

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

Courses for Erasmus+ students

Academic year 2021/2022, Spring semester 2022

Dear incoming Erasmus+ students,

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

For international students we offer some additional courses in English in the form of individual tutoring/ consultations. The only provision is that there should be at least 3 international (ERASMUS+) students per course.

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

Spring Semester 31.01.2022-19.06.2022

Exam period: 23.05.2022 – 19.06.2022

Courses in the form of individual tutoring/ consultations for ERASMUS students

	KP	ECTS
Project Management	2	3
Marketing	2	3
Business Risk Management	4	6

Courses joining student groups (in English)

Management first year	KP	ECTS
Accounting	4	6
Research Methodology	4	6
Latvian Language	2	3
Philosophy	2	3
Logistics	2	3
Macroeconomics	4	6
Branding	2	3

Management second year	KP	ECTS
Business Economics and Planning	6	9
Conflict management and alternative dispute resolution	4	6
Human Resources Management	4	6
Statistics	4	6

Online courses with MBA Master students	KP	ECTS
E-business	4	6
International Law	4	6
Cross-cultural Communication	4	6
Marketing Strategy and Competitive Positioning	4	6
Research Methods and Organization of Academic Work	4	6

PROJECT MANAGEMENT

Credits	2
ECTS Credits	3
Student work load (academic hours)	80

Author: MBA, Senior Lecturer Inga Nemše

Course abstract: Course is devised to provide theoretical knowledge in project management and its practical application in creating and managing cultural projects.

Course outcomes: Students will acquire knowledge on creating projects in cultural area according to the target market demand. They will be able to analyze project stages by using theoretical knowledge and special methodology; interpret and identify internal and external factors' influence on various project stages; analyze and evaluate the possible alternatives of the project and risks; prepare the budget and time plan for the project, evaluate the project results.

Course outline:

1. Introduction to project management. Project life-cycle and stages.
2. Analysis of the project external and internal environment.
3. Role of the project manager and project team in successful implementation of the project.
4. Evaluating and managing project risks.
5. Project time and costs management.
6. Dealing with the project documentation.
7. Communication and marketing management within the project.
8. Project completion and quality assessment.

Requirements for credits: 1 test (20%), project (30%), exam (50%).

Literature (01- course literature)

1. Westland J. The project management life cycle: a complete step-by-step methodology for initiating, planning, executing & closing a project successfully /Jason Westland, London; Philadelphia, PA: Kogan Page, 2006.
2. Gardiner, Paul D. Project management: a strategic planning approach /Paul D. Gardiner. Basingstoke: Palgrave Macmillan, 2005.
3. O'Toole W., Mikolaitis P., Corporate Event Project Management - John Wiley & Sons, Inc., New York, 2002.
4. Kerzner H.: Project Management. A Systems Approach to Planning, Scheduling and Controlling, 7. izdev, New York 2004.
5. Meredith, Jack R., Mantel, Samuel J.: Project Management. A Managerial Approach, /John Wiley& Sons, Inc., 2003.

Literature (02- additional literature)

1. Ferdinand N. Events management :an international approach /Nicole Ferdinand & Paul Kitchin. London: Sage, 2012.
2. Allen J., O'Toole W., Festival and Special Event Management, 5th Edition, John Wiley & Sons, Inc., 2010.
3. Silvers J. Rutherford, Professional Event Coordination, Second Edition. New Jersey: John Wiley & Sons, Inc., 2012.
4. DeCarlo D., eXtreme project management: using leadership, principles, and tools to deliver value in the face of volatility – Josey-Bass, San Francisco, 2004.
5. Schwalbe K. Project Management, Second Edition. - Course Technology. Thomson Learning, 2002.

Literature (03- recommended periodicals)

1. Projectmanager.com - <http://www.projectmanager.com/>
2. Method123 - <http://www.method123.com/project-management-tool.php>
3. The Economist – <http://www.economist.com>
4. Business Week” – <http://www.businessweek.com/>

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"> 1. Understand the substance and role of marketing in company's activities and development directions. 2. Understand the set of marketing elements. 3. Understand the planning processes of marketing management. 4. Able to identify the target market, segment the market and to plan marketing mix and activities. 5. Able to solve practical tasks in accordance with the acquired theoretical knowledge. 6. Able to critically analyze problems in the field of marketing. 7. 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*
1.	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
2.	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

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*
3.	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
4.	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
5.	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
	2. Find a solution to a specific/given marketing problem/task, to support the chosen solution with the marketing theory ideas.	Quiz
	3. Prepare discussion report on a certain marketing theory question, support opinion and critically substantiate the statements.	2 seminars
	Independently read sources 1, 2 and 3 from the mandatory literature list, and prepare a discussion report on the given issue of marketing theory.	Independent work

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 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			
			<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 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.
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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). *Mārketing. 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. Amerikasmārketingaasociācija. Electronic resource. Available: <https://www.ama.org/Pages/default.aspx>
4. EMERALD. Electronic resource. Available: <http://info.emeraldmeraldinsight.com/about/contact.htm?PHPESSID=crejvr034ms787olds>
5. Scientific journal database EBSCO Electronic resource. Available: www.search.ebscohost.com

BUSINESS RISK MANAGEMENT

Author/-s of the study course:	
Dr.oec., Assistant professor Anna Svirina	
Credits (Latvian):	ECTS:
4	6
Final evaluation form:	
Exam	
Study course prerequisites:	
Management theories	
Study course aim:	
To ensure the course outcomes, which include in-depth theoretical knowledge and research skills development in the field of business risks assessment and management	
Study course learning outcomes (Knowledge, Skills, Competencies):	
<ol style="list-style-type: none"> 1. Knowledge of contemporary business risks system and theory development directions 2. Knowledge of business risks types and management approaches 3. Knowledge of risk culture and art, risk management models 4. Ability to assess strategic and tactical risks 5. Ability to implement basic business risks management concepts 6. Ability to assess risk management process in contemporary enterprise 7. Ability to assess the complexity and uncertainty of risk situation and define key factors 8. Competence to independently define appropriate methods of market, entrepreneurial, financial and other risks evaluation and control 9. Competence in defining risk factors and sources of risk 10. Competence in justifying the chosen methods of business risk management 	
Study course thematic plan:	
1	Business risks: definition, classification, nature of risks
2	Risk aversion, insurance and hedging
3	Risk management process
4	Strategic risks and tactical risk
5	Risk evaluation
6	Risk culture and risk management models
7	Market risks and entrepreneurial risks
8	Credit and liquidity risks
9	Operational, legal and political risks
10	Risk avoidance and risk control
11	Risk factors identification
12	Sources of risk

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
6.	Business risks: definition, classification, nature of risks	4		
7.	Risk aversion, insurance and hedging	4		
8.	Risk management process	4		
9.	Strategic risks and tactical risk	4		
10.	Risk evaluation	4		
11.	Risk culture and risk management models	4		
12.	Market risks and entrepreneurial risks	4		
13.	Credit and liquidity risks	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
14.	Operational, legal and political risks	4		
15.	Risk avoidance and risk control	4		
16.	Risk factors identification	4		
17.	Sources of risk	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:	Managing business risk :a practical guide to protecting your business. Kogan Page, 2012

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 grade includes evaluation of four assignments, appearance in not less, than 60% of the lectures, and final exam. The three assignments produce 50% of the final grade, lecture participation – 10% of the final grade and final exam – 40% of the final grade						
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 business risks system and theory development directions	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 business risks types and management approaches	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.	Knowledge of risk culture and art, risk management models	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
4.	Ability to assess strategic and tactical risks	Discussion at the lecture	Skills to assess strategic and tactical risks are formed at the	Lack of skills to assess strategic and tactical risks,	Able to assess strategic and tactical risks,	Able to assess strategic and tactical risks, is able to

			minimum level (classification)	but is able to argue own views	but there are difficulties in arguing own views and defining risk outcomes	justify own views and define risk outcomes
5.	Ability to implement basic business risks management concepts	Practical work	Skills to implement business risks management concepts cover only typical situations	Able to implement business risks management concepts, but is not able to justify what type of approach that can be used in exact situation	Able to implement business risks management concepts, but has difficulty justifying priority approach that can be used in exact situation	Able to implement business risks management concepts, and to justify priority approach that can be used in exact situation
6.	Ability to assess risk management process in contemporary enterprise	Practical work, case study	Lack of the understanding of more than 51-64% of risk management process in contemporary enterprise	Lack of the understanding of more than 65-84% of risk management process in contemporary enterprise	Understanding of 85-94% of risk management process in contemporary enterprise	Understanding of 95% or more of risk management process in contemporary enterprise
7.	Ability to assess the complexity and uncertainty of risk situation and define key factors	Practical work, case study	Able to assess 40-64% of factors defining complexity and uncertainty of risk situation	Able to assess 65-84% of factors defining complexity and uncertainty of risk situation	Able to assess 85-94% of factors defining complexity and uncertainty of risk situation	Able to assess more than 95% of factors defining complexity and uncertainty of risk situation and define the most significant
8.	Competence to independently define appropriate methods of market, entrepreneurial, financial and other risks evaluation and control	Independent work	Noticeable difficulty in independent defining appropriate methods of market, entrepreneurial, financial and other risks evaluation and control	Some difficulty in independent defining appropriate methods of market, entrepreneurial, financial and other risks evaluation and control	Able to define appropriate methods of market, entrepreneurial, financial and other risks evaluation and control, but there are difficulties assessing possible outcomes	Able to define appropriate methods of market, entrepreneurial, financial and other risks evaluation and control and assess possible outcomes
9.	Competence in defining risk factors and sources of risk	Practical work, case study	Able to analyze certain risk factors and	Able to analyze certain risk	Able to analyze certain risk	Able to analyze certain risk

			sources of risk, but is unable to suggest a solution	factors and sources of risk, but is has significant difficulties to suggest a solution	factors and sources of risk, but is has some difficulty in suggesting a solution	factors and sources of risk, and to suggest a solution
10.	Competence in justifying the chosen methods of business risk management	Practical work, case study	Is able to choose but unable to justify appropriate methods of business risk management, but has the ability to assess possible tools	Has significant difficulties in choosing and justifying appropriate methods of business risk management	Has some difficulties in choosing and justifying appropriate methods of business risk management	Is able to choose and justify appropriate methods of business risk management

Literature and information sources:	
Compulsory literature and information sources	
1.	Hopkin, P. (2018). <i>Fundamentals of Risk Management: Understanding, Evaluating and Implementing Effective Risk Management (5th Edition)</i>. Kogan Page, London.
2.	<i>Managing business risk : a practical guide to protecting your business.</i> (2012). Kogan Page, London.
3.	Sadgrove, K. (2015). <i>The Complete Guide to Business Risk Management</i> . Gower publishing company, 2015.
Additional literature and information sources	
1.	Academy of Management Journal. Electronic source. Available at: http://aom.org/Publications/AMJ/Welcome-to-AMJ.aspx
2.	Academy of Management Perspectives. Electronic source. Available at http://aom.org/Publications/AMP/Academy-of-Management-Perspectives.aspx
3.	Andersen, T.J. (2010). <i>Strategic risk management practice : how to deal effectively with major corporate exposures</i> . Cambridge, UK ;New York : Cambridge University
5.	Newton P., Bristoll, H. (2015). <i>Managing project risk</i> . Free management e-books.
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. 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

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):	
<ol style="list-style-type: none"> 1. Know and understand the substance, meaning and concepts of accounting records 2. Know the latest laws and regulations related to accounting records 3. Know the accounting records process and accounting work organization 4. Able to apply the acquired knowledge to manage the records of assets and liabilities 5. Able to express, support and defend opinion 6. Able to conduct accounting work related to the records of economic processes, prepare reports 7. 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*
18.	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
19.	Classification and characterization of economic assets and their sources of origin.	4	2	1
20.	Accounting balance sheet and its characteristics. Changes in the balance as a result of economic operations.	8	4	2
21.	Accounting accounts and double entry. Balance sheet accounts and operation accounts. Plan of book-keeping accounts. Double entry.	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*
22.	Recording and evaluation of balance sheet and profit or loss items.	20	10	4
23.	Documentation and inventory.	2	1	1
24.	Accounting reports. The company's annual report and its components.	4	2	1
25.	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	<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 one source from of the list of further reading (in foreign language) about the topics acquired during the course.</p>	
Part-time studies	<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 one source from of the list of further reading (in foreign language) about the topics acquired during the course.</p>	
Part-time studies with e-learning elements	<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			

	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	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 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 find possible solutions	Able to independently analyze and evaluate accounting work organization, unable to identify problems and find possible solutions	Able to independently analyze and evaluate accounting work organization, identify problems, and, using a variety of research methods, find possible solutions	Able to independently analyze and evaluate accounting work organization, perceive the problems, and, using various research methods, find solutions for the improvement of accounting work

Literature and other sources of information:

Mandatory literature and information sources

1.	Leibus, I., Grigorjeva, R., Jesemčika, A., Svarinska, A. (2016). Grāmatvedības pamati un uzņēmumos. Atkārtots un atjaunots 2. izdevums. Rīga: Lietišķās informācijas dienests.
2.	Gadapārskatu un konsolidēto gadapārskatu likums. 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 gadapārskatu sagatavošanas noteikumi, LR MK noteikumi nr. 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.	Leibus, I. (2016). Pirmiesoļikomercedarbībā: darbības uzsākšana, grāmatvedība un nodokļi. Rīga: Lietišķās informācijas dienests.
5.	Likums "Par grāmatvedību". Pieņemts 14.10.1992. Publicēts: Ziņotājs, 12.11.1992. Nr. 44/45.
6.	Noteikumi par grāmatvedības kārtību un organizāciju, LR MK noteikumi nr. 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). Grāmatvedības pamati un uzņēmumos. Rīga: Lietišķās informācijas dienests.
2.	Jaunzeme, J. S. (2016). Starptautiskie finanšu pārskatu standarti: standartu apkopojums un pielietojuma piemēri. Rīga: Lietišķās informācijas dienests, (Balances bibliotēka).
3.	Grebenko, M. (2015). Darbalikums un grāmatvedība. Rīga: Lietišķās informācijas dienests, (Balances bibliotēka).
4.	Jevigina, I., Sundukova, Z. (2004). Finanšu grāmatvedības pamati. Rīga: RTU Izdevniecība.
5.	Krogzeme, H. (2011). Nodokļu un finanšu grāmatvedības pamati. Rīga: RTU Izdevniecība.
6.	Sundukova, Z. (2011). Uzņēmējdarbības līdzekļu un to veidošanās votu uzskaites un novērtēšanas. Mācību grāmata. Rīga: RTU Izdevniecība.
7.	Ābika L., Brūna I., Būmane I., Kasale M. (2008). Praktiskodarbdevumi grāmatvedības teorijā. 2. papildināts izdevums. Rīga: SIA Izglītībasloģika.

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 sōļi, 252 lpp.
<i>Other sources of information</i>	
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 Lietišķās informācijas dienests
3.	iFinances: [žurnāls] – Rīga: SIA Izdevniecība iŽurnāls

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
26.	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 organization. Stages of research conducting and creating a structure for research paper.	4	2	1
27.	Research topic, subject, object, aim and tasks. Research question and research hypothesis.	4	2	1
28.	General scientific methods, data collecting (gathering) methods and data processing techniques in modern research. Specifics of qualitative and quantitative research.	4	2	2
29.	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
30.	Research design (descriptive, experimental, quasi-experimental, determining schemes).	4	2	1
31.	Research variables and their measurement scales (data types). Determination of variables according to the aim, question, hypothesis of the research.	4	2	1
32.	Quality characteristics of the research: reliability, validity, representativeness. Techniques for sample selection.	4	2	1
33.	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
34.	Organization of empirical data collecting and processing (document 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
35.	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

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
36.	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
37.	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

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 performed, the amount of the required data (sample) of the study	Discussion, control work	Able to assess the validity and reliability of the research performed, but there are problems with the amount of the required data (sample) of the study	Partially able to adequately assess the validity and reliability of the research performed, the amount of the required data (sample) of the study	Able to adequately assess the validity and reliability of the research performed, the amount of the required data (sample) of the study	Able to adequately and 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	Partially able to statistically process quantitative research data, making grounded conclusions, which partially	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 reasoning	reflects the research results		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, with lack of appropriate reasoning and confidence	Able to reasonably discuss the conclusions of the study and application possibilities with some difficulties	Able to reasonably discuss the conclusions of the study and application possibilities	Able to reasonably and confidently discuss the conclusions of the study and application possibilities

Literature and information sources:	
Compulsory literature and information sources	
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.
Additional literature and information sources	
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.
Other information sources	
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/

LATVIAN LANGUAGE

Author/-s of the study course:	
Assistant professor Zane Veidenberga, Mg.sc.edu., 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
38.	Greeting and addressing. Introducing yourself. Contact details (Alphabet. Verbs <i>būt, nebūt</i> . Numbers 1-20. Pronouns.)	4		
39.	People, countries, languages and nationalities (Verbs <i>dzīvot, runāt, strādāt, studēt</i> .)	4		
40.	In a town and in the country (Verbs <i>redzēt, apmeklēt</i> + nouns in the relevant case.)	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
41.	My home and my family (Verbs <i>dzīvot, īrēt</i> + nouns in the relevant case.)	4		
42.	Travelling and transport (Verbs <i>iet, braukt, lidot</i> + nouns in the relevant case.)	4		
43.	Daily routines (Times of the day, verbs <i>ēst, dzert, lasīt, gulēt, darīt</i> + nouns in the relevant case.)	4		
44.	In a shop and bank (Verbs <i>pirkt, pārdot, maksāt</i> + nouns in the relevant case.)	4		
45.	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				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	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:

<ul style="list-style-type: none"> - attend at least 70% of contact classes and take an active participation in classroom activities; - complete successfully 2 independent work assignments (see <i>Independent work description</i> table) meeting the requirements for A1 level; - pass final test (consisting of oral and written part). <p>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%).</p>						
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 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.	Practical speaking and listening tasks in pairs and groups, presentation	Students can ask simple questions, partially understand what is said/asked, but have difficulties with providing answers	Students can ask simple questions, fully understand what is said/asked, but have difficulties with providing relevant answers due to grammatical or vocabulary issues	Students can interact asking simple questions and providing simple answers, but there are minor vocabulary and grammar issues	Students can freely interact 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). *A1 Laipa. Latviešu valodas mācību grāmata*. Rīga: Latviešu valodas aģentūra.

Additional literature and information sources

1. **Dumpe, D. (2009). *Latvian in three months*. 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. Mācāmies krāsas. [Accessed 30.11.2018.] Available at: https://www.youtube.com/watch?v=gylg2qAj_dE&list=PLqJcHm-6n4cGcJ_AWZisWAL5FZ53xCsg0
8.	Zīle, U. Mācāmies skaitīt līdz desmit, mācāmies ciparus. [Accessed 30.11.2018.] Available at: https://www.youtube.com/watch?v=f4-CcCJ0Ni8&index=2&list=PLqJcHm-6n4cGcJ_AWZisWAL5FZ53xCsg0

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):	
8. Know and understand the substance of philosophy, its role and function in society 9. Know the historical and contemporary models of philosophical analysis 10. Able to carry out the philosophical analysis of current socio-economic and cultural problems 11. Know the basic principles of text analysis 12. Able to use the basic principles of critical thinking 13. Able to support and defend opinion 14. Able to collect and evaluate information 15. 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*
46.	The substance of philosophy and its role in society	2	1	0.5
47.	The European origins of philosophy - mythology, ancient philosophy	3	2	0.5
3.	Late antique and medieval philosophy	2	1	0.5
49.	Classic modern philosophical concepts	3	2	0.5
50.	The 19th-21st century philosophical directions - existentialism, pragmatism, psychoanalysis, phenomenology, the philosophy of life, hermeneutics	4	4	2
51.	Language philosophy, analytical philosophy and logical positivism	2	1	1
52.	Philosophy and culture, cultural semiotics	2	1	1
53.	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

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*
55.	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
	<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 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
	<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

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

<i>Part-time studies with e-learning elements</i>	8	6	2	16	32	32	80
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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 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 perspective of philosophy	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
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	Able to creatively use philosophical argumentation methods, make counter arguments, discuss,

					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.	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.	<i>Filosofijas vēsture : no antikāspasaules līdz mūsdienām.</i> (2006). Rīga: Jāņa Rozes apgāds.
5.	Kūle, M. (sast.). (2016). <i>Fenomenoloģijamūsdienupasaule.</i> Rīga: LU FSI
6.	Pazuhina, N., Štolls, P., Šuvajevs, I. (2018). <i>Bezvarīgova: Masariks, Patočka, Havel.</i> Rīga: LU FSI.
7.	Platons. (2015). <i>Dialogi.</i> Rīga: Zinātne.
8.	Rasels, B. (2008). <i>Filosofijas problēmas.</i> Rīga :Jāņa Rozes apgāds.
9.	Rufinga, M. (2016). <i>Kants, Šopenhauers un Niče.</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: Laikmetīgās mākslas centrs.
2.	Blekbērns, S. (2007). <i>Domā : neatvairāmsievadsfilozofijā.</i> Rīga: 1/4 Satori.
3.	Debors, G. (2017). <i>Izrādēssabiedrība.</i> Rīga: Laikmetīgās mākslas centrs.
4.	Freids. (2017). <i>Viņpustiksmesprincips.</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>Fenomenoloģijamūsdienupasaule.</i> Rīga: FSI.
7.	<i>Memory Access Denied.</i> (2019). Rīga: Zinātne
8.	Safranski, R. (2010). <i>Niče : viņa domāšanas biogrāfija.</i> Rīga :Dienas Grāmata.
9.	Vējš, J. N. (2017). <i>Četrasesejas par Berlīni.</i> Rīga: FSI.
10.	Vēvere, V. S(2011). <i>Sērens Kirkegors: būt un vēstīt.</i> Rīga: FSI.
11.	Vēvere, V. (sast.). (2014). <i>Kirkegoriskielasījumi.</i> Rīga: FSI.
Other sources of information	
1.	Punctum. Literatūras un filozofijas žurnāls. Electronic resource [viewed on 25.09.2019]. Available: www.punctummagazine.lv
2.	<i>Rīgas Laiks.</i> Rīga :Rīgas Laiks.
3.	Satori. Electronic resource [viewed on 25.09.2019]. Available: www.satori.lv
4.	Stanford Encyclopedia of Philosophy. Electronic resource [viewed on 25.09.2019]. Available: www.plato.stanford.edu

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
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

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*
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
Full-time studies	<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.	
Part-time studies and Part-time studies with e-learning elements	<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				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, 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:
<ul style="list-style-type: none"> • 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.	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 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	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

					management of related services	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 Паблишер". |

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” |

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):	
<p>8. Understand the substance and basic concepts of macroeconomics as the foundation of the state's economic policy.</p> <p>9. Understand key macroeconomic indicators.</p> <p>10. Able to solve practical tasks in accordance with the acquired theoretical knowledge.</p> <p>11. Able to critically analyze problems at the economy level.</p> <p>12. Able to provide arguments to discuss the fundamental issues of macroeconomics.</p>	
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*
56.	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
57.	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

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*
58.	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
59.	Monetary system. <ul style="list-style-type: none"> • Money demand and supply. • Two-tier banking system. • Monetary policy. 	8	4	2
60.	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
61.	Income – expenditure model component analysis. <ul style="list-style-type: none"> • Consumption, savings, investment. • Income–expenditure balance and multiplication effects. 	4	2	1
62.	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
63.	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			
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 by 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 (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 and basic 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 information obtained 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, LiepULiePA, 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. BiznesaaugstskolaTurība 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.	Tautsaimniecībasanalīze http://www.fm.gov.lv/lv/sadalas/tautsaimniecibas_analize/
6.	Makroekonomikasikmēnešaapskats http://www.fm.gov.lv/lv/sadalas/tautsaimniecibas_analize/tautsaimniecibas_analize/ikmenesa_makroekonomikas_un_budzeta_apskats/
7.	Nodokļi http://www.fm.gov.lv/lv/sadalas/nodoklu_politika/
8.	Starptautiskāsadarbība https://www.em.gov.lv/lv/nozares_politika/starptautiska_sadarbiba/
Other sources of information	
1.	Centrālāstatistikaspārvalde 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
64.	Zinātnisko žurnālu datubāze EBSCO www.search.ebscohost.com

Brand Management

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:				
<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*
65.	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
66.	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
68.	External identifiers of a brand <ul style="list-style-type: none"> • Name • Logo • Advertising slogan • Packaging 	4	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*
69.	Brand development: <ul style="list-style-type: none"> • Strategic • Administrative • Operational 	3	2	1
70.	Brand portfolio management: <ul style="list-style-type: none"> • The concept of brand portfolio • Brand distribution and expansion • Segmentation and positioning 	3	2	1
71.	Place branding: <ul style="list-style-type: none"> • Concept • Nation branding • City branding 	2	1	1
72.	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

<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:

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 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 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	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:
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	https://www.researchgate.net/publication/283720522 Corporate brands and corporate marketing Emerging trends in the big five eco-system
2	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	Ghernev A. (2018). <i>Strategic Brand Management</i> . Evanston: Northwestern University.
4	Godins, S. (2014). <i>Violetā govvs : [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	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	Rosenbaum-Elliott, R., Percy, L., Pervan, S. (2018). <i>Strategic brand management</i> . Oxford: Oxford University Press.
Further reading	
1	Anholt, S. Competitiveness 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/

BUSINESS ECONOMICS AND PLANNING

Author/s of the course:	
Dr.oec., Professor Vita Zariņa	
Credit points (Latvian):	ECTS credits:
6	9
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 business economics and planning	
Study course learning outcomes (knowledge, skills, competences):	
<ol style="list-style-type: none"> 1. Understand the use of financial information in the analysis of economic activity 2. Able to define the types of costs and their impact on performance result 3. Able to calculate the product's/service's cost, price 4. Able to prepare a business plan for a product/service 5. Able to present opinion 	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	Revenue, costs, their types, impact on the result of business activity
2.	Business resources, the necessary calculations, methods
3.	Methods for calculating costs, price calculation
4.	Strategic and operational planning, resource planning
5.	Business idea, situation research, business plan structure
6.	Investment, repayment periods

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*
73.	Revenue, costs, their types, impact on the result of business activity	6	2	1
74.	Business resources, the necessary calculations, methods	6	3	2
75.	Methods for calculating costs, price calculation	12	5	2
76.	Strategic and operational planning, resource planning	12	5	3
77.	Business idea, situation research, business plan preparation	30	15	7
78.	Investment, repayment periods	6	2	1
Total:		72	32	16

Independent work description:		
Study form	Type of independent work	Form of control
<i>Full-time studies</i>	<ol style="list-style-type: none"> 1. Market study about the implementation opportunities of a new business idea 2. Business plan preparation 3. Independently read material on the market research opportunities 	<ol style="list-style-type: none"> 3 presentations 2 quizzes Seminar

	<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	
<i>Part-time studies</i>	1. Market study about the implementation opportunities of a new business idea 2. Business plan preparation 3. Independently read material on the market research opportunities	3 presentations 2 quizzes Seminar
	<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	
<i>Part-time studies with e-learning elements</i>	1. Market study about the implementation opportunities of a new business idea 2. Business plan preparation 3. Independently read material on the market research opportunities	3 presentations 2 quizzes Seminar
	<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	

Structure of the study course:

<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>	72	18	6	96	96	48	240
<i>Part-time</i>	32	34	6	72	96	72	240
<i>Part-time studies with e-learning elements</i>	16	26	6	48	96	96	240

Evaluation of the study course learning outcomes:

The final evaluation of the course for full-time students consists of 2 quizzes passed, presentation of business plan (in parts, with 3 presentations), participation in the seminar and a passed exam. The final score consists of: 30% quiz score, 40% assessment of a business plan developed during the semester; 10% participation in the seminar; 20% the exam score. The final evaluation of the course for part-time students and part-time students with e-learning elements consists of a successfully completed independent work - prepared business plan (in parts, with 3 presentations), passed quiz and passed exam. The final score consists of: 30% quiz score, 40% assessment of a business plan developed during the semester; 10% participation in the seminar; 20% the exam score.

<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>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 use of financial information in the analysis of economic activity	Seminar	Understand the company's financial structure, able to analyze it	Understand the company's financial structure, able to analyze it, explain the obtained results	Understand the company's financial structure, able to analyze and explain it, support opinion, understand regularities	Perfectly understand the company's financial structure, able to analyze and explain it, support opinion, understand regularities
2.	Able to define the types of costs and their impact on performance	Quiz	Understand the cost structure	Understand the cost structure well, able basically support the	Understand the cost structure well, able to support the impact on	Understand the cost structure, the impact on

				impact on performance	performance well	performance very well
3.	Able to calculate the product's/service's cost, price	Presentation	Understand the cost calculation methods, able to name pricing methods	Understand the cost calculation methods well, able to choose the most appropriate, able to name pricing methods	Understand the cost calculation methods well, able to choose the most appropriate and use it in cost calculation, able to offer pricing methods and select the most appropriate	Understand the cost calculation methods very well, able to choose the most appropriate and use it in cost calculation, able to offer pricing methods very well and select the most appropriate
4.	Able to prepare a business plan for a product/service	Presentation Discussion	Able to prepare at least the main components of business plan for a new product/service	Able to prepare a complete business plan for a new product/service, the main components of business plan have appropriately been prepared	Able to prepare a complete business plan for a new product/service very well, all main components of business plan have appropriately been prepared	Able to prepare a complete business plan for a new product/service perfectly, the main components of business plan have appropriately been prepared and precisely calculated
5.	Able to present opinion	Presentation	Prepared and presented the assigned business plan, able to tell about the calculations made, able to answer at least on key questions	Prepared and presented business plan, able to tell about the conducted research and calculations, able to answer the majority of questions	Well prepared and presented business plan, able to tell about the conducted research and calculations, provide good answers to the questions	Well-argued and well supported business plan presentation, freely able to talk about the research carried out and calculations, provide exhaustive answers to the questions

Literature and other sources of information:	
Mandatory literature and information sources	
1.	Shefrin H. (2017). <i>Behavioral corporate finance</i> . McGraw-Hill Education.
2.	Semjonova N. (2013). <i>Komercedarbībasfinansēšanasaprēķini :mācību līdzeklis</i> . RTU Izdevniecība
3.	Terence C.M. (2018). <i>Corporate Finance</i> . Routledge, London and New York.
4.	Drury C. (2018). <i>Management and Cost Accounting</i> . Cengage .
Further reading	
1.	Zariņa V., Strēle I. (2009). <i>Finanšuplānošanauzņēmumā</i> . Lietišķās informācijas dienests.
2.	Jones C. (2010). <i>Investments : principles and concepts</i> . Wiley, Hoboken, N.J.
3.	Kurjanovičs V. (2010). <i>Biznesanovērtējums : metodika un organizācija</i> . Merkūrijs LAT.
4.	Kusins J., Zariņa V. (2017). <i>Gadapārskats un iepriekšējoperiodukļūdas</i> . Turības mācību centrs.
5.	Pelšs A. (2004). <i>Izmaksuanalīzējumupieņemšanai</i> . LU akadēmiskais apgāds.
Other sources of information	
1.	Gadapārskatu un konsolidēto gadapārskatu likums. Electronic resource. [viewed on 22.11.2018]. Available: https://likumi.lv/ta/id/277779-gada-parskatu-un-konsolideto-gada-parskatu-likums
2.	Biznesaplānastruktūra. Electronic resource. [viewed on 22.11.2018]. Available: http://miljons.jal.lv/Documents/bp/ka_veidot_biznesa_planus.pdf
3.	LIAA Biznesaplāns. Electronic resource. [viewed on 22.11.2018]. Available: http://www.liaa.gov.lv/lv/biznesa-abc/finanses

Conflict management and alternative dispute resolution

Author/s of Study course:	
Mg. iur. Aija Leitāne	
Credit points:	Credit score in the ECTS system:
4	6
Test form:	
Examination	

Study course prerequisites:
Communication psychology, human resource management
Course objectives are:
<ol style="list-style-type: none"> 1. To provide students with the necessary knowledge, skills and competences for conflict (controversy) and its constructive resolution. 2. Develop the practical skills of the student in alternative resolving conflicts.
Course outcomes (knowledge, skills, competencies):
<ol style="list-style-type: none"> 1. Aware of the causes of conflict, the nature of human behaviour in conflicts and the basic ways in which a person intervenes or tackles conflicts. 2. Knows the methods by which managers can assess their conflict resolution abilities and the strategies used during the conflict. 3. Knows the basic forms of alternative dispute resolution mechanisms. 4. Can analyse the situation in a conflict based on available information and find a solution by using several methods of resolving conflicts.

The content of the study course required to attain the results of the study (thematic plan of the course):	
1.	Subject, aims and tasks of the course. Disputes (conflicts) in the collective. Impact of conflicts on employees and customers. Combustion syndrome.
2.	Types of conflict, causes, possibility to predict them, conflict prevention.
3.	Conflict resolution strategies-theory and practice.
4.	Directing and using a conflict situation.
5.	Alternative dispute resolution methods and opportunities in nowadays' context Types of employment disputes, resolution of disputes of collective interest by method of conciliation. Mediation basics, methods, opportunities and development in Latvia.

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*
79.	Subject, aims and tasks of the course. Disputes (conflicts) in the collective. Impact of conflicts on employees and customers. Combustion syndrome.	8	4	2
80.	Types of conflict, causes, possibility to predict them, conflict prevention. Discussion	8	4	2
81.	Seminar Working in groups: forecasting potential conflicts and finding a solution	8	4	2
82.	Conflict resolution strategies-theory and practice.	4	2	1
83.	Directing and using a conflict situation. Discussion	6	3	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*
84.	Seminar Working in Groups: Finding a manager-client-employee conflict solution with different methods.	8	4	2
85.	Alternative dispute resolution methods and opportunities in nowadays' context Types of employment disputes, resolution of disputes of collective interest by method of conciliation. Mediation basics, methods, opportunities and development in Latvia.	6	3	2
Total		48	24	12

Description of the independent tasks:		
Study form	Type of independent assignment	Type of control
<i>Full-time studies</i>	1. Students are working in a group by preparing documents for a conflict resolution with several methods.	Work in writing must be submitted onto MOODLE by one of the group. The work is analysed and presented at seminar 1. Analysis during discussion.
	2. The student individually prepares a possible strategy for conflict resolution in a dispute between an employee and a client	The work will be submitted in writing onto MOODLE and analysed at Seminar 2
	3. A group of students prepares a solution for the conflict by settling collective interests with a conciliation method	The solution to the dispute must be submitted onto the MOODLE system and discussed at the lesson.
	4. Compulsory reading according to the list of themes on conflicts and their solution with different methods (volume of 200 pp.)	The analysis of the material read during Seminar 2.
<i>Part-Time Studies</i>	1. Students are working in a group by preparing documents for a conflict resolution with several methods.	Work in writing must be submitted onto MOODLE by one of the group. The work is analysed and presented at seminar 1. Analysis during discussion.
	2. The student individually prepares a possible strategy for conflict resolution in a dispute between an employee and a client	The work will be submitted in writing onto MOODLE and analysed at Seminar 2
	3. A group of students prepares a solution for the conflict by settling collective interests with a conciliation method	The solution to the dispute must be submitted onto the MOODLE system and discussed at the lesson.
	4. Compulsory reading according to the list of themes on conflicts and their solution with different methods (volume of 250 pp.)	The analysis of the material read during Seminar 2.
<i>Part-time studies with e-learning elements</i>	1. Students are working in a group by preparing documents for a conflict resolution with several methods.	Work in writing must be submitted onto MOODLE by one of the group. The work is analysed and presented at seminar 1. Analysis during discussion.
	2. The student individually prepares a possible strategy for conflict resolution in a dispute between an employee and a client	The work will be submitted in writing onto MOODLE and analysed at Seminar 2

	3. A group of students prepares a solution for the conflict by settling collective interests with a conciliation method	The solution to the dispute must be submitted onto the MOODLE system and discussed at the lesson.
	4. Compulsory reading according to the list of themes on conflicts and their solution with different methods (volume of 300 pp.)	The analysis of the material read during Seminar 2.

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			
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:

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.	Aware of the causes of conflict, the nature of human behaviour in conflicts and the basic ways in which a person intervenes or tackles conflicts.	Seminar	Aware of the causes of conflict, the nature of human behaviour in conflicts and the basic ways in which a person intervenes or tackles conflicts.	Aware of the causes of conflict, the nature of human behaviour in conflicts and the basic ways in which a person intervenes or tackles conflicts. They are partially separated.	Aware of the causes of conflict, the nature of human behaviour in conflicts and the basic ways in which a person intervenes or tackles conflicts.	Aware of the causes of conflict, the nature of human behaviour in conflicts and the basic ways in which a person intervenes or tackles conflicts. Provides examples of all types.
2.	Knows the methods by which managers can assess their conflict resolution abilities and the strategies used during the conflict.	Seminar	Knows the methods by which managers can assess their conflict resolution abilities, but confuses the methods and the strategies used during the conflict.	Knows the methods by which managers can assess their conflict resolution abilities and the strategies used during the conflict.	Knows the methods by which managers can assess their conflict resolution abilities and the strategies used during the conflict.	Knows the methods by which managers can assess their conflict resolution abilities and the strategies used during the conflict. Characterises methods and strategies with examples.
3.	Knows the basic forms of alternative dispute resolution mechanisms.	Practical task at the exam	The basic forms of alternative dispute resolution mechanisms are known in theory but in practice can be used in part.	Knows the basic forms of alternative dispute resolution mechanisms, but confuses them in the solution.	Knows the basic forms of alternative dispute resolution mechanisms.	Knows the basic forms of alternative dispute resolution mechanisms, recommends successful solutions.
4.	Can analyse the situation in a conflict	Examination	Can analyse the situation in a	Can analyse the situation in a	Can analyse the situation in a	Can analyse the situation in a

	based on available information and find a solution by using several methods of resolving conflicts.		conflict based on available information but finds a solution by using only one method of resolving conflicts.	conflict based on available information but finds a solution by using only two methods of resolving conflicts.	conflict based on available information and find a solution by using several methods of resolving conflicts.	conflict based on available information and find a solution by using several methods of resolving conflicts. Justifies the advantages of the chosen method.
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Literature and other sources of information:

Compulsory literature and other sources of information

1. Butcher, C., Hallward, M.C. (2019). Understanding International Conflict Management. Routledge.
2. Cobb, S., Federman, S., Castel, A. (2019). Introduction to Conflict Resolution: Discourses and Dynamics. Rowman & Littlefield International.
3. Gereiša Z., Kirstuka L., Kļave E. (2018). Mediācija: jēdzieni, testi, lomu spēles. Rīga, Tiesu namu aģentūra.
4. F. Russell Crites, Jr. (2019). Assertiveness, Boundaries and Conflict Management: ABC Workbook. CreateSpace Independent Publishing Platform.
5. Liddle, D. (2017). Managing Conflict: A Practical Guide to Resolution in the Workplace 1st Edition. Kogan Page.

Recommended literature

1. Bolis, J., Gereiša, Z. (2015). Mediācija un sarunas. Rīga, Juridiskā koledža.
2. Egidess E. (2016). Saskarsmes labirinti. Rīga, Jumava.
3. Leiendekers A. (2017). Konfliktu vadība. Profesionālās pilnveides un tālākizglītības iestāde MIERVIDI.

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.
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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*
86.	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 role and competencies.	4	2	1
87.	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.	4	2	1
88.	The nature of the effectiveness of human resources management, its analytical capacity, quantitative and qualitative indicators. Audit of human resources management.	4	2	1
89.	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
90.	The nature and methods of human resources planning Personnel turnover.	4	2	1
91.	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
92.	Search opportunities of the employees in the labour market Personnel categories and occupational classification.	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*
93.	The recruitment process and the possibilities for its organisation. Personnel selection methods and instruments. Evaluating the results of the recruitment.	4	2	1
94.	Recruiting and personnel involvement in work. Technically organisational and psychological aspects of the adaptation of personnel.	4	2	1
95.	Staff teaching, training and development. Team building. Nature of career management and organisational solutions (models).	4	2	1
96.	Nature and role of personnel evaluation in company development Staff evaluation methods and organisational solutions	4	2	1
97.	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)	
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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			
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:

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	Independent work	Can find information on topical research in human	Can find information on topical research in	Can find information on topical research in the field of	Knows how to find information on topical research in

	resources management		resources management, with insufficient evaluation of the range of available information	the field of human resources management	human resources management, exploring and evaluating several sources	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 selection, evaluation, motivation and training methods for the company's needs	Classroom work, seminar, discussion	Able to choose the human resources selection, evaluation, motivation and training methods without going into relevance to the company's needs	Able to choose the human resources selection, evaluation, motivation and training methods in part according to the company's needs	Able to choose the human resources selection, evaluation, motivation and training methods according to the company's needs	Able to make a creative choice 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	Is capable of arguing about the current events of the company's human resources management, understanding their	Is capable of arguing about the current events of the company's human resources management, understanding its connection	Is capable of arguing about the current events of the company's human resources management, deeply understanding

			their connection with the company's performance	connection with the company's performance	with the company's performance	its connection with the company's performance and offering measures for its development
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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 sociāla. Rīga, Turība. |

Other sources of information

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|----|--------------------------|
| 1. | EBSCO HOST data base |
| 2. | RESEARCHGATE data base |
| 3. | Springer data base |
| 4. | Google Scholar data base |

STATISTICS

Author/s of the course:	
Dr.oec., Assistant Professor AijaSannikova	
Credit points (Latvian):	ECTS credits:
4	6
Final evaluation form:	
Examination	
Study course prerequisites:	
Financial Mathematics, Microeconomics, Financial Theory	
Study course aim:	
To provide students with the necessary knowledge, skills and competence acquisition in the field of statistics.	
Study course learning outcomes (knowledge, skills, competences):	
<ol style="list-style-type: none"> 1. Know and understand the substance, meaning and concepts of statistics. 2. Able to apply the acquired knowledge in solving practical tasks. 3. Able to independently carry out a statistical analysis of the data. 4. Able to critically evaluate the obtained results of the analysis of statistical data and draw conclusions. 	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	Introduction to statistical theory, statistical data mining techniques, population and selection
2.	Statistical data grouping, the distribution of queuing, data display in tables and figures
3.	Statistical key indicators of ungrouped and grouped data
4.	Time series analysis, data representation in tables and figures
5.	Individual indexes and general indexes
6.	Correlation and linear regression analysis
7.	Sampling method

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*
98.	Introduction to statistical theory, statistical data mining techniques, population and selection	4	2	2
99.	Statistical data grouping, the distribution of queuing, data display in tables and figures	10	5	4
100.	Statistical key indicators of ungrouped and grouped data	8	4	2
101.	Time series analysis, data representation in tables and figures	8	4	2
102.	Individual indexes and general indexes	6	3	2
103.	Correlation and linear regression analysis	8	4	4
104.	Sampling method	4	3	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

<i>Full-time studies</i>	<i>Independent / Practical assignment's brief description:</i> 1. The study of statistical theory issues. 2. Find a solution for a given analytical problem (situation/task), to support the chosen solution with statistical theory. 3. Practical work completion, which includes successively applicable statistical methods about a specific statistical theory question, arguing critically and critically assessing the obtained results.	2 independent work assignments; 2 seminars
	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> Study sources 1, 2 from the mandatory literature list, and prepare a discussion report on the given issue of statistical theory.	
<i>Part-time studies and Part-time studies with e-learning elements</i>	<i>Independent / Practical assignment's brief description:</i> The study of statistical theory issues. Find a solution for a given analytical problem (situation/task), to support the chosen solution with statistical theory. Practical work completion, which includes successively applicable statistical methods about a specific statistical theory question, arguing critically and critically assessing the obtained results.	2 independent work assignments; 2 seminars
	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> Study sources 1, 2 from the mandatory literature list, and prepare a discussion report on the given issue of statistical theory.	

Structure of the study course:

<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>	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** consists of successfully completed two independent work assignments and successful participation in two working seminars, active participation in practical work completion and discussions during the classes, lecture attendance (at least 70% of the classes have to be attended) and successfully passed exam test covering the topics of the course.

The final evaluation of the course for **part-time students** consists of successfully completed two independent work assignments and successful participation in two working seminars, active participation in practical work completion and discussions during the classes, lecture attendance (at least 70% of the classes have to be attended) and successfully passed exam test covering the 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, meaning and concepts of statistics.	Practical work, seminar	Know and understand the basic concepts of statistical theory.	Know the most important concepts of statistical theory, their substance, role in the socio-	Know the most important concepts of statistical theory, their substance, and able to justify their choice in	Know and understand the concepts of statistical theory, their substance, and able to apply them to critically evaluate their use

				economic process analysis	analyzing social-economic processes	in certain studies of social-economic processes
2.	Able to apply the acquired knowledge in solving practical tasks.	Practical work, seminar	Able to apply knowledge in solving statistical problems, but there are errors in calculations	Able, to a certain degree independently, apply knowledge to solve standard statistical problems	Able to apply the acquired knowledge in solving statistical problems	Able to critically apply knowledge in solving statistical problems
3.	Able to independently carry out the statistical analysis of the data.	Practical work, seminar	Able to express opinion or elaborate on other statements about the use of statistical theory in problem solving	Able to partially and sporadically support own or another person's opinion on the use of statistical theory in problem solving	Able to support and defend opinion on the use of statistical theory in problem solving	Able to critically evaluate own or another person's opinion on the use of statistical theory in problem solving
4.	Able to critically evaluate the obtained results of the analysis of statistical data and draw conclusions.	Practical work, seminar	Able sporadically analyze and apply statistical theory to achieve various goals	Able to analyze and apply statistical theory to achieve various goals	Able to identify problems and use statistical research methods to achieve goals	Able to independently analyze and evaluate the use of statistical research methods to achieve goals, use various research (calculation) methods to solve statistical problems

Literature and other sources of information:

Mandatory literature and information sources

1.	Jansons V., Kozlovskis K. (2015). <i>Mārketiņgapaētījumi: teorija un prakse SPSS 20 vidē</i> . RTU Izdevniecība, Rīga.
2.	Orlovska A., Jurgelāne I. (2016). <i>Ekonomiskāstatistika</i>. RTU Izdevniecība, Rīga.
3.	Orlovska A. (2012). <i>Statistika :mācībugrāmata</i> . RTU Izdevniecība, Rīga.
4.	Statistikaslikums. Electronic resource [viewed on 29.08.2019]. Available https://likumi.lv/ta/id/274749-statistikas-likums
5.	Tokunaga, H.T. (2019). <i>Fundamental Statistics for the Social and Behavioral Sciences 2nd Revised edition</i>. SAGE Publications Inc

Further reading

1.	Jansons V., Kozlovskis K. (2012). <i>Ekonomiskāprognozēšana SPSS 20 vidē :mācībugrāmata</i> . RTU Izdevniecība, Rīga.
2.	Orlovska, A. (2007) <i>Statistika</i> (mācībuļidzeklis). Rīga: RTU.
3.	Slavinska I., Zvirgzdiņa R. (2007). <i>Statistika</i> . SIA "Biznesavadībaskoledža", Rīga.
4.	Vergina, G. (2005). <i>Statistikaekonomistiem</i> . –Kamene, Rīga

Other sources of information

1.	<u>Centrālā statistikas pārvalde. Datu bāze. Electronic resource. Available: https://www.csb.gov.lv/lv</u>
2.	<u>Latvijas Banka. Statistika. Electronic resource. Available: https://www.bank.lv/statistika</u>
3.	EkonomikasMinistrija. Tautsaimniecībasattīstība. Electronic resource. Available: https://em.gov.lv/lv/nozares_politika/nacionala_industriala_politika/uznemejdarbibas_vidē/uznemejdarbibas_vidēs_uzabosana/konsulte_vispirms_
4.	Eurostat.Statistics by theme.Electronic resource. Available: https://ec.europa.eu/eurostat
5.	Vītols, J. (1988). <i>Statistikasvispārīgāteorija</i> . Rīga, Zvaigzne.
6.	Anderson David R., Sweeney Dennis J., Williams Thomas A. (2005). <i>Contemporary Business Statistics with Microsoft Excel</i> . South-Western: Div of Thomson Learning

7.	Arhipova, I., Bāliņa, S. (2006) <i>Statistikaekonomikā un biznesā: risinājumi ar SPSS un MS Excel</i> (mācību lieldzēklis). Rīga: Datorzinību centrs.
8.	Krastiņš, O., Ciemiņa, I. (2003) <i>Statistika</i> (mācību grāmata augstskolām). Rīga: LR CSP.
9.	Goša, Z. (2007) <i>Statistika</i> (mācību grāmata). Rīga: Izglītības sōji.
10.	Schmuller, J. (2013). <i>Statistical Analysis with Excel For Dummies</i> . 3rd Edition, John Wiley & Sons, New Jersey
11.	Елисеева, И.И. (и др.) (2010) <i>Статистика: учебник</i> . Москва: Проспект.
12.	Ефимова, М. Р. (2006) <i>Общая теория статистики: учебник</i> . Москва: ИНФРА-М.
13.	Van Matre Joseph G., Gilbreath Glenn H. (1987) <i>Statistic for Business and economics</i> . Homewood: IRWIN. Illinois 60430

E-BUSINESS

Author/s of the study course:	
Mg.sc.soc., Lecturer Edgars Cerkovskis	
Credits (Latvian):	ECTS:
4	6
Final evaluation form:	
Exam	
Study course prerequisites:	
Business, economics, marketing.	
Study course aim:	
To provide students with the necessary knowledge, skills and competences in the field of e-business.	
Study course learning outcomes (Knowledge, Skills, Competencies):	
<ol style="list-style-type: none"> 1. Understand the concepts and essence of e-business. 2. Understand e-business models and their operating principles. 3. Understand the e-business environment and its influencing factors. 4. Is able to critically analyze problems and available information in the field of e-business. 5. Is able to independently conduct research in the field of e-business and present the results of the research. 6. Is able to reasonably discuss basic e-business issues. 	
Study course thematic plan:	
1.	Trends in e-business development.
2.	E-business models.
3.	E-business legislation.
4.	E-business billing systems.
5.	E-Commerce and M-Commerce.
6.	E-shops and auctions.
7.	E-business marketing.
8.	E-government.

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
105.	Trends in e-business development. <ul style="list-style-type: none"> • E-business terms and essence. • History of e-business development. • E-business environment and participants 	6		
106.	E-business models. <ul style="list-style-type: none"> • B2B, B2C, B2G models. • C2B, C2C, C2G models. • G2B, G2C, G2G models. • New e-business models. 	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
107.	E-business legislation. <ul style="list-style-type: none"> • General Data Protection Regulation. • Information Society Services Law. • Payment Services and Electronic Money Act. 	6		
108.	E-business billing systems. <ul style="list-style-type: none"> • Types of electronic billing. • Electronic payment systems. • Electronic payment security. 	6		
109.	M-Commerce. <ul style="list-style-type: none"> • The concept and essence of M-commerce. • M-commerce models. 	6		
110.	E-shops and auctions. <ul style="list-style-type: none"> • The principles of creating e-shops • E-shop business processes • E-shop analysis and methods 	6		
111.	E-business marketing. <ul style="list-style-type: none"> • Digital marketing. • Using social networks in e-business. • E-environment analysis metrics. 	6		
112.	E-government. <ul style="list-style-type: none"> • Smart Public Administration. • Electronic services and their types. • E-service levels. 	6		
Total:		48		

Independent work description:

Study form	Type of independent work	Form of control
full-time studies	Read the identified e-business book and prepare a seminar with presentation and discussion elements.	Presentation, seminar.
	Develop the concept of an e-business idea and present it to the audience.	Presentation, seminar.
	Perform a specific e-business environment analysis using commonly used research methods.	Group work.
	Read the scientific article on topical issues in e-business, over the past 3 months and develop a forecast for future developments, including 3 to 5 positive and negative development forecasts.	Essays, presentation, seminar.

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.	Understand the concepts and essence of e-business.	Presentation, seminar, group work, exam.	Understand the basic concepts.	Understanding the basic concepts and terms, however, has difficulty in defining definitions.	Understands key concepts, terms and definitions.	Freely orient in essence, concepts, terms and definitions.
2.	Understands e-business models and their operating principles.	Group work, exam.	Understand the basic principles.	Understanding the basic principles, however, there are difficulties in formulating models.	Understands the most important models and their operating principles.	Freely orientated in models and their working principles.
3.	Understand the e-business environment and its influencing factors.	Group work, exam.	Understands the operating environment.	Understanding the operating environment, however, has difficulties in formulating factors.	Understands the operating environment and the factors that influence it.	Freely orientated in the action environment and easily formulates influencing factors.
4.	Is able to critically analyze problems and available information in the field of e-business.	Essay, seminar, presentation, group work.	Able to analyze the information obtained, but there are difficulties with regularities.	Able to analyze the information obtained, but it is difficult to formulate conclusions.	Able to critically analyze the information obtained, formulate conclusions.	Able to critically analyze the information obtained, formulate conclusions and offer solutions.
5.	Is able to independently conduct research in the field of e-business and present the results of the research.	Seminar, presentation, group work.	There are difficulties in organizing the research work, there is a lack of understanding of the structure of the research.	Is able to do research, but is not able to organize research process independently.	Is able to independently organize research work, is able to integrate knowledge of different fields.	Is able to independently organize research work, is able to integrate knowledge of different fields, is able to contribute to the creation of new knowledge.
6.	Is able to reasonably discuss basic e-business issues.	Seminar, presentation, group work.	Able to discuss current affairs, not to be able to clearly formulate their opinion.	Able to discuss current issues, however, there is a difficulty in arguing their point of view.	Is able to reasonably discuss current issues, formulate and justify opinion.	Excellent discussion and orator skills.

Literature and information sources:	
Compulsory literature and information sources	
1.	Laudon, K.C. (2018). <i>E-commerce : business, technology, society</i> . Boston: Pearson.
2.	Šmits, E., Koens, D. (2017). <i>The new digital age: how our lives, countries and business will change in the future</i> . Riga: Zvaigzne ABC.
3.	Whittington, D. (2018). <i>Digital Innovation and Entrepreneurship</i> . Cambridge, United Kingdom, New York, NY : Cambridge University Press.
Additional literature and information sources	
1.	Chaffey, D. (2015). <i>Digital business and e-commerce management : strategy, implementation and practice</i> . Harlow, England : Pearson Education Limited.
2.	Heinze, A., Fletcher, G., Rashid, T., Cruz, A. (2017). <i>Digital and social media marketing : a results-driven approach</i> . Abingdon, Oxon, New York, NY : Routledge.
3.	Saifedean, A. (2018). <i>Bitcoin Standard : the decentralized alternative to central banking</i> . New York : John Wiley & Sons.

4.	Segals, K. (2016). <i>Money: Its exciting history and impact on our lives</i> . Riga: Janis Roze Publishing House.
5.	Skinner, C. (2016). <i>Digital bank : strategies to launch or become a digital bank</i> . Singapore Marshall Cavendish.
6.	Turban, E. (2017). <i>Introduction to electronic commerce and social commerce</i> . Cham : Springer.
Other information sources	
1.	Europa (2018). E-commerce, distance selling and sales outside of commercial premises. [viewed 01.05.2019]. Available at: https://europa.eu/youreurope/business/selling-in-eu/selling-goods-services/ecommerce-distance-selling/index_en.htm
2.	Latvia's Sustainable Development Strategy 2030 (2010). Electronic resource [viewed 28.01.2019]. Available at: https://www.pkc.gov.lv/sites/default/files/inline-files/Latvija_2030_7.pdf
	VARAM (2018). Issues to be addressed by the institution when developing e-services. [viewed 01.05.2019]. Available: file:///C:/Users/User/Downloads/Epakalp_BUJ.pdf

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):	
<ol style="list-style-type: none"> 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
113.	Introduction to international law.	4		
114.	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
115.	Competition, international aspects of consumer protection and advertising regulatory framework.	8		
116.	International transactions.	4		
117.	Legal protection of international transactions.	4		
118.	International Trade legislation. International organizations (WTO, UNIDROIT, UNCITRAL) and international agreements (GATT, Incoterms).	12		
119.	International labour law. International Labour Organization (ILO).	8		
120.	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).		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.	Discussion	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 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 financial operations, but difficult to justify your point of view in some financial issues.	Good understanding of the essence of international financial operations. Able to argue your point of view in issues of international financial operations.	Very good understanding of the essence of international financial operations. Able to argue your point of view in issues of international financial operations.	Perfect understanding of the essence of international financial operations. Able to argue your point of view in issues of international financial operations.

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

Cross-cultural Communication (Master – 6 ECTS)

Author/s of Study course:	
Larisa Turuševa, Dr. paed., assoc., prof.	
<i>Credits (Latvian)</i>	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):	
121.	Stereotypes. Understanding of intercultural divergence and diversity.
122.	Other hierarchies, individualism, age, women and men roles, families, distance issues.
123.	Multiplicity of communication. The techniques of persuasion and influence across cultures.
124.	Different cultures' attitude to time.
125.	Tact and sensitivity in regards of religion, success and priorities.
126.	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	Individual work hours	Compulsory reading and/or
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	Lecture hours (incl. seminars, discussion)	<i>Consultations, guest lectures, conferences, study tours, applied games, etc.</i>	<i>Final Test (exam, test, defence)</i>	<i>Tota l</i>		<i>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	Can select and analyse the required information independently in order to find an answer to complex and	Can find the required information independently and analyse it for solving a problem

				about using the obtained information; there are difficulties to analyse information independently	specific questions	
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. *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 Collede: 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

Marketing Strategy and Competitive Positioning

Author/s of the course:	
Dr.oec., Assistant Professor Ksenija Ijevleva	
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*
127.	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		
128.	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		

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*
129.	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		
130.	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		
131.	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
<i>Full-time studies</i>	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

<i>Part-time studies</i>		
<i>Part-time studies with e-learning elements</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			
<i>Full-time</i>	48	8	4	64	64	32	160
<i>Part-time</i>							
<i>Part-time studies with e-learning elements</i>							

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
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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). *Stratēģiskā pārdošanas vadība*. Rīga: Lietišķās informācijas dienests.
3. Baack, D., Czarnecka, B., Baack, D. (2019). *International marketing*. Los Angeles: Sage Publications.
4. Chaffey, D., Chadwick, F.E. (2016). *Digital Marketing Strategy, Implementation and Practice*. UK: Pearson Education.
5. Godins, S. (2014). *Kā veicināt sava zīmola, produktu un pakalpojumu atpazīstamību*. Rīga: Zoldnera izdevniecība.
6. Hall, S. (2017). *Innovative B2B Marketing New Models, Processes and Theory*. UK: Kogan Page.
7. Kingsnorth, S. (2019). *Digital marketing strategy*. New York: Kogan page.
8. Kumar, V. , Reinartz, W. (2012). *Customer relationship management: concept, strategy, and tools*. Heidelberg: Springer.
9. Leventhal, B. (2018). *Predictive Analytics for Marketers*. UK: Kogan Page.
10. Mahoney, L., Tang, T. (2017). *Strategic social media*. West Sussex: Wiley Blackwell.
11. Mooij, M. (2019). *Consumer behavior & culture*. Los Angeles: Sage Publications.
12. Shimp, T. , Anrews, C. (2013). *Advertising, promotion, and other aspects of integrated marketing communications*. Australia: South-Western.
13. Wang, B. (2017). *Creativity and Data Marketing A practical guide to data innovation*. UK: Kogan Page.

Other sources of information

1. Blānčards, K. , Boulss Š. (2013). *Sajūsminātie klienti: ģeniāla pieeja klientu apkalpošanai*. Rīga: Zvaigzne ABC.
2. Elliot, R., Percy, L. (2007). *Strategic brand management*. 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). *Concept to customer*. Lausanne: AVA Academia.
5. Ithia, A. (2019). *Product management*. United Kingdom: Matador.
6. Jansons, V., Kozlovskis, K. (2012). *Ekonomiskā prognozēšana SPSS 20 vidē: mācību grāmata*. Rīga: Rīgas Tehniskā universitāte.
7. Jones, R.(2017). *Branding. A very Short Introduction*. UK: Oxford University Press.
8. Kadens, R. (2008). *Partizānu mārketinga tirgus izpēte: tirgus izpētes tehnikas ikvienam uzņēmumam*. Rīga: Lietišķās informācijas dienests.
9. Praude, V. (2011). *Mārketinga: teorija un prakse*. Rīga: Burtene.
10. Praude, V., Šalkovska, J. (2015). *Integrētā mārketinga komunikācija 1. Un 2. sēj.* Rīga: Burtene.
11. Silvermans, Dž. (2008). *Mutvārdu atsauksmju mārketinga noslēpumi: kā panākt pārdošanas pieaugumu, izmantojot mutvārdu atsauksmes*. Rīga: Lietišķās informācijas dienests.
12. Stone, M. , McCall, J. (2004). *International strategic marketing: a European perspective*. New York: Routledge.
13. Šķiltere, D. (2001). *Pieprasījuma prognozēšana: mācību līdzeklis*. Rīga: Latvijas Universitāte.
14. Untāls, E. (2011). *Pārdošanas burvis*. Rīga: Zvaigzne ABC.
15. Untāls, E. (2013). *Nelieciet man domāt*. Rīga: ZvaigzneABC.
16. Vestvuds, Dž. (2008). *Kā rakstīt mārketinga plānu*. Rīga: Zvaigzne ABC.

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
132.	Introduction. Research ethics	4		
133.	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		
134.	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
135.	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		
136.	Data processing methods <ul style="list-style-type: none"> Content analysis Descriptive statistics Correlation and regression analysis Factor analysis 	16		
137.	Analysis and interpretation of the research results. Reliability of the research results	4		
138.	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:	
<i>Compulsory literature and information sources</i>	
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
<i>Additional literature and information sources</i>	
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
<i>Other information sources</i>	
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