to	Understands the basic principles, advantages and disadvantages of computerized image processing. They are able to choose the most suitable type of graphics for the task to

	raster graphics or vector graphics.		processing programs.	processing programs.	be performed – a raster graphics or vector graphics.	be performed – a raster graphics or vector graphics. Demonstrates excellent skills in using image processing programs.
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Literature and other sources of information:	
<i>Compulsory literature and other sources of information</i>	
1.	Klieders Jānis (2018). Datorzinības. Microsoft Office 2013/2016. Latvija: Juridiskā koledža
2.	Joan Lambert, Curtis Frye (2018). Microsoft Office 2019 Step by Step. United States of America: Microsoft Press
<i>Recommended literature</i>	
1.	Máirín Strode, Oscar Baechler (2019) Sams Teach Yourself Inkscape, Gimp and Blender in 24 Hours. United States of America: Sams Publishing
2.	Olivier Lecarme, Karine Delvare (2013). The Book of GIMP: A Complete Guide to Nearly Everything. United States of America: No Starch Press
<i>Other sources of information</i>	
1.	ECDL MICROSOFT mācību materiāli [skatīts 09.2019]. Pieejams http://www.ecdl.lv
2.	ECDL MICROSOFT mācību materiāli [skatīts 09.2019]. Pieejams http://ecdl.org/about-ecdl/base-modules
3.	ECDL MICROSOFT mācību materiāli [skatīts 09.2019]. Pieejams http://ecdl.org/about-ecdl/intermediate-modules
4.	Gimp Tutorial [skatīts 09.2019]. Pieejams: https://www.gimp.org/tutorials/
5.	Learn Inkscape [skatīts 09.2019]. Pieejams: https://inkscape.org/learn/

PROGRAMMING II

Author/s of Study course:	
Mg.sc.comp., docent, Andrei Liepiņš	
Credit points:	Credit score in the ECTS system:
3	4.5
Test form:	
Examination	
Study course prerequisites:	
mastered study course "Programming I"	
Course objectives are:	
To acquire knowledge of the main principles and methodology of object-oriented development, as well as to develop skills and competences in solving tasks using the object-oriented approach in the programming language C++.	
Course outcomes (knowledge, skills, competencies):	
<ol style="list-style-type: none"> 1. Knows and is able to explain the essence and application of fundamental object-oriented programming concepts in the programming language C++. 2. Knows the principles of object-oriented programming and how it use helps to develop and maintain complex software. 3. Is able to collect and apply the acquired knowledge when designing and implementing the class structure in accordance with the requirements of the project. 4. Able to practically develop object-oriented programs in the language C++, use data type templates, write an abstraction declaration and definition as a class. 5. Is able to engage in software development projects that use an object-oriented design and development methodology. 	
The content of the study course required to attain the results of the study (thematic plan of the course):	
1.	An overview of object-oriented programming languages.
2.	Basic concepts of object-oriented programming.
3.	Class. Built-in functions. Encapsulation.
4.	Class composition.
5.	Operator overloading.
6.	Hierarchy. Inheritance. Multiple inheritance.
8.	Polymorphism. Abstract class. Virtual functions.
9.	Templates. Templates and inheritance. Templates and user types.

Study course schedule:				
<i>Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics</i>				
No.	Theme	Lectures (incl. workshops, discussions) number of contact hours		
		full-time studies	part-time studies	distance learning
1	An overview of object-oriented programming languages. Object-oriented method in analysis and programming.	2	1	1
2	Basic concepts of object-oriented programming. Abstraction. Class.	4	2	1
3	Built-in functions. Encapsulation. Constructors and destructors.	4	2	1

Study course schedule:

Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics

No.	Theme	Lectures (incl. workshops, discussions) number of contact hours		
		full-time studies	part-time studies	distance learning
4	Class composition.	4	2	1
5	Operator overloading. Friendly functions. Pointer this.	8	4	2
6	Hierarchy. Inheritance. Derived classes. Inheritance rules and restrictions. Multiple inheritance.	6	3	1
7	Polymorphism. Abstract class. Virtual functions.	6	3	2
8	Templates. Function templates. Class templates. Templates and inheritance. Templates and user types.	6	3	1
	Total:	36	20	10

Description of the independent tasks:		
Study form	Type of independent assignment	Type of control
<i>Full-time studies</i>	1) 5 programming independent works: 1. Class composition. 2. Operator overloading. 3. Inheritance 4. Polymorphism 5. Use of templates. 2) 5-10 programming tasks for each topic.	Written work, discussion Tasks of self-testing
	Compulsory reading according to the topics of the study course	
<i>Part-Time Studies</i>	1) 5 programming independent works: 1. Class composition. 2. Operator overloading. 3. Inheritance 4. Polymorphism 5. Use of templates. 2) 5-10 programming tasks for each topic.	Written work, discussion Tasks of self-testing
	Compulsory reading according to the topics of the study course	
<i>Distance learning</i>	1) 5 programming independent works: 1. Class composition. 2. Operator overloading. 3. Inheritance 4. Polymorphism 5. Use of templates. 2) 5-10 programming tasks for each topic.	Written work Tasks of self-testing
	Compulsory reading according to the topics of the study course	

Study course organisation and the volume of the course:							
Study form	Contact hours				Independent work hours	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
	Lecture hours (incl. seminars, discussion)	Consultations, guest lectures, conferences, study tours, applied games, etc.	Final Test (exam, test, defence)	Total			
<i>Full-time</i>	36	8	4	48	48	24	120
<i>Part-time</i>	20	12	4	36	48	36	120
<i>Distance learning</i>	10	12	2	24	48	48	120

Course acquisition requirements and evaluation of results:						
For students of all study forms, the final assessment consists of 50% of independent work (each independent work constitutes 10% of the final assessment) and 50% of the examination assessment						
No.	Learning outcomes	Evaluation method	Evaluation criteria			
			Minimal level	Intermediate level	High level (from 85% to 94%)	With distinction

			(from 40% to 64%)	(from 65% to 84%)		(from 95% to 100%)
1.	Knows and is able to explain the essence and application of fundamental object-oriented programming concepts in the programming language C++.	Programming tasks, exam	Knows and understands OOP principles, but does not know how to apply them.	Knows and understands the principles of OOP, has difficulties with their application.	Knows and understands OOP principles, and knows how to apply them.	Knows and understands OOP principles, and knows how to apply them.
2.	Perfectly knows the principles of object-oriented programming and how their application helps to develop and maintain complex software.	Programming tasks, exam.	There are difficulties with understanding and using the OOP paradigm.	Able to apply the principles of object-oriented programming, however, there are difficulties with the maintenance of finished products.	Able to apply the principles of object-oriented programming, and maintain finished products.	Able to brilliantly apply the principles of object-oriented programming, and maintain complex products.
3.	Is able to collect and apply the acquired knowledge when designing and implementing the class structure in accordance with the requirements of the project.	Programming tasks, exam	There are difficulties with the design and implementation of class structures.	Able to design and implement the class structure, but not always completely in accordance with the requirements of the project.	Able to design and implement class structure in accordance with the requirements of the project.	Able to design and implement the class structure in accordance with the requirements of the project, taking into account the possibilities of expanding the project.
4.	Able to practically develop object-oriented programs in the language C++, use data type templates, write an abstraction declaration and definition as a class.	Programming tasks, exam	There are difficulties with assessing the problem, choosing the right structures, the practical use of the OOP concept.	Able to assess the problem and choose the right OOP constructions, use OOP concepts in practice.	Able to assess the problem and choose the right OOP constructions, use OOP concepts in practice. Able to develop flexible, easily modifiable programs.	Able to practically develop complex, flexible, easily modifiable programs. Demonstrates outstanding knowledge of the OOP paradigm.
5.	Is able to engage in software development projects that use an object-oriented design and development methodology.	Programming tasks, exam	There are difficulties with engaging in software	Is able to engage in software development projects	Is able to engage in software development projects	Is able to engage in software development projects that

			development projects that use the object-oriented design and development methodology.	that use an object-oriented design and development methodology, but has problems with another written code.	that use an object-oriented design and development methodology.	use an object-oriented design and development methodology. Able to offer options for improving the structure and implementation of the project.
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Literature and other sources of information:

Compulsory literature and other sources of information

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|----|--|
| 1. | Deitel H.M., Deitel P.J. (2016). C++ How to Program (10th Edition). United States of America: Pearson. |
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Recommended literature

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| 1. | Erich Gamma, Richard Helm, Ralph Johnson, John Vlissides. (1994). Design Patterns: Elements of Reusable Object-Oriented Software. United States of America: Addison-Wesley Professional. |
| 2. | Timothy Budd. (2002). An Introduction to Object-Oriented Programming. 3-rd edition, United States of America: Addison Wesley. |
| 3. | R. Lafore. (2002). Object-oriented Programming in C++. 4-th edition. United States of America: SAMS Publishing. |

Other sources of information

- | | |
|----|---|
| 1. | C++ Language Tutorial [skatits 07.2019]. Pieejams: http://www.cplusplus.com/doc/tutorial/ |
| 2. | C++ Object Oriented [skatits 07.2019]. Pieejams: https://www.tutorialspoint.com/cplusplus/cpp_classes_objects.htm |
| 3. | Object Oriented Programming in C++ [skatits 07.2019]. Pieejams: https://www.geeksforgeeks.org/object-oriented-programming-in-cpp/ |

SOFTWARE ENGINEERING

Author/s of Study course:	
Mg. sc. comp., docent, Andrejs Liepiņš	
Credit points:	Credit score in the ECTS system:
4	6
Test form:	
Examination	
Study course prerequisites:	
acquired study courses "Programming I", "Programming II", "Databases"	
Course objectives are:	
To provide students with a set of knowledge and skills in the development of software projects in accordance with the requirements of the standard of the programmer's profession	
Course outcomes (knowledge, skills, competencies):	
<ol style="list-style-type: none"> 1. Knows the stages and models of software development, the work to be completed at each stage, stage deliverables, and documents. 2. Knows how to create a system model, define and specify project requirements, as well as prepare a requirements document. 3. Able to develop software design and prepare design documentation. 4. Able to create test cases and perform program testing using black and white box methods. 	
The content of the study course required to attain the results of the study (thematic plan of the course):	
1.	Software engineering.
2.	System modeling. Types of modeling
3.	Requirements specification.
4.	Software design
5.	User interface design
6.	Software implementation
7.	Software testing
8.	Development of a set of tests

Study course schedule:				
<i>Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics</i>				
No.	Theme	Lectures (incl. workshops, discussions) number of contact hours		
		full-time studies	part-time studies	distance learning
377.	Software engineering. Software components, Software life cycle.	4	2	1
378.	System modeling. Types of modeling, model descriptions.	4	2	1
379.	Requirements specification. Functional and non-functional requirements.	6	4	2
380.	Software design. Design methods, design tools.	8	4	2
381.	User interface design. Design principles, help system, user manual	6	3	2

Study course schedule:				
<i>Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics</i>				
No.	Theme	Lectures (incl. workshops, discussions) number of contact hours		
		full-time studies	part-time studies	distance learning
382.	Software implementation. Implementation steps.	4	2	1
383.	Software testing. Black and white box test methods.	8	3	1
384.	Development of a set of tests. Methods for developing a set of tests	8	4	2
Total:		48	24	12

Description of the independent tasks:		
Study form	Type of independent assignment	Type of control
<i>Full-time studies</i>	4 sets of documentation: 1. Requirements document 2. Design document 3. User's Guide 4. Testing documentation	Written work, presentation and discussion
	Compulsory reading according to the topics of the study course	
<i>Part-Time Studies</i>	4 sets of documentation: 1. Requirements document 2. Design document 3. User's Guide 4. Testing documentation	Written work, presentation and discussion
	Compulsory reading according to the topics of the study course	
<i>Distance learning</i>	4 sets of documentation: 1. Requirements document 2. Design document 3. User's Guide 4. Testing documentation	Written work, presentation and discussion
	Compulsory reading according to the topics of the study course	

Study course organisation and the volume of the course:							
Study form	Contact hours				Independent work hours	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
	Lecture hours (incl. seminars, discussion)	Consultations, guest lectures, conferences, study tours, applied games, etc.	Final Test (exam, test, defence)	Total			
<i>Full-time</i>	48	12	4	64	64	32	160
<i>Part-time</i>	24	18	6	48	64	48	160
<i>Distance learning</i>	12	16	4	32	64	64	160

Course acquisition requirements and evaluation of results:

No.	Learning outcomes	Evaluation method	Evaluation criteria			
			Minimal level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	With distinction (from 95% to 100%)
1.	Knows the stages and models of software development, the work to be completed at each stage, stage deliverables and documents.	Independent works, discussion	Poorly navigates the software development stages and models, confuses the jobs that need to be performed at each stage. There are difficulties with the preparation of documentation of stages.	Navigates the software development stages and models, the jobs that need to be performed at each stage. There are difficulties with the preparation of documentation of stages.	Navigates the software development stages and models, the jobs that need to be performed at each stage. Able to prepare the necessary documentation.	Navigates the software development stages and models, the jobs that need to be performed at each stage. Able to analyse and, as necessary, make corrections to the finished documentation.
2.	Knows how to create a system model, define and specify project requirements, as well as prepare a requirements document.	Independent works	The established system model and documentation are inaccurate or incomplete.	Knows how to create a system model, define and specify project requirements, as well as prepare a requirements document. The documents of the individual stages do not complement each other or conflict.	Knows how to create a system model, define and specify project requirements, as well as prepare a requirements document.	Knows how to create a system model, define and specify project requirements, as well as prepare a requirements document. Able to analyse and, as necessary, make corrections to the finished documentation.
3.	Able to develop software design and prepare design documentation.	Independent works	The software design developed is inaccurate or incomplete.	Able to develop software design and prepare design documentation. The documents of the individual stages do not complement each other or conflict.	Able to develop software design and prepare design documentation.	Able to develop software design and prepare design documentation. Able to analyse and, as necessary, make corrections to the finished documentation.

4.	Able to create test cases and perform program testing using black and white box methods.	Independent works	The created test cases are incomplete or not enough for full-fledged testing.	In general, understands the essence of testing, but there are problems with the application of individual methods.	Able to create test cases and perform program testing using black and white box methods.	Able to create test cases and perform program testing using black and white box methods. Knows how to compare the results of methods for further optimization of tests.
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Literature and other sources of information:

Compulsory literature and other sources of information

1.	Ian Sommerville (2015), Software Engineering (10th Edition), United States of America: Pearson; 10 edition
2.	Chhavi Raj Dosaj, (2020) The Self-Taught Software Tester, United States of America: Independently published

Recommended literature

1.	Rod Stephens, (2015), Beginning Software Engineering, United States of America: Sybex
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Other sources of information

1.	Software Engineering Overview [viewed 07.2019]. Available: https://www.tutorialspoint.com/software_engineering/software_engineering_overview
2.	Software Engineering [viewed 07.2019]. Available: https://www.geeksforgeeks.org/software-engineering/

MOBILE APPLICATION DEVELOPMENT (Android)

Study course author (s):	
Mg.sc.ing ., guest teacher, Maksims Žigunovs	
Credit points:	Number of credits in the ECTS system:
2	3
Evaluation form:	
Exam	
Required prior knowledge:	
Programming 1, Programming 2, Data structures and algorithms, XML technologies	
Aim/s of the study course:	
The purpose of the study course is to give students knowledge about the principles of mobile application development and practical skills in developing applications for Android devices.	
Study course results (Knowledge , skills , competences):	
<ol style="list-style-type: none"> 1. Knows the fundamentals of Android application development. 2. Able to work with Android application resources. 3. Able to work with Android user interface development principles. 4. Knows and is able to apply Android application testing and debugging. 5. Knows and is able to publish an Android application. 	
The content of the study course necessary to achieve the study results (thematic plan of the study course):	
385.	Introduction to mobile application development technology.
386.	internal structure and structure of Android applications .
387.	Android Application Resources.
388.	Android UI main object classes and their usage.
389.	Principles of shaping Android screens
390.	Application of global notifications on Android .
391.	Android application testing using the simulator .

Study course calendar plan:				
<i>Taking into account the needs, interests, previous existing knowledge and level of understanding of the study group/students, the plan may adjust the number of contact hours and the sequence of topics</i>				
No.	Topic	Number of contact hours of lectures (including seminars, discussions).		
		full time studies	part-time studies	distance learning
1.	Introduction to mobile application development technology.	2	1	0.5
2.	internal structure and structure of Android applications .	4	2	1
3.	Android Application Resources.	2	1	0.5
4.	Android UI main object classes and their usage.	8	6	2

Study course calendar plan:				
Taking into account the needs, interests, previous existing knowledge and level of understanding of the study group/students, the plan may adjust the number of contact hours and the sequence of topics				
No.	Topic	Number of contact hours of lectures (including seminars, discussions).		
		full time studies	part-time studies	distance learning
5.	Principles of shaping Android screens	4	4	2
6.	Application of global notifications on Android .	2	1	1
7.	Android application testing using the simulator .	2	1	1
Total:		24	16	8

Characteristics of independent tasks:		
Study form	Type of self-employment	Type of control
<i>Full time studies</i>	Homework Project: Create a horizontally scrolling image gallery.	Homework assessment
	Homework Project: An app with buttons and images placed/designed in proportion to a technical task.	
	Homework project: Google map and user marker rotation based on phone 3D placement.	
<i>Part-time studies</i>	Homework Project: Create a horizontally scrolling image gallery.	Homework assessment
	Homework Project: An app with buttons and images placed/designed in proportion to a technical task.	
	Homework project: Google map and user marker rotation based on phone 3D placement.	
<i>Distance learning</i>	Homework Project: Create a horizontally scrolling image gallery.	Homework assessment
	Homework Project: An app with buttons and images placed/designed in proportion to a technical task.	
	Homework project: Google map and user marker rotation based on phone 3D placement.	

Organization and scope of the study course:				
Study form	Contact hours			

	<i>Number of contact hours of lectures (including seminars, discussions).</i>	<i>Consultations, guest lectures, conferences, study tours, practical games, etc.</i>	<i>Final exam (exam, test, defense)</i>	Total	<i>Number of hours of independent work</i>	<i>Mandatory reading and/or watching/listening to audio/video material</i>	Total hours in the study course
<i>Full time</i>	24	6	2	32	32	16	80
<i>Part time</i>	16	6	2	24	32	24	80
<i>Distance learning</i>	8	6	2	16	32	32	80

Study course requirements and evaluation of results:

No.	<i>The result of the study course</i>	<i>Evaluation method/s</i>	<i>Evaluation criteria</i>			
			<i>Minimum level (from 40% to 64%)</i>	<i>average level (from 65% to 84%)</i>	<i>High level (from 85% to 94%)</i>	<i>Excellent (from 95% to 100%)</i>
1.	Knows the fundamentals of Android application development	Homework	40-64% of tasks completed correctly	65-84% of tasks completed correctly	85-94% of tasks completed correctly	95-100% of tasks completed correctly
2.	Able to work with Android application resources	Homework	40-64% of tasks completed correctly	65-84% of tasks completed correctly	85-94% of tasks completed correctly	95-100% of tasks completed correctly
3.	Able to work with Android user interface development principles	Homework	40-64% of tasks completed correctly	65-84% of tasks completed correctly	85-94% of tasks completed correctly	95-100% of tasks completed correctly
4.	Knows and is able to apply Android application testing and debugging	Homework	40-64% of tasks completed correctly	65-84% of tasks completed correctly	85-94% of tasks completed correctly	95-100% of tasks completed correctly
5.	Knows and is able to publish an Android application	Homework	40-64% of tasks completed correctly	65-84% of tasks completed correctly	85-94% of tasks completed correctly	95-100% of tasks completed correctly

Literature and other sources of information:

Mandatory literature and sources of information

1. Bill Phillips and Brian Hardy , Android Programming : The Big Nerd Ranch Guide , 739 pages , ISBN-13 978-0321804334
2. John Horton , Android Programming for Beginners (2015), 698 pages , ISBN 978-1-78588-326-2
3. Mark L. Murphy , Elements of Android Jetpack (2021), 928 pages
4. Neil Smyth , Android Studio Development Essentials – Java Edition (2018), 780 pages

Additional literature

1. Ryan Cohen , Tao Wang , GUI Design for Android Apps (2014), 156 pages

MOBILE IOS APPLICATION DEVELOPMENT

Author/-s of the study course:	
Ms. Phys., docent, Egmonts Treiguts	
Credits (Latvian):	ECTS:
2	3
Final evaluation form:	
Exam	
Study course prerequisites:	
Programming 1, Programming 2, Data structures and algorithms, XML technologies	
Study course aim:	
To provide knowledge about the principles of mobile application development and practical skills in application development for iOS devices.	
Study course learning outcomes (Knowledge, Skills, Competencies):	
<ol style="list-style-type: none"> 1. Knows application development methods and principles for iOS devices. 2. Knows the Swift programming language syntax, constructions, object-oriented programming approach. 3. Able to design the UI interface of the application using UIKIT classes. Can create and use application resources - assets, storyboards, xibs. 4. Able to create and use application scene data models. 5. Able to find, select, evaluate, and fully utilize information to complete application development tasks. 	
Study course thematic plan:	
1	Introduction to mobile application development technology.
2	Swift language syntax, key constructs, object-oriented approach.
3	The structure of developing project and resources used in iOS applications.
4	iOS UI design guidelines. UIKit main object classes and their usage.
5	Principles of creating iOS screens using Interface Builder. Popular UIKit classes and their usage.
6	Building an application data model. External data serialization.
7	Principles and required resources for publishing an iOS application.

Study course calendar plan:				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	distance learning
392.	Introduction to mobile application development technology.	1	1	0.5
393.	Swift language syntax, key constructs, object-oriented approach.	4	2	1
394.	The structure of developing project and resources used in iOS applications	1	1	0.5
395.	iOS user interface design guidelines. UIKIT main object classes and their usage.	7	4	2

Study course calendar plan:

No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	distance learning
396.	Principles of creating iOS screen shapes using Interface Builder. Adapting UIKit classes to application specifications.	4	3	1
397.	Building an application data model. External data serialization.	4	3	2
398.	Principles and required resources for publishing an iOS application.	3	2	1
Total:		24	16	8

Independent work description:

Study form	Type of independent work	Form of control
full-time studies	1) Application data model development with Swift object-oriented approach according to task specifications.	Written work
	Reading of mandatory literature according to the topic of the assignment.	
	2) Creating application screens and user interface according to task specifications.	Written work
	Reading of mandatory literature according to the topic of the assignment.	
part-time studies	1) Application data model development with Swift object-oriented approach according to task specifications.	Written work
	Reading of mandatory literature according to the topic of the assignment.	
	2) Creating application screens and user interface according to task specifications.	Written work
	Reading of mandatory literature according to the topic of the assignment.	
distance learning	1) Application data model development with Swift object-oriented approach according to task specifications.	Written work
	Reading of mandatory literature according to the topic of the assignment.	
	2) Creating application screens and user interface according to task specifications.	Written work
	Reading of mandatory literature according to the topic of the assignment.	

Structure of the study course:

Study form	Contact hours				Individual work (hours)	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
	Lecture contact hours (incl. seminars, discussions etc.)	Consultations, guest lectures, conferences, study visits, workshops, business games and simulations etc.	Final evaluation in the course	Total			
full-time studies	24	6	2	32	32	16	80

part-time studies	16	6	2	24	32	24	80
distance learning	8	6	2	16	32	32	80

The evaluation of the study course learning outcomes:

No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1.	Knows application development methods and principles for iOS devices.	Independent works, exam	Poor knowledge of application development methods and principles for iOS devices.	Oriented in application development methods and principles for iOS devices.	Well versed in application development techniques and principles for iOS devices.	Knows in detail the methods and principles of application development for iOS devices.
2.	Knows the syntax of the programming language Swift, constructions, object-oriented programming approach.	Independent works	Poor Swift syntax, poor Swift constructs, poor understanding of object-oriented programming approach.	Knows the Swift syntax of the programming language, has an average knowledge of Swift constructions and the approach of object-oriented programming.	Good knowledge of Swift programming language syntax, good understanding of constructs and object-oriented programming approach.	Excellent knowledge of the syntax of the programming language Swift, knows the constructions and manages the approach of object-oriented programming.
3.	Able to design the UI interface of the application using UIKIT classes. Can create and use application resources - assets, storyboards, xibs.	Independent works	Struggling to design an application's UI. Creates and uses application resources with difficulty.	Create application UI simple interfaces using UIKIT classes. Able to design and use part of the possible resources of the application.	Can design application UI interface. Able to design and use all application resources.	Freely create the application's UI interface using various UIKIT classes. Create and use all application resources freely.
4.	Able to create and use application scene data models.	Independent works, discussion	Struggling to create and use an application's scene data model.	Able to create and apply a simple application scene data model.	Able to create and use application scene data models.	Able to create and apply complex data models of application scenes.

5.	Able to find, select, evaluate, and fully utilize information to complete application development tasks.	Independent works, discussion	Able to find, but not able to critically evaluate and not able to fully use the information to fulfill the application development tasks.	Able to find and use information to complete application development tasks. There are difficulties with evaluating the information found.	Able to find, select, evaluate and fully utilize information to complete application development tasks.	Able to find, select, evaluate and fully use information to perform non-standard tasks of application development.
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Literature and information sources:

Compulsory literature and information sources

1. MG Martin, (2019), Swift: The Complete Guide for Beginners, Intermediate and Advanced Detailed Strategies To Master Swift Programming, Independently published, 223 pages, ISBN-10:1096672286
2. Matt Neuburgm, (2021), iOS 15 Programming Fundamentals with Swift: Swift, Xcode, and Cocoa Basics, O'Reilly Media; 1st edition, 786 pages, ISBN-10:1098118502
3. Joe Conway, Aaron Hillegass, Christian Keu, iOS Programming: The Big Nerd Ranch Guide, Big Nerd Ranch Guides, 560 pages, ISBN-10: 0321942051
4. Ahmad Sahar, Craig Clayton, (2021), iOS 15 Programming for Beginners: Kickstart your mobile app development journey by building iOS apps with Swift 5.5 and Xcode 13, Packt Publishing; 6th ed. edition, 784 pages, ISBN-10:1801811245

Additional literature and information sources

1. Simon Ng (2022), Intermediate iOS 15 Programming with Swift: Take your iOS app development skill to the next level and learn ARKit & CoreML, AppCoda Limited, Kindle Edition

Other information sources

1. Swift [viewed 07.2022], <https://docs.swift.org/swift-book/GuidedTour/GuidedTour.html>
2. Tutorials point [viewed 07.2022], <https://www.tutorialspoint.com/swift/index.htm>
3. UIKIT [viewed 07.2022], <https://getuikit.com/v2/docs/tutorials.html>

WEB CONTENT MANAGEMENT SYSTEMS

Title of study programme: Professional bachelor study program "Information technology"

Study course	WEB content management systems
Credits (Latvian)	2
ECTS credits	3
Study direction	Information technology, hardware, electronics, telecommunications, computer, and computer science

Responsible instructor:	
Mg. Phys., visiting lecturer	Egmonts Treiguts
Instructor/-s	
Mg. Phys., visiting lecturer	Egmonts Treiguts

Study course prerequisites:	Web programming 1, WEB programming 2, XML technologies.
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Study course abstract: Course of study aims to gain knowledge even on WEB content management systems and practical skills to create Web sites using a WEB content management system.

Study course aim and tasks:

The aim of the course: To provide the necessary knowledge to the student and the acquisition of practical skills of WEB content management systems and their use.

The tasks of the course:

7. To give the student knowledge of WEB content management systems, their advantages and disadvantages.
8. Give learners the knowledge of WEB content management systems work principles.
9. To give the student knowledge and practical skills of working with WEB content management systems when creating a Web site.

Study course thematic plan

No.	TOPIC	Lecture hours (incl. seminars, discussion)		
		full-time studies	part-time studies	part-time studies with e-learning elements*
399.	WEB content management systems Systems, the main characteristic parameters.	3	1	0.5
400.	Joomla! content management system preparation for work. Installation, database design.	4	1	1
401.	Chapter Divi Joomla! SVS content structuring principles. The article and their category design. The article parameters determination.	6	4	2
402.	Chapter Trīs Joomla! menu and navigation principles. Menu linking to content-articles and categories.	4	3	2
403.	Chapter Četri Joomla! modules, their installation, configuration and use.	6	3	1
404.	Chapter Pieci Joomla! templates. Template installation, ordering and use of parameters.	4	3	1
405.	Chapter Seši Joomla! multilingual support. Content translation.	4	3	2
	Total:	24	16	8

Study course schedule

The study course schedule is available in the university e-environment.

Study course requirements

Full-time undergraduate students have the following requirements for acquiring this course:

- successful or partially successful (at least 50%), work on the tasks in the classroom;
- at least 50% lecture attendance;
- to do successfully two independent work assignments;
- successfully write the exam (theory).

Part-time undergraduate students have the following requirements for acquiring this course:

- at least 50% lecture attendance;
- to do successfully two independent work assignments;
- successfully write the exam (theory).

Students of part-time studies with e-learning elements have the following requirements for acquiring this course:

- participate in online classes at least 50%;
- to do successfully two independent work assignments;
- successfully write the exam (theory).

Independent work description:

Type of independent work	Form of control
Video Lecture listening and repetition of the programming.	Independent work
Internet resources use - WEB content management system user and developer forum attendance and studying the issue. Joomla! Internet resources reading and visiting the sites and training materials studying. The example reproduction on own computer.	Independent work
Quizzes (2) run on own computer.	Independent work

Study course structure

Study form	Contact hours		Individual work hours	Compulsory reading and/or <u>audio and video material</u> <u>listening/watching</u>	Total course credit hours
	Lecture hours (incl. seminars, discussion)	Tutorials, final evaluation in the course			
Full-time	24	10	32	14	80
Part-time	16	10		22	
Part-time studies with e-learning elements*	8	10		30	

Evaluation of the study course results:

Learning outcomes	Evaluation method	Evaluation criteria		
		40-69%	70-89%	90-100%
KNOWLEDGE AND UNDERSTANDING				
Knows the WEB content management system types, advantages and disadvantages.	Practical work, exam	Knows the WEB content management system types, advantages and disadvantages.	Knows the WEB content management system types, advantages and disadvantages.	Knows the WEB content management system types, advantages and disadvantages very well.

Knows WEB content management systems work principles.	Practical work, exam	Knows WEB content management systems work principles.	Knows WEB content management systems work principles.	Knows WEB content management systems work principles very well.
Knows the Joomla! WEB content management systems work principles. Joomla! content and navigation principles.	Practical work, exam	Poorly knows the Joomla! WEB content management systems work principles. Joomla! content and navigation principles.	Knows the Joomla! WEB content management systems work principles. Joomla! content and navigation principles.	Knows the Joomla! WEB content management systems work principles. Joomla! content and navigation principles.
SKILLS (the ability to apply knowledge, communication skills, general skills)				
Unable to create a Joomla! element-content article, create the article categories and attract articles and categories menu.	Practical assignment	Creates a Joomla! element-content article, creates the article categories and attracts articles and categories menu with difficulties.	Unable to create a Joomla! element-content article, create the article categories and attract articles and categories menu.	Creates a Joomla! element-content article, creates the article categories and attracts articles and categories menu.
The ability to use the Joomla! modules. Install new and link to the page layout – template.	Independent work, classroom discussion	The ability to use the Joomla! modules with difficulty. Install new and link to the page layout – template.	The ability to use the Joomla! modules. Install new and link to the page layout – template.	The ability to use the Joomla! modules. Install new, configure them and link to the page layout – template.
The ability to use the Joomla! page template and configure it.	Independent work, classroom discussion	The ability to use the Joomla! page template and configure it with difficulty.	The ability to use the Joomla! page template and configure it.	The ability to use the Joomla! page template and configure it. The ability to change the templates according to the design requirements.
COMPETENCE (analysis, synthesis, evaluation)				
Can consistently find the information you need about WEb Content management systems to be used operationally.	Practical assignment	Difficulty of navigating the technical documentation and using it.	Good navigation in documentation, can use it, but lacks the knowledge to choose the optimal application solution.	Excellent navigation in the technical documentation, the ability to effectively use the information found. Able to evaluate the best technical solution.
Able to find the information needed about SVS elements, modules, templates, plugin.	Practical assignment	With difficulty finds information related to the tasks to be solved, with difficulty applies it.	Able to find the information needed to solve the task, but there is lack of knowledge of its analysis to apply it with maximal efficiency.	The ability to find and analyse the information needed about the task, the ability to choose the best solution.

1. <http://www.aiim.org/What-is-Web-CMS-WCM-System-Content-Management>

Literature (02 - additional literature):

1. <http://www.berita.lv/kas-ir-satura-vadibas-sistema/>

Literature (03-recommended periodicals and Internet resources):

1. <https://www.joomla.org/download.html>
2. <https://www.siteground.com/tutorials/joomla/how-to-install-joomla.htm>

PROGRAMMING LANGUAGES

Study course author (s):	
Mg.sc.ing ., Maksims Žigunovs	
Credit points:	Number of credits in the ECTS system:
2	3
Evaluation form:	
Exam	
Required prior knowledge:	
General computer skills	
Aim/s of the study course:	
To provide students with in-depth knowledge, skills and competencies in the Python programming language, with special emphasis on practical skills in working with it.	
Study course results (Knowledge , skills , competences):	
10. Knows about the ways of creating the program and the possibilities of starting it. 11. Able to compile simple programs. 12. Knows and is able to use popular and feature-rich libraries. 13. Knows how to design his program according to set criteria and is able to program it. 14. Knows aspects and nuances of Python programming language related to working with files and UI.	
The content of the study course necessary to achieve the study results (thematic plan of the study course):	
406.	An introduction to algorithmization and the Python ecosystem
407.	Python Basics
408.	Built-in functions and modules
409.	Functional programming

Study course calendar plan:				
<i>Taking into account the needs, interests, previous existing knowledge and level of understanding of the study group/students, the plan may adjust the number of contact hours and the sequence of topics</i>				
No.	Topic	contact hours of lectures (including seminars, discussions) .		
		full time studies	part-time studies	distance learning
1.	An introduction to algorithmization and the Python ecosystem	2	2	1
2.	Python Basics	10	8	4
3.	Built-in functions and modules	6	4	2
4.	Functional programming	6	2	1
Together:		24	16	8

Characteristics of independent tasks:		
Study form	Type of self-employment	Type of control
<i>Full time studies</i>	Homework: Create a computer program in the Python programming language according to the formulation of the task	Homework assessment
	Homework: Create a computer program in the Python programming language according to the formulation of the task	

<i>Part-time studies</i>	Homework: Create a computer program in the Python programming language according to the formulation of the task	Homework assessment
	Homework: Create a computer program in the Python programming language according to the formulation of the task	
<i>Distance learning</i>	Homework: Create a computer program in the Python programming language according to the formulation of the task	Homework assessment
	Homework: Create a computer program in the Python programming language according to the formulation of the task	

Organization and scope of the study course:

<i>Study form</i>	<i>Contact hours</i>				<i>Number of hours of independent work</i>	<i>Mandatory reading and/or watching/listening to audio/video material</i>	<i>Total hours per study course</i>
	<i>contact hours of lectures (including seminars, discussions) .</i>	<i>Consultations, guest lectures, conferences, study tours, practical games, etc.</i>	<i>Final exam (exam, test, defense)</i>	<i>Total</i>			
<i>Full time</i>	24	6	2	32	32	16	80
<i>Part time</i>	16	6	2	24	32	24	80
<i>Distance learning</i>	8	6	2	16	32	32	80

Study course requirements and evaluation of results:

No.	<i>The result of the study course</i>	<i>Evaluation method/s</i>	<i>Evaluation criteria</i>			
			<i>Minimum level (from 40% to 64%)</i>	<i>average level (from 65% to 84%)</i>	<i>High level (from 85% to 94%)</i>	<i>Excellent (from 95% to 100%)</i>
1.	Knows about the ways of creating the program and the possibilities of starting it	Homework	40-64% of tasks completed correctly	65-84% of tasks completed correctly	85-94% of tasks completed correctly	95-100% of tasks completed correctly
2.	Able to compile simple programs	Homework	40-64% of tasks completed correctly	65-84% of tasks completed correctly	85-94% of tasks completed correctly	95-100% of tasks completed correctly
3.	Knows and is able to use popular and feature-rich libraries	Homework	40-64% of tasks completed correctly	65-84% of tasks completed correctly	85-94% of tasks completed correctly	95-100% of tasks completed correctly
4.	Knows how to design his program according to set criteria and is able to program it	Homework	40-64% of tasks completed correctly	65-84% of tasks completed correctly	85-94% of tasks completed correctly	95-100% of tasks completed correctly
5.	Knows aspects and nuances of Python programming language	Homework	40-64% of tasks	65-84% of tasks	85-94% of tasks	95-100% of tasks

	related to working with files and UI		completed correctly	completed correctly	completed correctly	completed correctly
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Literature and other sources of information :	
<i>Mandatory literature and sources of information</i>	
1.	Python Tutorial., Python Software Foundation, 2008. PDF https://bugs.python.org/file47781/Tutorial_EDIT.pdf
2.	Allen B. Downey , Think Python : How to Think Like a Computer Scientist (2015), 244 pages
<i>Additional literature</i>	
1.	Al Sweigart , Invent Your Own Computer Games with Python (2017), ISBN-13: 978-1593277956
<i>Other sources of information</i>	
1.	https://www.w3schools.com/python/
2.	https://developers.google.com/edu/python

DATABASE TECHNOLOGIES II

Study course author (s):	
Mg.sc.ing ., visiting teacher, Maksims Žigunovs	
Credit points:	Number of credits in the ECTS system:
4	6
Evaluation form:	
Exam	
Required prior knowledge:	
1. Good knowledge of high school mathematics course 2. Basic knowledge of any programming language 3. Successful completion of the "Database Technologies I" course	
Aim/s of the study course:	
To provide students with in-depth knowledge, skills and competence acquisition database in the field of technology, with special emphasis on practical skills in working with non-relational databases and mastering.	
Study course results (Knowledge , skills , competences):	
1. Knows about structured query language. 2. Able to compose compound SQL queries. 3. Knows how to use non- relational databases (NoSQL) and is able to work with relational databases (SQL). 4. Able to independently find the necessary information in the field of databases and analyze it. 5. Able to argue and present his opinion in relation to work with databases.	
The content of the study course necessary to achieve the study results (thematic plan of the study course):	
1	structured query language
2	Compound SQL queries
3	Introduction to non- relational databases (NoSQL)
4	and general architecture of data warehouse
5	Operational analytical processing of data
6	Introduction to Big Data Technologies
7	Big data storage and processing

Study course calendar plan:				
<i>Taking into account the needs, interests, previous existing knowledge and level of understanding of the study group/students, the plan may adjust the number of contact hours and the sequence of topics</i>				
No.	Topic	contact hours of lectures (including seminars, discussions) .		
		full time studies	part-time studies	distance learning
410.	structured query language	4	2	1
411.	Compound SQL queries	8	4	2
412.	Introduction to non- relational databases (NoSQL)	10	5	2.5

Study course calendar plan:				
<i>Taking into account the needs, interests, previous existing knowledge and level of understanding of the study group/students, the plan may adjust the number of contact hours and the sequence of topics</i>				
No.	Topic	contact hours of lectures (including seminars, discussions) .		
		full time studies	part-time studies	distance learning
413.	and general architecture of data warehouse	4	2.5	1
414.	Operational analytical processing of data	4	2.5	1.5
415.	Introduction to Big Data Technologies	10	4	2
416.	Big data storage and processing	8	4	2
Together:		48	24	12

Characteristics of independent tasks:		
Study form	Type of self-employment	Type of control
<i>Full time studies</i>	Homework: Knows and understands the basics of structured query language	Homework assessment
	Homework: Can use structured query language to create complex queries	
	Homework: Can perform comparative analysis of SQL tables and queries	
	Homework: Able to navigate complex SQL queries	
	Homework: Able to independently find the necessary information and analyze it in order to obtain theoretical knowledge about the specific topic in the field of databases	
<i>Part-time studies</i>	Homework: Knows and understands the basics of structured query language	Homework assessment
	Homework: Can use structured query language to create complex queries	
	Homework: Can perform comparative analysis of SQL tables and queries	
	Homework: Able to navigate complex SQL queries	
	Homework: Able to independently find the necessary information and analyze it in order to obtain theoretical knowledge about the specific topic in the field of databases	
<i>Distance learning</i>	Homework: Knows and understands the basics of structured query language	Homework assessment
	Homework: Can use structured query language to create complex queries	

	Homework: Can perform comparative analysis of SQL tables and queries	
	Homework: Able to navigate complex SQL queries	
	Homework: Able to independently find the necessary information and analyze it in order to obtain theoretical knowledge about the specific topic in the field of databases	

Organization and scope of the study course:

Study form	Contact hours				Number of hours of independent work	Mandatory reading and/or watching/listening to audio/video material	Total hours per study course
	contact hours of lectures (including seminars, discussions) .	Consultations, guest lectures , conferences, study tours, practical games, etc.	Final exam (exam, test, defense)	Toget her			
Full time	48	10	2	60	60	40	160
Part time	24	10	2	36	60	64	160
Distance learning	12	10	2	24	60	76	160

Study course requirements and evaluation of results:

No.	The result of the study course	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent (from 95% to 100%)
1.	Knows about structured query language	Homework	40-64% of tasks completed correctly	65-84% of tasks completed correctly	85-94% of tasks completed correctly	95-100% of tasks completed correctly
2.	Able to compose compound SQL queries	Homework	40-64% of tasks completed correctly	65-84% of tasks completed correctly	85-94% of tasks completed correctly	95-100% of tasks completed correctly
3.	Knows how to use non-relational databases (NoSQL) and is able to work with relational databases (SQL)	Homework	40-64% of tasks completed correctly	65-84% of tasks completed correctly	85-94% of tasks completed correctly	95-100% of tasks completed correctly
4.	Able to independently find and analyze the necessary information in the field of databases it	Homework	40-64% of tasks completed correctly	65-84% of tasks completed correctly	85-94% of tasks completed correctly	95-100% of tasks completed correctly
5.	Able to argue and present his opinion related to working with databases	Homework	There are difficulties in independently finding the necessary information	Able to independently find the necessary information, but has	Able to independently find the necessary information	Able to independently find the necessary information and analyze it

			and analyzing it	difficulty analyzing it	and analyze it	and apply it correctly
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Literature and other sources of information:

Mandatory literature and sources of information

1.	Krepke D. , Теория и практика построения баз данных ., ISBN:5-94723-275-8, Peter , 2003
2.	Pramod J. Sadalage, Martin Fowler, NoSQL Distilled: A Brief Guide to the Emerging World of Polyglot Persistence, ISBN-13: 978-0321826626
3.	Dan SullivanNoSQLforMereMortals, ISBN-13: 978-0134023212
4.	Paulraj Ponniah., DATA Data Warehousing Fundamentals for IT Professionals, 2nd edition, ISBN: 978-0-470-46207-2, Wiley, 2010

Papildliteratūra

1.	Karpova T. Databases : models , development , implementation . ISBN: 5-272-00278-4. Peter, 2002
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Citi informācijas avoti

1.	http://sql.org/
2.	http://www.w3schools.com/sql/

PROGRAMMING I

Author/s of Study course:	
Mg.sc.comp., docent, Andrejs Liepiņš	
Credit points:	Credit score in the ECTS system:
4	6
Test form:	
Examination	
Study course prerequisites:	
None	
Course objectives are:	
To acquire basic knowledge of algorithms, the process of program development, as well as to acquire skills and competences in program development in the programming language C++.	
Course outcomes (knowledge, skills, competencies):	
<ul style="list-style-type: none"> 21. Knows the syntax of the programming language C++ 22. Able to practically develop simple programs in C++, debug them and analyse the program code even if the program has not been developed by him/ her. 23. Able to find and justify a solution to the problem according to the wording of the task 24. Able to independently find, evaluate and creatively use information for the implementation of tasks and solutions to problems 	
The content of the study course required to attain the results of the study (thematic plan of the course):	
1.	Introduction. Programming environment.
2.	C++ basics. The structure of a simple C++ program. Compilation and execution of the program, correction of errors. Comments.
3.	Algorithms. Descriptions of algorithms.
4.	Branching. Branching operators
5.	Loops. Types of loops and syntax.
6.	Random number generator
7.	Functions. Arguments and parameters for the function.
8.	References, types of variables, structured variables.
9.	Arrays. Multidimensional arrays.
10.	Strings of symbols. Functions that manipulate strings of symbols.
11.	Modules. Definition and use of modules.
12.	Files. Operations on files.

Study course schedule:				
<i>Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics</i>				
No.	Theme	Lectures (incl. workshops, discussions) number of contact hours		
		full-time studies	part-time studies	distance learning
417.	Introduction. Programming environment.	2	1	1
418.	C++ basics. The structure of a simple C++ program. Compilation and execution of the program, correction of errors. Comments.	6	3	1
419.	Algorithms. Descriptions of algorithms.	2	1	1
420.	Branching. Branching operators	3	2	1
421.	Loops. Types of loops and syntax.	4	2	1
422.	Random number generator	2	1	1
423.	Functions. Arguments and parameters for the function.	6	3	1
424.	Indications, types of variables, structured variables.	4	2	1
425.	Arrays. Multidimensional arrays.	5	2	1
426.	Strings of symbols. Functions that manipulate strings of symbols.	5	2	1
427.	Modules. Definition and use of modules.	3	2	1
428.	Files. Operations on files.	6	3	1
	Total:	48	24	12
Description of the independent tasks:				
Study form	Type of independent assignment		Type of control	
<i>Full-time studies</i>	2) 5 programming independent works: 6. Use of basic operators 7. Solving tasks using functions. 8. Using two-dimensional arrays 9. Using string type variables 10. File based, simple database implementation 5-10 additional programming tasks for each topic.		Written work, discussion Tasks of self-testing	
	Compulsory reading according to the topics of the study course			
<i>Part-Time Studies</i>	3) 5 programming independent works: 1. Use of basic operators 2. Solving tasks using functions. 3. Using two-dimensional arrays 4. Using string type variables 5. File based, simple database implementation 5-10 additional programming tasks for each topic.		Written work, discussion Tasks of self-testing	
	Compulsory reading according to the topics of the study course			

Study course schedule:				
Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics				
No.	Theme	Lectures (incl. workshops, discussions) number of contact hours		
		full-time studies	part-time studies	distance learning
<i>Distance learning</i>	4) 5 programming independent works: 1. Use of basic operators 2. Solving tasks using functions. 3. Using two-dimensional arrays 4. Using string type variables 5. File based, simple database implementation 5-10 additional programming tasks for each topic.	Written work, discussion Tasks of self-testing		
	Compulsory reading according to the topics of the study course			

Study course organisation and the volume of the course:

Study form	Contact hours				Independent work hours	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
	Lecture hours (incl. seminars, discussion)	Consultations, guest lectures, conferences, study tours, applied games, etc.	Final Test (exam, test, defence)	Total			
<i>Full-time</i>	48	12	4	64	64	32	160
<i>Part-time</i>	24	18	6	48	64	48	160
<i>Distance learning</i>	12	16	4	32	64	64	160

Course acquisition requirements and evaluation of results:

No.	Learning outcomes	Evaluation method	Evaluation criteria			
			Minimal level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	With distinction (from 95% to 100%)
1.	Knows the syntax of the programming language C++	Programming tasks, exam	Demonstrates understanding of C++ syntax according to lecture materials, but is unable to explain it and is not always able to justify its application.	Demonstrates understanding of C++ syntax according to lecture materials, but is unable to explain it.	Demonstrates understanding of C++ syntax according to lecture materials, is able to justify its application.	Demonstrates a deep understanding of C++ syntax, is able to justify its application. Able to analyse the code of a complex program even if the program itself has not been developed by

						himself/ herself.
2.	Able to practically develop simple programs in C++, debug them and analyse the program code even if the program has not been developed by him/ her.	Programming tasks, exam	Knows how to develop quite simple programs in C++, is not able to debug and analyse programs that s/ he has not developed himself.	Knows how to develop simple programs in C++, is able to debug them or analyse program code, but is not able to analyse programs that s/ he has not developed himself/ herself.	Able to practically develop simple programs in C++, debug them and analyse the program code even if the program has not been developed by him/ herself.	Able to practically develop simple programs in C++, debug them and analyse the program code even if the program has not been developed by him/ herself.
3.	Able to find and justify a solution to the problem according to the wording of the task	Programming tasks, exam	Is able to find and justify a solution only using literature or Internet resources, if the wording of the task gives instructions for execution.	Is able to independently find and justify a solution using literary or Internet resources even if the wording of the task does not give instructions for execution.	Is able to independently find and justify a solution using literary or Internet resources if the wording of the task gives instructions for execution.	Is able to independently find and justify a solution to more complex problems without the use of literature or Internet resources, even if the wording of the task does not give instructions for execution.
4.	Able to independently find, evaluate and creatively use information for the implementation of tasks and solutions to problems	Programming tasks, exam	Is able to find and use information for the execution of a task and solutions to problems, if instructions are given, but is not able to assess the reliability / relevance of the information found.	Able to independently find, evaluate and creatively use information for the implementation of tasks and solutions to problems	Able to independently find, evaluate and creatively use information for the implementation of tasks and solutions to problems	Able to independently find, evaluate and creatively use information for the implementation of tasks and solutions to problems outside the topics covered in the course.

Literature and other sources of information:	
<i>Compulsory literature and other sources of information</i>	
1.	Deitel H.M., Deitel P.J. (2016). C++ How to Program (10th Edition). United States of America: Pearson
<i>Recommended literature</i>	
1.	Stroustrup B. (2014). Programming - Principles and Practice Using C++. Addison-Wesley Professional.
2.	Stroustrup B. (1994). The Design and Evolution of C++. Addison-Wesley Professional.
<i>Other sources of information</i>	
1.	C++ Language Tutorial [skatīts 06.2019]. Pieejams: http://www.cplusplus.com/doc/tutorial/
2.	C++ Tutorial, C++ Made Easy: Learning to Program in C++ [skatīts 06.2019]. Pieejams: https://www.cprogramming.com/tutorial.html
3.	C++ Tutorial [skatīts 06.2019]. Pieejams: https://www.tutorialspoint.com/cplusplus/index.htm
4.	Free interactive C++ tutorial [skatīts 06.2019]. Pieejams: https://www.learn-cpp.org/
5.	C++ Coding Standard [skatīts 06.2019]. Pieejams: https://users.ece.cmu.edu/~eno/coding/CppCodingStandard.html
6.	Niranjan Kumar P. (2013). Impact Of Indentation In Programming. International Journal of Programming Languages and Applications (IJPLA) Vol.3, No.4.
7.	JTC1/SC22/WG21 - The C++ Standards Committee – ISO C++ [skatīts 06.2019]. Pieejams: http://www.open-std.org/jtc1/sc22/wg21/

THE OPERATING SYSTEMS

Author/-s of the study course:	
Mg.sc.ing., Mg.math., docent, Patriks Morevs	
Credits (Latvian):	ECTS:
4	6
Final evaluation form:	
Examination	
Study course prerequisites:	
Computer Science and Informatics Course in the Secondary School, the course Computer System Organization and Architecture	
Study course aim:	
To provide students with the necessary information, knowledge, skills and competences when working with operating systems, starting from choosing the operating system, finishing with installation, practical use and configuration thereof.	
Study course learning outcomes (Knowledge, Skills, Competencies):	
<ol style="list-style-type: none"> 6. Knows modern operating systems, types, principles thereof, file systems, licensing 7. Knows principles of hardware and drivers, is able to install operating systems and configure them, knows software applications and how they interact with the operating systems 8. Is able to configure user and group policies, is able to install operating systems 9. Is able to look for errors, determine problems in operating systems and eliminate them by cooperating with other colleagues 10. Is able to independently configure and adjust operating systems and to evaluate efficiency thereof, is able to perform system audit and compose documents on such audit 	
Study course thematic plan:	
1.	Operating system classification and development tendencies
2.	Conditions for usage of operating systems, licences and installation, hardware drivers
3.	Software and applications, interaction thereof with the OS, file systems, data management and organization
4.	Users of operating systems, user environment and policies, user management
5.	Maintenance of operating systems, security and audits Energy efficiency.

Study course calendar plan:				
<i>Taking into account the needs of the group/students, interests, previous and existing level of knowledge and understanding, the number of contact hours and sequence of topic can be adjusted in the plan</i>				
No	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	distance learning
429.	Operating system classification and development tendencies <ul style="list-style-type: none"> • Introduction to OS, • OS components. • OS classification 	8	4	2

Study course calendar plan:

Taking into account the needs of the group/students, interests, previous and existing level of knowledge and understanding, the number of contact hours and sequence of topic can be adjusted in the plan

No	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	distance learning
430.	Conditions for usage of operating systems, licences and installation, hardware drivers <ul style="list-style-type: none"> • Usage conditions • OS installation • OS structure • OS licences • Hardware drivers • Driver installation • Basic computer components • Problems with drivers 	10	5	2
431.	Software and applications, interaction thereof with the OS, file systems, data management and organization <ul style="list-style-type: none"> • System memory • OS structure • File systems • Data management • Data organization • Parameters 	10	5	2
432.	Users of operating systems, user environment and policies, user management <ul style="list-style-type: none"> • User policies • User rights • User registration tools • User management • Quotas • Problems • Maintenance 	10	5	3
433.	Maintenance of operating systems, security and audits Energy efficiency <ul style="list-style-type: none"> • OS maintenance • Connection of external devices • Parameters • Energy efficiency • Workstations and servers, mainframes and supercomputers • Adjustment of the OS to the computer 	10	5	3
	Total:	48	24	12

Independent work description:

Study form	Type of independent work	Form of control
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<i>full-time studies</i>	To prepare information about the requirements of the given operating system by summarizing the data in the given table. To prepare information about software usage conditions and licences for various fields of activities - education, private use and commercial use	Theses
	Compulsory literature: sources	
	To install the given operating system by performing the set of defined actions and to configure the system according to the sample	Theses
	Compulsory literature: sources	
	To prepare a report on two various architectures of the chosen operating systems according to the sample, by filling in the given table	Theses
	Compulsory literature: sources	
<i>part-time studies</i>	To prepare information about the requirements of the given operating system by summarizing the data in the given table. To prepare information about software usage conditions and licences for various fields of activities - education, private use and commercial use	Theses
	Compulsory literature: sources	
	To install the given operating system by performing the set of defined actions and to configure the system according to the sample	Theses
	Compulsory literature: sources	
	To prepare a report on two various architectures of the chosen operating systems according to the sample, by filling in the given table	Theses
	Compulsory literature: sources	
<i>distance learning</i>	To prepare information about the requirements of the given operating system by summarizing the data in the given table. To prepare information about software usage conditions and licences for various fields of activities - education, private use and commercial use	Theses
	Compulsory literature: sources	

	To install the given operating system by performing the set of defined actions and to configure the system according to the sample	Theses
	Compulsory literature: sources	
	To prepare a report on two various architectures of the chosen operating systems according to the sample, by filling in the given table	Theses
	Compulsory literature: sources	

Structure of the study course:

Study form	Contact hours				Individual work (hours)	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
	Lecture contact hours (incl. seminars, discussions)	Consultations, guest lectures, conferences, study visits, workshops, business games and simulations etc.	Final evaluation in the course	Total			
full-time studies	48	12	4	64	64	32	160
part-time studies	24	18	6	48	64	48	160
distance learning	12	16	4	32	64	64	160

The evaluation of the study course learning outcomes:

No	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1.	Knows modern operating systems, types, principles thereof, file systems, licensing	Self-check test, discussion, theses	Understands the basic definitions, basic elements of OS, file systems	Is able to analyse and independently determine OS settings, file systems, OS configurations on the computer	Is able to deeply analyse computer OS, is able to determine, which OS settings work together better and is able to explain this	In addition to the above criteria, there was experience in working with computer OS
2.	Knows principles of hardware and drivers, is able to install operating systems and configure them, knows software	Self-check test, discussion, theses	Is able to explain OS principles and	Knows the reasons why and in which directions the	Is able to analyse, explain and make	Is able to show how the obtained

	applications and how they interact with the operating systems		basics of configuration	new Operating Systems have to develop	forecast for development tendencies, regularly renews own knowledge	knowledge can be use in practice
3.	Is able to configure user and group policies, is able to install operating systems	Self-check test, discussion, theses	Understands what are user and group policies	Is able to configure user and group policies	Is able to use creative approach for OS configuration . Shows alternative solutions and explains them.	In addition to the items above there was practical experience
4.	Is able to look for errors, determine problems in operating systems and eliminate them by cooperating with other colleagues	Self-check test, discussion, theses	Is able to perform simple works and understands what to do in order to solve the situation in more complicated cases	Is able to analyse and elaborate solutions for elimination of OS malfunctions and faults	Shows excellent ability to perform diagnostics and eliminate problems.	There has been practical experience, which can be shared
5.	Is able to independently configure and adjust operating systems and to evaluate efficiency thereof, is able to perform system audit and compose documents on such audit	Self-check test, discussion, theses	Is able to adjust the OS according to the standards	Is able to configure computer for any purpose	Is able to use creative approach for OS configuration . Shows alternative solutions and explains them.	In addition to the items above there was practical experience in configuration of computer systems

Literature and information sources:

Compulsory literature and information sources

1.	Abraham Silberschatz, Peter B. Galvin and, Greg Gagne, Operating System Concepts, tenth edition, February 9, 2021, 1040 pages; ISBN-10: 1119800366; ISBN-13: 978-1119800361
2.	Greg Tomsho, Guide to Operating Systems, June 18, 2020, 608 pages;
3.	Andrew S Tanenbaum, Modern Operating Systems, March 25, 2016, 1136 pages; ISBN-10: 9789332575776; ISBN-13: 978-9332575776;

Additional literature and information sources

1.	Dr. William Stallings, Operating Systems: Internals and Design Principles, March 13, 2017, 800 pages, Publisher : Pearson India; 9th edition (October 3, 2018), ISBN-10: 9352866711; ISBN-13: 978-9352866717
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2.	
3.	
...	
<i>Other information sources</i>	
1.	www.logic.ly
2.	
...	

HIGHER MATHEMATICS

Author/-s of the study course:	
Mg.sc.ing., Mg.math., docent, Patriks Morevs	
Credits (Latvian):	ECTS:
3	4.5
Final evaluation form:	
Examination	
Study course prerequisites:	
Course of Mathematics in the secondary school	
Study course aim:	
To provide to students the necessary information, knowledge, skills and competencies in application of Mathematics in Computer Science, in Linear Algebra, Functions, Derivatives and Integrals.	
Study course learning outcomes (Knowledge, Skills, Competencies):	
<ol style="list-style-type: none"> 11. Knows principles of Linear Algebra, is able to solve Systems of Linear Equations 12. Understands the definition of function and is able to study behaviour of functions. Knows the definition of the limit of the function. Is able to determine limits of elementary functions. Is able to draw graphs of functions, knows the meaning of the function increment 13. Is able to explain the meaning of function derivative and to find derivatives of elementary functions and compositions thereof 14. Knows the definition of the primitive function Is able to find the primitive function of elementary functions 15. Is able to explain the meaning of integral and applications thereof (at least two). Is able to find definite and indefinite integral of elementary functions 	
Study course thematic plan:	
1.	Linear Algebra. Matrices, determinants and systems of linear equations
2.	Function. Function limits
3.	Derivative. Derivatives of elementary and composed functions
4.	Primitive function
5.	Integral. Definite and indefinite integral.

Study course calendar plan:				
<i>Taking into account the needs of the group/students, interests, previous and existing level of knowledge and understanding, the number of contact hours and sequence of topic can be adjusted in the plan</i>				
No	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	distance learning
434.	Linear Algebra <ul style="list-style-type: none"> • Matrices • Determinants • Systems of Linear Equations • Gauss Method 	8	4	2

Study course calendar plan:				
Taking into account the needs of the group/students, interests, previous and existing level of knowledge and understanding, the number of contact hours and sequence of topic can be adjusted in the plan				
No	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	distance learning
435.	Functions <ul style="list-style-type: none"> • Limits • Graphs • Break Points 	8	4	2
436.	Differential calculus <ul style="list-style-type: none"> • Differential • Function Derivative • Formulae 	8	4	2
437.	<ul style="list-style-type: none"> • Primitive function 	4	4	2
438.	Integral <ul style="list-style-type: none"> • Definite Integral • Area • Indefinite Integral • practical tasks 	8	4	2
Total:		36	20	10

Independent work description:		
Study form	Type of independent work	Form of control
<i>full-time studies</i>	Calculations in Linear Algebra	Solving tasks
	Compulsory literature: sources	
	Computation of functions and derivatives	Solving tasks
	Compulsory literature: sources	
	Computations - Integral	Solving tasks
	Compulsory literature: sources	
<i>part-time studies</i>	Calculations in Linear Algebra	Solving tasks
	Compulsory literature: sources	
	Computation of functions and derivatives	Solving tasks
	Compulsory literature: sources	
	Computations - Integral	Solving tasks
	Compulsory literature: sources	
<i>distance learning</i>	Calculations in Linear Algebra	Solving tasks
	Compulsory literature: sources	
	Computation of functions and derivatives	Solving tasks
	Compulsory literature: sources	

	Computations - Integral	Solving tasks
	Compulsory literature: sources	

Structure of the study course:

Study form	Contact hours				Individual work (hours)	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
	Lecture contact hours (incl. seminars, discussions)	Consultations, guest lectures, conferences, study visits, workshops, business games and simulations etc.	Final evaluation in the course	Total			
full-time studies	36	8	4	48	48	24	120
part-time studies	20	12	4	36	48	36	120
distance learning	10	12	2	24	48	48	120

The evaluation of the study course learning outcomes:

No	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1.	Knows principles of Linear Algebra, is able to solve Systems of Linear Equations	Self-check test, discussion, solution of tasks	Is able to explain with examples	Is able to explain with examples, is able to solve standard tasks	Is able to explain with examples, is able to solve simple tasks, is able to analyse and solve non-standard exercises	Is able to explain with examples, is able to solve simple tasks, is able to analyse and solve non-standard exercises, is able to apply the obtained knowledge in other spheres
2.	Understands the definition of function and is able to study behaviour of functions. Knows the definition of the limit of the	Self-check test, discussion, solution of tasks	Is able to explain with examples	Is able to explain with examples, is able to solve	Is able to explain with examples, is able to solve	Is able to explain with examples

	function. Is able to determine limits of elementary functions. Is able to draw graphs of functions, knows the meaning of the function increment			standard tasks	simple tasks, is able to analyse and solve non-standard exercises	, is able to solve simple tasks, is able to analyse and solve non-standard exercises, is able to apply the obtained knowledge in other spheres
3.	Is able to explain the meaning of function derivative and to find derivatives of elementary functions and compositions thereof	Self-check test, discussion, solution of tasks	Is able to explain with examples	Is able to explain with examples, is able to solve standard tasks	Is able to explain with examples, is able to solve simple tasks, is able to analyse and solve non-standard exercises	Is able to explain with examples, is able to solve simple tasks, is able to analyse and solve non-standard exercises, is able to apply the obtained knowledge in other spheres
4.	Knows the definition of the primitive function Is able to find the primitive function of elementary functions	Self-check test, discussion, solution of tasks	Is able to explain with examples	Is able to explain with examples, is able to solve standard tasks	Is able to explain with examples, is able to solve simple tasks, is able to analyse and solve non-standard exercises	Is able to explain with examples, is able to solve simple tasks, is able to analyse and solve non-standard exercises, is able to apply the obtained knowledge in other spheres

5.	Is able to explain the meaning of integral and applications thereof (at least two). Is able to find definite and indefinite integral of elementary functions	Self-check test, discussion, solution of tasks	Is able to explain with examples	Is able to explain with examples, is able to solve standard tasks	Is able to explain with examples, is able to solve simple tasks, is able to analyse and solve non-standard exercises	Is able to explain with examples, is able to solve simple tasks, is able to analyse and solve non-standard exercises, is able to apply the obtained knowledge in other spheres
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Literature and information sources:	
<i>Compulsory literature and information sources</i>	
1.	Chris McMullen, Calculus with Multiple Variables Essential Skills Workbook: Includes Vector Calculus and Full Solutions, Publisher: Zishka Publishing (June 29, 2021), Language : English, Paperback: 173 pages, ISBN-10: 1941691374, ISBN-13: 978-1941691373
2.	Elizabeth S. Meckes, Mark W. Meckes, Linear Algebra (Cambridge Mathematical Textbooks), Publisher: Cambridge University Press; 1st edition (May 24, 2018), Language: English, Hardcover: 442 pages, ISBN-10: 9781107177901, ISBN-13: 978-1107177901
3.	David Bock M.S., Dennis Donovan M.S., Shirley O. Hockett Ph.D., AP Calculus Premium, 2022-2023: 12 Practice Tests + Comprehensive Review, Publisher: Barrons Educational Services; Sixteenth edition (January 4, 2022), Language: English, Paperback: 672 pages, ISBN-10: 1506263941, ISBN-13: 978-1506263946
<i>Additional literature and information sources</i>	
1.	
2.	
3.	
<i>Other information sources</i>	
1.	www.geogebra.org
2.	https://www.wolframalpha.com
...	

INFORMATION SYSTEMS, SAFETY AND MANAGEMENT

Study course author (s):	
Mg.sc.Ing., visiting teacher, Maksims Žigunovs	
Credit points:	Number of credits in the ECTS system:
3	4.5
Evaluation form:	
Exam	
Required prior knowledge:	
Work with a computer, prior knowledge of operating systems, computer system structure and architecture . Computer networks .	
Aim/s of the study course:	
Provide students with the necessary information, knowledge, skills and competences for working with information systems, their development processes, their development, maintenance and security measures.	
Study course results (Knowledge , skills , competences):	
<ol style="list-style-type: none"> 1. Knows and is able to apply standards (e.g. ISO) to determine project compliance with standard criteria. 2. Knows about data protection and security of information systems and is able to apply it. 3. Knows the legal and regulatory aspects of IS security. 4. Knows about action in case of IS threats and IS supervision and monitoring and is able to apply it. 5. Able to assess IS for level of protection. 	
The content of the study course necessary to achieve the study results (thematic plan of the study course):	
17. 1.	18. Introduction to information systems, their importance, basic concepts, modern development trends.
19. 2	20. Information systems in the management process, concept, analysis, strategy. Components of information systems.
21. 3	22. Types of information systems. The process of implementation, maintenance and administration of management information systems.
23. 4	24. Outlines the specifics of the mobile business application development process. Cloud computing .
25. 5	26. Input information into systems. Safety standards. Information systems security methodology.
27. 6	28. Types of attacks. Security incidents. User safety and social aspects.
29. 7	30. Security management of information systems, monitoring.
31. 8	32. Security aspects of operating systems and computer networks.
33. 9	34. Communication in case of information system threats.

35.	10	36. Actualities and good practices in information system security issues.
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Study course calendar plan:

Taking into account the needs, interests, previous existing knowledge and level of understanding of the study group/students, the plan may adjust the number of contact hours and the sequence of topics

No.	Topic	Number of contact hours of lectures (including seminars, discussions).		
		full time studies	part-time studies	distance learning
37.	38. Introduction to information systems, their importance, basic concepts, modern development trends.	39. 4	40. 2	41. 1
42.	43. Information systems in the management process, concept, analysis, strategy. Components of information systems.	44. 4	45. 2	46. 1
47.	48. Types of information systems. The process of implementation, maintenance and administration of management information systems.	49. 4	50. 2	51. 1
52.	53. Outlines the specifics of the mobile business application development process. Cloud computing .	54. 4	55. 2	56. 1
57.	58. Input information into systems. Safety standards. Information systems security methodology.	59. 4	60. 2	61. 1
62.	63. Types of attacks. Security incidents. User safety and social aspects.	64. 4	65. 2	66. 1
67.	68. Security management of information systems, monitoring.	69. 2	70. 2	71. 1
72.	73. Security aspects of operating systems and computer networks.	74. 4	75. 2	76. 1
77.	78. Communication in case of information system threats.	79. 4	80. 2	81. 1
82.0	83. Actualities and good practices in information system security issues.	84. 2	85. 2	86. 1
Together:		36	20	10

Characteristics of independent tasks:

Study form	Type of self-employment	Type of control
Full time studies	87. Homework: information system development processes and two or three conceptually different examples	88. Homework assessment
	Homework: information system security monitoring and their attacks	

<i>Part-time studies</i>	89. Homework: information system development processes and two or three conceptually different examples	90. Homework assessment
	Homework: information system security monitoring and their attacks	
<i>Distance learning</i>	91. Homework: information system development processes and two or three conceptually different examples	92. Homework assessment
	Homework: information system security monitoring and their attacks	

Organization and scope of the study course:

<i>Study form</i>	<i>Contact hours</i>				<i>Number of hours of independent work</i>	<i>Mandatory reading and/or watching/listening to audio/video material</i>	<i>Total hours per study course</i>
	<i>Number of contact hours of lectures (including seminars, discussions).</i>	<i>Consultations, guest lectures, conferences, study tours, practical games, etc.</i>	<i>Final exam (exam, test, defense)</i>	<i>Total</i>			
<i>Full time</i>	36	8	4	48	48	24	120
<i>Part time</i>	20	12	4	36	48	36	120
<i>Distance learning</i>	10	12	2	24	48	48	120

Study course requirements and evaluation of results:

No.	<i>The result of the study course</i>	<i>Evaluation method/s</i>	<i>Evaluation criteria</i>			
			<i>Minimum level (from 40% to 64%)</i>	<i>average level (from 65% to 84%)</i>	<i>High level (from 85% to 94%)</i>	<i>Excellent (from 95% to 100%)</i>
1.	Knows and is able to apply standards (e.g. ISO) to determine project compliance with standard criteria	Test	40-64% task performed correctly	65-84% task performed correctly	85-94% task performed correctly	95-100% task performed correctly
2.	Knows about data protection and security of information systems and is able to apply it .	Test	40-64% task performed correctly	65-84% task performed correctly	85-94% task performed correctly	95-100% task performed correctly
3.	Knows about the legal and legal aspects of IS security .	Test	40-64% task performed correctly	65-84% task performed correctly	85-94% task performed correctly	95-100% task performed correctly
4.	Knows about action in case of IS threats and IS supervision and monitoring and is able to apply it .	Homework	40-64% task performed correctly	65-84% task performed correctly	85-94% task performed correctly	95-100% task performed correctly
5.	Able to assess the IS in relation to the level of protection .	Homework	40-64% tasks completed	65-84% of the tasks are	85-94% of tasks are	95-100% of tasks

			correctly. There are significant difficulties in performing tasks.	completed correctly. There are difficulties in independently finding the necessary information and analyzing it.	completed correctly. Able to independently find the necessary information, but has difficulty analyzing it.	are completed correctly. Able to independently find the necessary information and analyze it.
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Literature and other sources of information :

Mandatory literature and sources of information

1.	Kenneth , CL and Laudon , JP (2012). Management Information Systems Managing the Digital Firm 13th edition . The resource was viewed on January 9, 2017. - Access method: web www.icto.info/laudon-management-information-systems-13th-global-edition-c2014-1.pdf
2.	Haag , S., & Cummings , M. (2013). Management Information Systems for the Information Age (9th Ed .). Boston , MA: McGraw Hill . ISBN-13: 9780073376851 Resource viewed on January 9, 2017. - Access type: web https://www.homeworkmarket.com/sites/default/files/qx/15/01/04/05/combined_-_mis300_mod1reading_9th_ed_ch.1-f14a.pdf
3.	Carol V. Brown : (2012). Managing Information Technology (7th Edition). The resource was viewed on January 9, 2017. - Access type: web https://bayanbox.ir/view/1605660057609727211/Brown-2012-Managing-informationtechnology.pdf
4.	IT security regulatory acts The resource was viewed on August 12, 2016. - Access method: web www.url:https://cert.lv/lv/normativie-akti-un-it-drosibas-politika
5.	Laws and regulations of the Cabinet of Ministers. The resource was viewed on August 12, 2016. - Access method: web www.url: https://cert.lv/lv/valsts-un-pasvaldibu-iestadem/likumi-un-mknoteikumi
6.	European Union Agency for Network and Information Security , Publications .accessed 12 August 2016.- Access method: web www.url: https://www.enisa.europa.eu/publications

Additional literature

1.	Business Information Management . Improving Performance using Information Systems . D. Chaffey , S. Wood . PrenciceHall , 2005. Resource viewed on January 9, 2017. - Access type: web http://web.info.uvt.ro/~hpopa/IM/BIM1.pdf
2.	Gary Schneider . Electronic Commerce . Course Technology Cengage Learning ; 9th edition . 2010, Resource viewed on January 9, 2017. - Access type: web http://old.staff.neu.edu.tr/~ogumus/files/ecommerce/ElectronicCommerce_9th.pdf
3.	Davies Clare Finding and knowing : psychology , information and computers . Resource viewed on January 9, 2017. - Access method: web https://s3-ap-southeast-1.amazonaws.com/cgak5cbtwi53b/Finding_and_Knowing_Psychology_Information_and_Computers.pdf
4.	An Introduction to ISO 27001, ISO 27002.
5.	FY 2016 Information Security Awareness and Rules of Behavior Training Resource viewed on August 12, 2016.- Access method: web www.url: http://www.nasda.org/File.aspx?id=38156
6.	FFIEC Information Technology Examination Handbook Resource accessed September 20, 2016.- Access method: web www.url: https://www.ffiec.gov/press/PDF/FFIEC_IT_Handbook_Information_Security_Booklet.pdf

Other sources of information

1.	MOODLE e-course. Access method: web www.url: http://www.augstskola.lv/moodle
2.	E-commerce - opportunities for business ideas. - The resource was viewed on August 12, 2014. - Type of access: web www.url: http://www.lvportals.lv/visi/likumi-prakse/193910-e-kommercijaiespejas-biznesa-idejam/
3.	Unlocking the potential of cloud computing in Europe - What is cloud computing and how does it apply to me? August 12, 2014.- Type of access: web www.url: http://europa.eu/rapid/pressrelease_MEMO-12-713_lv.htm
4.	OECD Guidelines for the Security of Information Systems and Networks : Towards a Culture of Security . / Adopted a Recommendation of the OECD Council at its 1037 Session on 25 July , 2002. - The resource was viewed on 12 August 2016.- Type of access: web www.url: http://www.oecd.org/document/42/0,3343,en_2649_34255_15582250_1_1_1_1,00.html
5.	Virus , Spyware and Adware , Dialers , Hacktools , Hoaxes Threat Explorer - Resource viewed on August 12, 2016 - Access: web www.url: http://us.norton.com/security_response/threatexplorer/threats.jsp

PROBABILITY THEORY AND MATHEMATICAL STATISTICS

Author/s of Study course:	
Mg.math., visiting teacher, Oskars Rasnačs	
Credit points:	Credit score in the ECTS system:
4	6
Test form:	
Examination	
Study course prerequisites:	
Secondary school maths standard	
Course objectives are:	
Study course aim is: using a statistical theory of key issues, build awareness about the role of business statistics, statistical data collection methods, their application for economic, social and demographic phenomena and processes of analysis and forecasting, decision making.	
Course outcomes (knowledge, skills, competencies):	
Knowledge	
<ol style="list-style-type: none"> 1. Knows and understands statistical indicators and their graphical representation 2. Understands what statistical tests are and knows their classification 	
Skills	
<ol style="list-style-type: none"> 1. Knows how to obtain data with the help of internet surveys 2. Knows how to calculate statistical indicators and construct graphs in MS Excel or PSPP programs 3. Knows how to generate pseudo-random numbers in MS Excel 4. Knows how to apply statistical tests in MS Excel or PSPP programs 5. Able to interpret the obtained results 	
Competences	
<ol style="list-style-type: none"> 1. Able to make decisions on data analysis methods suitable for a given situation 	
The content of the study course required to attain the results of the study (thematic plan of the course):	
1.	Object and methods of statistics
2.	A statistical observation
3.	Statistical grouping
4.	Allocation rows
5.	The statistical data representation
6.	Statistical indicators
7.	Mean values
8.	Indicators of variation
9.	Probability theory
10.	Random observation
11.	Time series
12.	Indices
13.	Statistical methods for studying the interrelationships of socio-economic phenomena

Study course schedule:				
<i>Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics</i>				
No.	Theme	Lectures (incl. workshops, discussions) number of contact hours		
		full-time studies	part-time studies	distance learning
1.	Object and methods of statistics	2	1	0.5
2.	A statistical observation	2	1	0.5
3.	Statistical grouping	4	2	1
4.	Allocation rows	4	2	1
5.	The statistical data representation	4	2	1
6.	Statistical indicators	4	2	1
7.	Mean values	4	2	1
8.	Indicators of variation	4	2	1
9.	Probability theory	4	2	1
10.	Random observation	4	2	1
11.	Time series	4	2	1
12.	Indices	4	2	1
13.	Statistical methods for studying the interrelationships of socio-economic phenomena	4	2	1
Total:		48	24	12

Description of the independent tasks:		
Study form	Type of independent assignment	Type of control
<i>Full-time studies</i>	Studying literature	Independent work, exam
	Data acquisition and analysis – 5 works	
	Presentation on theoretical issues	
<i>Part-Time Studies</i>	Studying literature	Independent work, exam
	Data acquisition and analysis – 5 works	
<i>Distance learning</i>	Studying literature	Independent work, exam
	Data acquisition and analysis – 5 works	

Study course organisation and the volume of the course:							
Study form	Contact hours				Independent work hours	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
	Lecture hours (incl. seminars, discussion)	Consultations, guest lectures, conferences, study tours, applied games, etc.	Final Test (exam, test, defence)	Total			
<i>Full-time</i>	48	12	4	64	64	32	160

<i>Part-time</i>	24	18	6	48	64	48	160
<i>Distance learning</i>	12	16	4	32	64	64	160

Course acquisition requirements and evaluation of results:

During the course of study, 5 independent assignments must be successfully completed, participation in 1 seminar, no less than 50% of lectures attended and the exam must be passed. The final assessment in the course of study is the arithmetic mean of the assessments of independent works and the exam.

Knowledge and understanding

No.	Learning outcomes	Evaluation method	Evaluation criteria			
			Minimal level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	With distinction (from 95% to 100%)
1.	Knows and understands statistical indicators and their graphical representation	Presentation, examination	40 - 64% of questions answered correctly	65 - 84% of questions answered correctly	85 - 94% of questions answered correctly	95 - 100% of questions answered correctly
2.	Understands what statistical tests are and knows their classification	Presentation, examination	40 - 64% of questions answered correctly	65 - 84% of questions answered correctly	85 - 94% of questions answered correctly	95 - 100% of questions answered correctly

Skills

No.	Learning outcomes	Evaluation method	Evaluation criteria			
			Minimal level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	With distinction (from 95% to 100%)
1.	Knows how to obtain data with the help of internet surveys	Independent work	40 - 64% of tasks solved correctly	65 - 84% of tasks solved correctly	85 - 94% of tasks solved correctly	95 - 100% of tasks solved correctly
2.	Knows how to calculate statistical indicators and construct graphs in MS Excel or PSPP programs	Independent work	40 - 64% of tasks solved correctly	65 - 84% of tasks solved correctly	85 - 94% of tasks solved correctly	95 - 100% of tasks solved correctly
3.	Knows how to generate pseudo-random numbers in MS Excel	Independent work	40 - 64% of tasks solved correctly	65 - 84% of tasks solved correctly	85 - 94% of tasks solved correctly	95 - 100% of tasks solved correctly
4.	Knows how to apply statistical tests in MS Excel or PSPP programs	Independent work	40 - 64% of tasks solved correctly	65 - 84% of tasks solved correctly	85 - 94% of tasks solved correctly	95 - 100% of tasks solved correctly
5.	Able to interpret the obtained results	Independent work	40 - 64% of tasks solved correctly	65 - 84% of tasks solved correctly	85 - 94% of tasks solved correctly	95 - 100% of tasks solved correctly

Competences

No.	Learning outcomes	Evaluation method	Evaluation criteria			
			Minimal level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	With distinction (from 95% to 100%)
1.	Able to make decisions on data analysis methods suitable for a given situation	Independent work	Makes decisions, the suitability of which should be assessed in the range of 40-64%	Makes decisions, the suitability of which should be assessed in the range of 65-84%	Makes decisions, the suitability of which should be assessed in the range of 85-94%	Makes decisions, the suitability of which should be assessed in the range of 95-100%

Literature and other sources of information:	
<i>Compulsory literature and other sources of information</i>	
1.	Arhipova, I., Bāliņa S. (2003). Statistika ekonomikā. Risinājumi ar PSPP un Microsoft Excel. Rīga: Datorzinību Centrs, 352.
2.	Orlovska A. (2012). Statistika. Rīga: Rīgas Tehniskā Universitāte, 191.
<i>Recommended literature</i>	
1.	Krastiņš, O. (2003). Ekonometrija. Rīga: Latvijas Republikas Centrālā statistikas pārvalde, 207.
2.	Newbold, P (2003). Statistics for Business and Economics. Prentice – Hall International, Inc, 930.
3.	Smotrovs, J. (2004). Varbūtību teorija un matemātiskā statistika. Rīga: Zvaigzne ABC, 264.
<i>Other sources of information</i>	
1.	WEBResearch. [skatīts 11.07.2019]. Pieejams: www.datuapstrade.lv
2.	GNU PSPP (2019). [skatīts 11.07.2019]. Pieejams: https://www.gnu.org/software/pspp/

DATABASE TECHNOLOGIES I

Author/s of Study course:	
Mg.sc.comp., docent, Andrejs Liepiņš	
Credit points:	Credit score in the ECTS system:
4	6
Test form:	
Examination	
Study course prerequisites:	
Secondary school informatics course knowledge	
Course objectives are:	
To provide students with the necessary knowledge about the operation and benefits of using database management systems (DBMS), to provide insight into various relational DBMS that are popular today, to teach students how to create databases using both SQL language and graphical user interface, as well as to learn how to create queries in SQL language.	
Course outcomes (knowledge, skills, competencies):	
25. Knows and is able to explain the basics of the structure and functioning of relational DBMS. 26. Knows the stages of database development. 27. Is able to collect and apply the acquired knowledge by designing and implementing the structure of a simple database in accordance with the requirements of the project. 28. Able to practically develop the structure of a simple database using the SQL language or graphical user interface. 29. Able to engage in software development projects, with the use of DBMS.	
The content of the study course required to attain the results of the study (thematic plan of the course):	
13.	Introduction. Database management systems. Relational model.
14.	Insight into DBMS. Access, Oracle, MySQL.
15.	SQL Language Basics
16.	Aggregate functions.
17.	Table joins.
18.	Subqueries.
19.	Data operations.
20.	Creating and modifying DB objects.
21.	DB design basics.
22.	Development of the DB structure and interface.

Study course schedule:				
<i>Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics</i>				
No.	Theme	Lectures (incl. workshops, discussions) number of contact hours		
		full-time studies	part-time studies	distance learning
439.	Introduction. Database management systems. Relational model.	4	2	1
440.	Insight into DBMS. Access, Oracle, MySQL.	4	2	1

Study course schedule:

Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics

No.	Theme	Lectures (incl. workshops, discussions) number of contact hours		
		full-time studies	part-time studies	distance learning
441.	SQL Language Basics	4	2	1
442.	Aggregate functions.	4	2	1
443.	Table joins.	4	2	1
444.	Subqueries.	4	2	1
445.	Data operations. Modifying DB content.	4	2	1
446.	Creating and modifying DB objects.	6	3	2
447.	DB design basics.	4	2	1
448.	Development of the DB structure and interface.	10	5	2
	Total:	48	24	12

Description of the independent tasks:		
Study form	Type of independent assignment	Type of control
<i>Full-time studies</i>	4 independent works 11. Basics of using the SQL language 12. Creating and modifying DB objects. 13. Development of the DB structure and interface. 14. Design and implementation of a simple database	Practical work, discussion Tasks of self-testing
	Compulsory reading according to the topics of the study course	
<i>Part-Time Studies</i>	4 independent works 1. Basics of using the SQL language 2. Creating and modifying DB objects. 3. Development of the DB structure and interface. 4. Design and implementation of a simple database	Practical work, discussion Tasks of self-testing
	Compulsory reading according to the topics of the study course	
<i>Distance learning</i>	4 independent works 1. Basics of using the SQL language 2. Creating and modifying DB objects. 3. Development of the DB structure and interface. 4. Design and implementation of a simple database	Practical work, discussion Tasks of self-testing
	Compulsory reading according to the topics of the study course	

Study course organisation and the volume of the course:							
Study form	Contact hours				Independent work hours	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
	Lecture hours (incl. seminars, discussion)	Consultations, guest lectures, conferences, study tours, applied games, etc.	Final Test (exam, test, defence)	Total			
<i>Full-time</i>	48	12	4	64	64	32	160
<i>Part-time</i>	24	18	6	48	64	48	160
<i>Distance learning</i>	12	16	4	32	64	64	160

Course acquisition requirements and evaluation of results:						
No.	Learning outcomes	Evaluation method	Evaluation criteria			
			Minimal level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	With distinction (from 95% to 100%)
1.	Knows and is able to explain the basics of the	DBMS use, DB design and	Knows and understands the basics of	Knows and understands the basics of	Knows and understands the basics of	Perfectly understands the basics of

	structure and functioning of relational DBMS.	formation tasks, exam.	the structure and functioning of DBMS, but does not know how to apply them.	the structure and functioning of DBMS, has difficulties with their application.	the construction and functioning of DBMS, and knows how to apply them.	the structure and functioning of the DBMS, and knows how to apply them.
2.	Knows the stages of database development.	DBMS use, DB design and formation tasks, exam.	There are difficulties with understanding and using the stages of database development.	Knows the stages of database development, however, there are difficulties with understanding the individual stages.	Knows the stages of database development.	Freely orients himself at the stages of database development, is able to apply them in practice.
3.	Is able to collect and apply the acquired knowledge by designing and implementing the structure of a simple database in accordance with the requirements of the project.	DBMS use, DB design and formation tasks, exam.	There are difficulties with the design and implementation of DB structures.	Able to design and implement the DB structure, but not always completely in accordance with the requirements of the project.	Able to design and implement the DB structure in accordance with the requirements of the project.	Able to design and implement the DB structure in accordance with the requirements of the project, taking into account the possibilities of expanding the project.
4.	Able to practically develop the structure of a simple database using the SQL language or graphical user interface.	DBMS use, DB design and formation tasks, exam.	There are difficulties with assessing the problem, choosing the right structures and elements, practical use of DB objects.	Able to assess the problem and choose the right DB constructions and elements.	Able to assess the problem and choose the right DB constructions and elements. Able to develop simple databases.	Able to practically develop complex databases. Demonstrates excellent knowledge of SQL language and DBMS interface.
5.	Able to engage in software development projects, with the use of DBMS.	DBMS use, DB design and formation tasks, exam.	There are difficulties with engaging in software development projects with the use of DBMS.	Able to participate in software development projects with the use of DBMS, but there are	Able to engage in software development projects with the use of DBMS.	Able to engage in software development projects with the use of DBMS. Able to offer options for improving

				problems with the use of individual components .		the structure and implementation of the project.
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Literature and other sources of information:

Compulsory literature and other sources of information

- | | |
|----|---|
| 1. | Alan Beaulieu (2022), Learning SQL: Generate, Manipulate, and Retrieve Data (3rd Edition), O'Reilly Media |
|----|---|

Recommended literature

- | | |
|----|---|
| 1. | Walter Shields (2019), SQL QuickStart Guide: The Simplified Beginner's Guide to Managing, Analyzing, and Manipulating Data With SQL, ClydeBank Media LLC; Illustrated edition |
| 2. | Julie Meloni (2017), PHP, MySQL & JavaScript All in One, Sams Teach Yourself (6th Edition), Sams Publishing |

Other sources of information

- | | |
|----|--|
| 1. | Ben Brumm (2019), Beginning Oracle SQL for Oracle Database 18c: From Novice to Professional (1st Edition), Apress |
| 2. | SQL Tutorial [skatīts 07.2022] Pieejams: https://www.w3schools.com/sql/ |
| 3. | SQL Tutorial [skatīts 07.2022] Pieejams: https://www.tutorialspoint.com/sql/index.htm |
| 4. | SQL Tutorial [skatīts 07.2022] Pieejams: https://www.sqltutorial.org |
| 5. | MySQL Tutorial [skatīts 07.2022] Pieejams: https://www.mysqltutorial.org |
| 6. | MySQL Tutorial [skatīts 07.2022] Pieejams: https://www.w3schools.com/mysql/default.asp |

SOFTWARE DEVELOPMENT PROJECTS MANAGEMENT

Study course author (s):	
Dr.oec., Mg.sc.ing., visiting teacher, Tatjana Tambovceva	
Credits:	Credit score in the ECTS system:
4	6
Form of examination:	
Exam	
Necessary background:	
Not required	
Objective(s) of the course:	
To provide students with the necessary knowledge, skills and competencies in the field of software development project management.	
Results of the study course (knowledge, skills, competencies):	
<p>Student</p> <ol style="list-style-type: none"> 1. Understands the nature of project management and related concepts in the context of IT. 2. Knows the processes and phases of a software development project. 3. Knows and knows how to argue about modern project management methods and technologies. 4. Able to manage software development projects using MS Project software or other modern software and methods. 5. Can assess the possible risks of a software development project and develop an action plan. 6. Can present the software development project application and results. 	
Content of the study course necessary for achievement of study results (thematic plan of the study course):	
1.	Introduction to project management. Software development project standards.
2.	Software development project processes and phases.
3.	Modern project management methods and technologies.
4.	Initiation of a software development project.
5.	Software development project planning.
6.	Software development project risk analysis and management.
7.	Review of software in the field of project management. Introduction to project planning software MS Project.
8.	Planning, updating and control of software development projects using MS Project software, etc. software and methods.
9.	Resource management of software development projects using MS Project software, etc. software and methods.
10.	Development of the project reports.

Calendar plan of the study course:				
<i>Taking into account the needs, interests, the level of prior existing knowledge and the level of understanding of the study group/student, there may be adjustments of the number of contact hours and the order of topics in the plan</i>				
No.	Topic	Number of contact hours of lectures (including seminars, discussions)		
		full-time studies	part-time studies	distance learning
449.	Introduction to project management. Software development project standards.	3	2	1
450.	Software development project processes and phases.	3	2	1

Calendar plan of the study course:				
Taking into account the needs, interests, the level of prior existing knowledge and the level of understanding of the study group/student, there may be adjustments of the number of contact hours and the order of topics in the plan				
No.	Topic	Number of contact hours of lectures (including seminars, discussions)		
		full-time studies	part-time studies	distance learning
451.	Modern project management methods and technologies.	3	2	1
452.	Initiation of a software development project.	3	2	1
453.	Software development project planning.	6	3	2
454.	Software development project risk analysis and management.	6	3	1
455.	Review of software in the field of project management. Introduction to project planning software MS Project.	6	3	1
456.	Planning, updating and control of software development projects using MS Project software, etc. software and methods.	9	4	2
457.	Resource management of software development projects using MS Project software, etc. software and methods.	6	2	1
458.	Development of the project reports.	3	2	1
Total:		48	24	12

Description of individual tasks:		
Form of studies	Type of individual work	Form of control
<i>Full-time studies</i>	1. Define the goal and tasks of the software development project, describe the phases of the project in detail, justify the necessary resources and determine the project implementation deadlines, analyze possible risks	Homework, exam
	Mandatory literature: sources 1., 2., 3	
	2. Develop a software development project plan in MS Project or equivalent software	Homework, exam
	Mandatory literature: sources 4	
	3. Presentation of the software development project	Presentation
Mandatory literature: sources 1., 2., 4 Other sources of information: 4		
<i>Part-time studies</i>	1. Define the goal and tasks of the software development project, describe the phases of the project in detail, justify the necessary resources and determine the project implementation deadlines, analyze possible risks	Homework, exam
	Mandatory literature: sources 1., 2., 4	
	2. Develop a software development project plan in MS Project or equivalent software	Homework, exam
	Mandatory literature: sources 1., 2., 4	
	3. Presentation of the software development project	Presentation

	Mandatory literature: sources 1., 2., 4 Other sources of information: 4	
<i>Distance learning</i>	1. Define the goal and tasks of the software development project, describe the phases of the project in detail, justify the necessary resources and determine the project implementation deadlines, analyze possible risks	Homework, exam
	Mandatory literature: sources 1., 2., 4	
	2. Develop a software development project plan in MS Project or equivalent software	Homework, exam
	Mandatory literature: sources 1., 2., 4	
	3. Presentation of the software development project	Presentation
	Mandatory literature: sources 1., 2., 4 Other sources of information: 4	

Organisation and scope of the study course:

<i>Form of studies</i>	<i>Contact hours</i>				<i>Number of hours for individual work</i>	<i>Compulsory reading and/or viewing/listening to audio/video material</i>	<i>Total hours in study course</i>
	<i>Number of contact hours of lectures (including seminars, discussions)</i>	<i>Consultations, guest lectures, conferences, training tours, business games, etc.</i>	<i>Final examination (exam, test, defence)</i>	<i>Total</i>			
<i>Full-time</i>	48	12	4	64	64	32	160
<i>Part-time</i>	24	18	6	48	64	48	160
<i>Distance learning</i>	12	16	4	32	64	64	160

Requirements for learning of the study course and grading of results:

As part of the study course, you must successfully complete 3 independent works, develop a software development project according to a certain structure, carry out the practical implementation in MS Project or equivalent software, prepare a presentation of the software development project and successfully present the project, as well as successfully pass the exam. The final grade in the study course was formed as a percentage of all grades: 50% of the grade is the sum of all independent work and presentation marks and 50% - the marks obtained in the exam.

<i>N o.</i>	<i>Result of the study course</i>	<i>Grading method/s</i>	<i>Grading criteria</i>			
			<i>Minimum level (40% to 64%)</i>	<i>Average level (65% to 84%)</i>	<i>High level (85% to 94%)</i>	<i>Excellent (95% to 100%)</i>
1.	Understands the nature of project management and related concepts in an IT context	Homework, exam	Understands basic concepts	Understands the most important concepts, however, there are difficulties in seeing regularities	Understands the most important concepts and regularities	Freely navigates concepts by analyzing regularities
2.	Knows software development project phases and processes	Homework, exam	Understands phases and basic processes	Understands phases and basic processes, however, there are difficulties with seeing regularities	Understands phases and basic processes and the regularities between them	Freely navigates the phases and processes of the software development project

3.	Knows and knows how to argue about modern project management methods and technologies	Discussion	Able to discuss current affairs, unable to clearly formulate his opinion	Able to discuss current affairs, however, there are difficulties in arguing one's point of view	Able to reasonably discuss current affairs, formulate and justify his opinion	Excellent debating and public speaking skills
4.	Able to manage software development projects using MS Project software or other modern software and methods	Homework	Able to create a structure plan for a software development project	Able to create a structure plan for a software development project, but has difficulty attracting resources	Able to create a structure plan for a software development project and attract resources, but has difficulties with analyzing results and preparing project reports	Able to design and manage a software development project using MS Project software or other modern software and methods
5.	Able to assess the possible risks of a software development project and draw up an action plan	Homework	Able to formulate the possible risks of a software development project	Able to formulate the possible risks of a software development project and evaluate them	Able to formulate the possible risks of a software development project and assess them, but has difficulties with drawing up an action plan	Able to assess potential risks of a software development project and develop an action plan
6.	Able to present software development project application and results	Presentation	Focuses on presentation issues	Can present the application and results of a software development project, but has difficulty with confident and fluent presentation	Able to present a software development project application and deliverables and be confident and fluent during a presentation	Able to present the application and results of a software development project and be confident and fluent during the presentation and able to use speech enhancers

Literature and other sources of information:

Compulsory literature and sources of information

- | | |
|----|---|
| 1. | Jack R. Meredith, Scott M. Shafer, Samuel J. Mantel, Jr.. Project Management: A Managerial Approach. 11ed., John Wiley & Sons, 2021. 544.p. ISBN: 9781119803836 |
| 2. | Hughes B.,Cotterell M. Sowitz project management. London: McGraw-Hill education. 2009, 392 p. ISBN: 9780077122799 |

3.	A Guide to the Project Management Body of Knowledge (PMBOK® Guide) – Seventh Edition and The Standard for Project Management (ENGLISH) Seventh edition. ISBN: 978-1628256642
4.	Cindy Lewis, Carl Chatfield, Timothy Johnson. Microsoft Project 2019 Step by Step 1st Edition. Microsoft Press; 1st edition (May 25, 2019), 592 p. ISBN: 978-1509307425
Additional literature	
1.	Agile Practice Guide Bundle (Pmbok Guide) Sixth edition. PMI. 2017. ISBN: 978-1628251999
2.	Information Technology Project Management: Providing Measurable Organizational Value; by Jack T. Marchewka; 2016. ISBN-13: 978-1118911013; John Wiley, 5th edition
4.	Agile Practice Guide. Project Management Institute, INC. Newtown Square, Pennsylvania, 2017
5.	Project risk management. London and Philadelphia: Kogan Page. 2003, 180 p. ISBN: 9780749442750
6.	Project Management Tools and Techniques: A Practical Guide, ISBN 9781466515628, CRC Press, 2016
7.	Kerzner, H. Project Management. A Systems Approach to Planning, Scheduling, and Controlling. 12th Edition. John Wiley&Sons. 2017. – 848 p. ISBN-13: 978-1119165354, ISBN-10: 1119165350
Other sources of information	
1.	Project Management Journal, ISSN: 1938-9507
2.	International Journal of Information Technology Project Management, ISSN: 1938-0232
3.	IPMA Individual Competence Baseline for Project Management
4.	Agile and Scrum project management: https://www.cprime.com/resources/what-is-agile-what-is-scrum/