



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

Courses for Erasmus+ students

Academic year 2022/2023, Spring semester 2023

Dear incoming Erasmus+ students,

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

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

Kind regards,

Marina Tihomirova
EKA University of Applied Sciences
Institutional Erasmus+ coordinator

Spring Semester 30.01.2023-20.06.2023

Exam period: 22.05.2023 – 20.06.2023

Courses joining student groups (in English)

Management first year	KP	ECTS
Accounting	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
International Trade Law	4	6
Human Resources Management	4	6
Statistics	4	6
International Marketing and Trade	2	3

Management third year	KP	ECTS
Innovation Management	4	6
Financial Theory	2	3
Conflict management and alternative dispute resolution	4	6

Online courses with MBA Master students	KP	ECTS
Business Risk Management	4	6
Business Value Management	4	6
Corporate Finance Management	4	6
Start-ups Management	4	6
Design thinking	4	6

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):	
<div>1. Know and understand the substance, meaning and concepts of accounting records</div> <div>2. Know the latest laws and regulations related to accounting records</div> <div>3. Know the accounting records process and accounting work organization</div> <div>4. Able to apply the acquired knowledge to manage the records of assets and liabilities</div> <div>5. Able to express, support and defend opinion</div> <div>6. Able to conduct accounting work related to the records of economic processes, prepare reports</div> <div>7. Able to analyze accounting record keeping organization</div>	
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*
1.	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
2.	Classification and characterization of economic assets and their sources of origin.	4	2	1

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

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

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

Evaluation of the study course learning outcomes:						
<p>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;</p> <p>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.</p>						
No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (10) (from 95% to 100%)
1.	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	Discussion, practical	Know the main	Partly know the accounting	Know the accounting	Have a good grasp of the

	process and accounting work organization	work, individual assignment	accounting records processes and accounting work organization	records process and accounting work organization	records process and accounting work organization	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 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). Pirmesoljkomercdarbībā: 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 kārtošanu 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 uztņēmumos. 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 avotu uzskaite un novērtēšana. Mācību grāmata. Rīga: RTU Izdevniecība.
7.	Ābika L., Brūna I., Būmane I., Kasale M. (2008). Praktiskodarbū uzdevumi grāmatvedības teorijā. 2. papildināts izdevums. Rīga: SIA Izglītības solji.
8.	Shields, G. (2018). Accounting Principles. The Ultimate Guide to Basic Accounting Principles, Gaap, Accrual Accounting, Financial Statements, Double Entry Bookkeeping and More. Leipzig: Amazon.
9.	Maynard, J. (2017). Financial Accounting, Reporting & Analysis. United Kingdom: Oxford University Press.
10.	Sangster, A. (2018). Frank Wood's Business Accounting 1. Harlow: Pearson.
11.	Financial Accounting and Reporting (IFRS). (2018). ICAEW: Partner in Learning.
12.	Grigorjeva, R., Jesemčika, A., Leibus, I., Svarinska, A., (2009) Finanšu grāmatvedība. Rīga: Izglītības solji, 252 lpp.
Other sources of information	
1.	Grāmatvedības uzskaites kārtība budžeta iestādēs, LR MK noteikumi Nr. 87. Spēkā no 13.02.2018. . Electronic resource. Available: https://likumi.lv/ta/id/297134-gramatvedibas-uzskaites-kartiba-budzeta-iestades
2.	Bilance: [žurnāls] – Rīga: SIA Lietišķās informācijas dienests
3.	iFinances: [žurnāls] – Rīga: SIA Izdevniecība iŽurnāls

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):	
<div><div></div><div><div>1.</div><div>Students can recognise familiar words and very basic phrases concerning oneself, one’s family and immediate concrete surroundings when people speak slowly and clearly.</div></div><div><div>2.</div><div>Students can understand familiar names, words and very simple sentences.</div></div><div><div>3.</div><div>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.</div></div><div><div>4.</div><div>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.</div></div></div>	
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, īrēt</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, neģaršot</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
9.	Greeting and addressing. Introducing yourself Contact details (Alphabet, Verbs <i>būt, nebūt</i> . Numbers 1-20. Pronouns.	4		

Study course calendar plan:				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e - learning elements
10.	People, countries, languages and nationalities (Verbs <i>dzīvot, runāt, strādāt, studēt.</i>)	4		
11.	In a town and in the country (Verbs <i>redzēt, apmeklēt</i> + nouns in the relevant case.)	4		
12.	My home and my family (Verbs <i>dzīvot, īrēt</i> + nouns in the relevant case.)	4		
13.	Travelling and transport (Verbs <i>iet, braukt, lidot</i> + nouns in the relevant case.)	4		
14.	Daily routines (Times of the day, verbs <i>ēst, dzert, lasīt, gulēt, darīt</i> + nouns in the relevant case.)	4		
15.	In a shop and bank (Verbs <i>pirkt, pārdot, maksāt</i> + nouns in the relevant case.)	4		
16.	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:

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

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

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

				answers due to grammatical or vocabulary issues		
4.	Students can write a short, simple text and fill in forms with personal details, for example, entering their name, nationality and address on a registration form.	Written tasks (individual work), examination	40%-64% of tasks completed correctly	65%-84% of tasks completed correctly	85%-94% of tasks completed correctly	95%-100% of tasks completed correctly

Literature and information sources:	
Compulsory literature and information sources	
1.	Auziņa, I. et.al. (2014). <i>A1 Laipa. Latviešu valodas mācību grāmata</i> . Rīga: Latviešu valodas aģentūra.
Additional literature and information sources	
1.	Dumpe, D. (2009). <i>Latvian in three months</i> . Rīga: Zvaigzne ABC.
2.	Ozola, N. (2005). <i>Латышский язык за три месяца</i> . Rīga: Zvaigzne ABC.
3.	Poikāns, K. (2014). <i>Es protu latviešu valodu. Testu krājums (A1, A2)</i> . Rīga: Zvaigzne ABC.
4.	Svarinska, A. (2003). <i>Latviešu valoda. Mācību kurss 25 nodarbībām</i> . Rīga: Zvaigzne ABC.
Other information sources	
1.	Latvian Academy of Science Terminology Commission. Akadterm. Online dictionary. [Accessed 30.11.2018.] Available at: http://termini.lza.lv/term.php
2.	European Commission. Eur-lex. Translation corpus. [Accessed 30.11.2018.] Available at: http://eur-lex.europa.eu
3.	Linguee. Online LV-ENG/ENG-LV dictionary. [Accessed 30.11.2018.] Available at: http://www.linguee.com/english-latvian/
4.	Sproģe, I., Kaupers, R. Joka pēc alfabēts [Accessed 30.11.2018.] Available at: https://www.youtube.com/watch?v=W5e9GJfHC4A&index=4&list=PLQJcHm-6n4cGcJ_AWZisWAL5FZ53xCsg0
5.	Tilde. Letonika. Online dictionary [Accessed 30.11.2018.] Available at: https://www.letonika.lv/groups/default.aspx?g=2
6.	Tilde. Online LV-ENG/ENG-LV dictionary and translation tool. [Accessed 30.11.2018.] Available at: https://www.tilde.lv/
7.	Zīle, U. Mācāties krāsas. [Accessed 30.11.2018.] Available at: https://www.youtube.com/watch?v=gylg2qAj_dE&list=PLQJcHm-6n4cGcJ_AWZisWAL5FZ53xCsg0
8.	Zīle, U. Mācāties skaitīt līdz desmit, mācāties ciparus. [Accessed 30.11.2018.] Available at: https://www.youtube.com/watch?v=f4-CcJONi8&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*
17.	The substance of philosophy and its role in society	2	1	0.5
18.	The European origins of philosophy - mythology, ancient philosophy	3	2	0.5
3.	Late antique and medieval philosophy	2	1	0.5
20.	Classic modern philosophical concepts	3	2	0.5
21.	The 19th-21st century philosophical directions - existentialism, pragmatism, psychoanalysis, phenomenology, the philosophy of life, hermeneutics	4	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*
22.	Language philosophy, analytical philosophy and logical positivism	2	1	1
23.	Philosophy and culture, cultural semiotics	2	1	1
24.	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
26.	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
Part-time studies with e-learning elements	8	6	2	16	32	32	80

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

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

Literature and other sources of information:	
Mandatory literature and information sources	
1.	Delēzs, Ž., Gvatarī, F. (2010). <i>Kasirfilosofija?</i> Rīga :JāņaRozesapgāds.
2.	Dirāns, V. (2010). <i>Filosofijasstāsts :pasaulesizcilākofilosofudzīve 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>Filosofijasvēsture : no antikāspasauleslīdzmūsdienām.</i> (2006). RīgaJāņaRozesapgāds.
5.	Kūle, M. (sast.). (2016). <i>Fenomenoloģijāmūsdienupasaule.</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>Filosofijasproblēmas.</i> Rīga :JāņaRozesapgāds.
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: Laikmetīgāsmākslascentrs.
2.	Blekbērnis, S. (2007). <i>Domā :neatvairāmsievadsfilozofijā.</i> Rīga: 1/4 Satori.
3.	Debors, G. (2017). <i>Izrādēssabiedrība.</i> Rīga: Laikmetīgāsmākslascentrs.
4.	Freids. (2017). <i>Viņpustikmesprincipa.</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>Fenomenoloģijamūsdienupasaulē</i> . Rīga: FSI.
7.	<i>Memory Access Denied</i> . (2019). Rīga: Zinātne
8.	Safranski, R. (2010). <i>Nīče :viņadomāšanasbiogrāfija</i> . Rīga :DienasGrāmata.
9.	Vējš, J. N. (2017). <i>Četrasesejas par Berlinu</i> . Rīga: FSI.
10.	Vēvere, V. S(2011). <i>SērensKirkegors: būt un vēstīt</i> . Rīga: FSI.
11.	Vēvere, V. (sast.). (2014). <i>Kirkegoriskielasījumi</i> . Rīga: FSI.
Other sources of information	
1.	Punctum. Literatūras un filozofijasžurnāls. Electronic resource [viewed on 25.09.2019]. Available: www.punctummagazine.lv
2.	<i>RīgasLaiks</i> . Rīga :RīgasLaiks.
3.	Satori. Electronic resource [viewed on 25.09.2019]. Available: www.satori.lv
4.	StanfordEncyclopediaofPhilosophy. Electronic resource [viewed on 25.09.2019]. Available: www.plato.stanford.edu

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):	
<div><div>1.</div><div>Know and understand the nature and basic concepts of logistics.</div></div> <div><div>2.</div><div>Have mastery of the modern logistics process management principles and tools.</div></div> <div><div>3.</div><div>Understand the tasks of procurement logistics.</div></div> <div><div>4.</div><div>Understand the methods of supplier search.</div></div> <div><div>5.</div><div>Understand the steps and principles of order making.</div></div> <div><div>6.</div><div>Able to analyze the processes of logistics.</div></div> <div><div>7.</div><div>Able to make suggestions for the optimization opportunities of the company's logistics processes.</div></div>	
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

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

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

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

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

<i>Part-time</i>	16	6	2	24	32	24	80
<i>Part-time studies with e-learning elements</i>	8	6	2	16	32	32	80

Evaluation of the study course learning outcomes:

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

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

No.	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	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

				order making principles		principles, able to develop and make suggestions and decisions for its improvement and optimization
6.	Able to analyze the processes of logistics.	Seminar	Partly able to understand the company's logistics processes	Able to understand the most important logistic processes: efficient flows of goods and information planning, implementation and management of related services	Able, on the basis of an analytical approach, to understand the processes of logistics: efficient flows of goods and information planning, implementation and management of related services	Have a good grasp at and able, on the basis of an analytical approach, to understand the processes of logistics: efficient flows of goods and information planning, implementation and management of related services
7.	Able to make suggestions for the optimization opportunities of the company's logistics processes.	Seminar	Partly able to analyze and evaluate the company's logistics	Able to analyze and evaluate the most important logistical processes of the company	Able to analyze and evaluate the company's logistics, partly able to develop and make suggestions	Able to freely analyze and evaluate the company's logistics, able to develop and make suggestions and decisions for its improvement and optimization

Literature and other sources of information:

Mandatory literature and information sources

1. Praude, V. (2013). Loģistika. Nodaļās: transporta loģistika, iepirkumu loģistika, krājumu vadība un noliktavu saimniecība, Izd. Burtene.
2. Rushon A. Croucher P. Baker P. (2014). The handbook of logistics & distribution management : [understanding the supply chain], London : Kogan Page.
3. Фразелли, Э. (2017). Мировые стандарты складской логистики. Москва: ООО "Альпина 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):	
<ol style="list-style-type: none"> 1. Understand the substance and basic concepts of macroeconomics as the foundation of the state's economic policy. 2. Understand key macroeconomic indicators. 3. Able to solve practical tasks in accordance with the acquired theoretical knowledge. 4. Able to critically analyze problems at the economy level. 5. Able to provide arguments to discuss the fundamental issues of macroeconomics. 	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	The substance and key indicators of macroeconomics
2.	Macroeconomic balance and instability
3.	Monetary system
4.	Fiscal framework
5.	International economic relations

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

Study course calendar plan:				
<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*
28.	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
29.	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
30.	Monetary system. <ul style="list-style-type: none"> Money demand and supply. Two-tier banking system. Monetary policy. 	8	4	2
31.	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
32.	Income – expenditure model component analysis. <ul style="list-style-type: none"> Consumption, savings, investment. Income–expenditure balance and multiplication effects. 	4	2	1
33.	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
34.	International economic relations. <ul style="list-style-type: none"> International trade - substance and policy. International capital movement. The international labor movement. International Monetary System. 	6	3	2
Total:		48	24	12

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

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

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

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

	acquired theoretical knowledge.		to solve certain macroeconomic problems.	in solving macroeconomic problems.		
4.	Able to critically analyze problems at the economy level.	Discussion Seminar	Able to analyze the information obtained, however, there are difficulties discerning regularities.	Able to analyze the information obtained, however, there are difficulties in formulating conclusions.	Able to analyze the information obtained critically and to formulate conclusions.	Able to analyze the obtained information critically, draw conclusions and propose solutions.
5.	Able to provide arguments to discuss the fundamental issues of macroeconomics.	Discussion Presentation Seminar	Able to discuss current events, unable to formulate opinion.	Able to discuss current events, but there are difficulties to argue a viewpoint.	Able to provide arguments to discuss current events, formulate and justify opinions.	Excellent argumentative and oratorical skills.

Literature and other sources of information:	
Mandatory literature and information sources	
1.	Krugman, P., Wells R. (2018). Macroeconomics. N.-Y: Macmillan Education, p. 561.
2.	Bikse, V. (2015). Makroekonomika: teorija un politika. Liepāja, 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/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.	LatvijasEkonomikasministrijā www.em.gov.lv
3.	LatvijasFinanšuministrijā www.fm.gov.lv
4.	Latvijas Banka www.bank.lv
35.	Zinātnisko žurnālu datubāze EBSCO www.search.ebscohost.com

Branding

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

Study course calendar plan:				
<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*
36.	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
37.	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

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*
39.	External identifiers of a brand <ul style="list-style-type: none"> • Name • Logo • Advertising slogan • Packaging 	4	3	1
40.	Brand development: <ul style="list-style-type: none"> • Strategic • Administrative • Operational 	3	2	1
41.	Brand portfolio management: <ul style="list-style-type: none"> • The concept of brand portfolio • Brand distribution and expansion • Segmentation and positioning 	3	2	1
42.	Place branding: <ul style="list-style-type: none"> • Concept • Nation branding • City branding 	2	1	1
43.	Brand promotion: <ul style="list-style-type: none"> • Marketing communication • Promotion strategy 	2	2	1
Total:		24	16	8

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

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

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

Evaluation of the study course learning outcomes:						
During the course, students have to prepare 2 independent assignments and participate in 1 seminar, as well as to attend at least 50% of lectures and pass a written examination. The final evaluation is the average grade of 3 assessments (2 independent work assignments and the exam)						
No.	Learning outcome:	Evaluation 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)
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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: 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 govs : [kā veicināt sava zīmola, produktu un pakalpojumu atpazīstamību]</i> . Jelgava : Zolnera 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*
44.	Revenue, costs, their types, impact on the result of business activity	6	2	1
45.	Business resources, the necessary calculations, methods	6	3	2
46.	Methods for calculating costs, price calculation	12	5	2
47.	Strategic and operational planning, resource planning	12	5	3
48.	Business idea, situation research, business plan preparation	30	15	7
49.	Investment, repayment periods	6	2	1
Total:		72	32	16

Independent work description:		
Study form	Type of independent work	Form of control
Full-time studies	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	
Part-time studies	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	
Part-time studies with e-learning elements	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:							
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	72	18	6	96	96	48	240
Part-time	32	34	6	72	96	72	240
Part-time studies with e-learning elements	16	26	6	48	96	96	240

Evaluation of the study course learning outcomes:						
<p>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.</p> <p>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.</p>						
No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (10) (from 95% to 100%)
1.	Understand the use of financial information in the analysis of economic activity	Seminar	Understand the company's financial	Understand the company's financial structure, able	Understand the company's financial structure, able	Perfectly understand the company's financial

			structure, able to analyze it	to analyze it, explain the obtained results	to analyze and explain it, support opinion, understand regularities	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 impact on performance	Understand the cost structure well, able to support the impact on performance well	Understand the cost structure, the impact on 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	Prepared and presented business plan, able to tell about the conducted research and calculations, able to answer	Well prepared and presented business plan, able to tell about the conducted research and calculations, provide good	Well-argued and well supported business plan presentation, freely able to talk about the research carried out

			least on key questions	the majority of questions	answers to the questions	and calculations, provide exhaustive answers to the questions
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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 :mācībulīdzeklis</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>Biznesa novērtējums : 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>Izmaksu analīzē mūmupieņemšanai</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.	Biznesa plāna struktūra. Electronic resource. [viewed on 22.11.2018]. Available: http://miljons.jal.lv/Documents/bp/ka_veidot_biznesa_planus.pdf
3.	LIAA Biznesa plāns. Electronic resource. [viewed on 22.11.2018]. Available: http://www.liaa.gov.lv/lv/biznesa-abc/finanses

International Trade Law

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

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

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

Independent work description:

Study form	Type of independent work	Form of control
<i>Full-time studies</i>	<i>Independent / Practical assignment's brief description:</i> 1. Gather information about the sources of law regulating international trade law. 2. Combined task, which covers the substance, principles, methods and content of the regulatory framework of international transport. 3. To analyze the UNIDROIT proposals and principles for international commercial transactions and their application in practice. 4. Prepare necessary documents for concluding and implementation of foreign trade deals. Find and analyze errors in the drafted document.	2 independent work assignments 2 quizzes
	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> To study sources 1, 2, 3 from the mandatory list of sources, sources 1, 2, 3 from the other sources of information list (Latvian laws and regulations) about the topics acquired during the course.	
<i>Part-time studies</i>	<i>Independent / Practical assignment's brief description:</i> 1. Gather information about the sources of law regulating international trade law. 2. Combined task, which covers the substance, principles, methods and content of the regulatory framework of international transport. 3. To analyze the UNIDROIT proposals and principles for international commercial transactions and their application in practice. 4. Prepare necessary documents for concluding and implementation of foreign trade deals. Find and analyze errors in the drafted document.	2 independent work assignments 2 quizzes
	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> To study sources 1, 2, 3 from the mandatory list of sources, sources 1, 2, 3 from the other sources of information list (Latvian laws and regulations) about the topics acquired during the course.	
<i>Part-time studies with e-learning elements</i>	<i>Independent / Practical assignment's brief description:</i> 1. Gather information about the sources of law regulating international trade law. 2. Combined task, which covers the substance, principles, methods and content of the regulatory framework of international transport. 3. To analyze the UNIDROIT proposals and principles for international commercial transactions and their application in practice. 4. Prepare necessary documents for concluding and implementation of foreign trade deals. Find and analyze errors in the drafted document.	2 independent work assignments 2 quizzes
	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> To study sources 1, 2, 3 from the mandatory list of sources, sources 1, 2, 3 from the other sources of information list (Latvian laws and regulations) about the topics acquired during the course.	

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

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

Evaluation of the study course learning outcomes:						
<p>The final evaluation of the course for full-time students is formed from completed two independent work assignments, two quizzes passed, active participation in discussions during the classes, lecture attendance (at least 70% of the classes must be attended) and passed exam covering the studied topics of the course;</p> <p>The final evaluation of the course for part-time students is formed from completed two independent work assignments, two quizzes passed, active participation in discussions during the classes, lecture attendance (at least 70% of the classes must be attended) and passed exam covering the studied topics of the course;</p> <p>The final evaluation of the course for part-time students with e-learning elements is formed from completed two independent work assignments, two quizzes passed, active participation in discussions during the classes, lecture attendance (at least 70% of the classes must be attended) and passed exam covering the studied topics of the course;</p>						
No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (10) (from 95% to 100%)
1.	Understand the concept, system of international trade law, the specifics and the hierarchy of rules and regulations.	Quiz, discussion	Understand the basic concepts	Understand the most important concepts, but there are difficulties with perceiving regularities	Understand the key concepts and regularities	Freely able to analyze economic regularities
2.	Familiar with the international organizations and institutions related to international trade law.	Independent work, discussion, quiz	Understand the basic operation principles of international organizations	Understand the tasks and functions of international organizations, but there are difficulties with discerning regularities	Understand the tasks and functions, the most important principles and regularities of international organizations	Have a good grasp of operations of international organizations
3.	Know the regulatory framework of the international trade agreements, the rights and obligations of the parties.	Discussion, practical work, individual work	Partly know the regulatory framework of the international trade agreements, however, have difficulties identifying the rights	Know the regulatory framework of the international trade agreements, but there are difficulties to support opinion	Know the regulatory framework of the international trade agreements, the rights and obligations of the parties	Have a good grasp of the regulatory framework of the international trade agreements, the rights and obligations of the parties, able to support opinion

			and obligations of the parties			
4.	Understand the terms and conditions of the international trade contract INCOTERMS	Independent work, discussion, quiz	Partly able to independently apply terms and conditions of the international trade contracts INCOTERMS	Able to independently apply terms and conditions of the international trade contracts INCOTERMS, however, there are difficulties to support opinion	Able to independently apply terms and conditions of the international trade contracts INCOTERMS	Able to independently apply terms and conditions of the international trade contracts INCOTERMS, support opinion and offer solutions
5.	Familiar with the international business regulatory laws and regulations' application possibilities in practice	Independent work	Understand the international business regulatory laws and regulations' application possibilities in practice	Able, to a limited extent, independently apply the acquired knowledge and there are mistakes in the completion of tasks	Able, to a full extent, independently apply the acquired knowledge, but, occasionally, there are mistakes in the completion of tasks	Able, to a full extent, independently apply the acquired knowledge in solving issues
6.	Able to provide arguments to discuss the issues of international trade regulations in practice	Independent work, discussion	Able to discuss about current events, unable to clearly formulate opinion	Unable to express and defend a well-argued and supported opinion	Able to express a supported opinion, but have difficulties to defend it with arguments	Able to express well-argued and supported opinion, as well as discuss and defend it

Literature and other sources of information:

Mandatory literature and information sources

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

Further reading

1. Schmitthoff: The Law and Practice of International Trade. Published by: Sweet & Maxwell. Authors: Carole Murray; David Holloway; Daren Timson-Hunt; Giles Dixon.
2. Megret, Frederic, Globalization and International Law (August 4, 2008). MAX PLANCK ENCYCLOPEDIA OF INTERNATIONAL LAW, Oxford University Press, 2009. Available at SSRN: <https://ssrn.com/abstract=1200782>
3. Guzman, Andrew T., Global Governance and the WTO (August 2002). UC Berkeley Public Law Research Paper No. 89. Available at SSRN: <https://ssrn.com/abstract=321365> or <http://dx.doi.org/10.2139/ssrn.321365>
4. Giovannucci, Daniele, Basic Trade Finance Tools: Payment Methods in International Trade. Available at SSRN: <https://ssrn.com/abstract=996765>

5.	Shaffer, Gregory, The World Trade Organization Under Challenge: Democracy and the Law and Politics of the WTO's Treatment of Trade and Environment Matters (February 22, 2010). Harvard Environmental Law Review, Vol. 25, pp. 1-93, Winter 2001. Available at SSRN: https://ssrn.com/abstract=828644
6.	Dolan, John, The Law of Letters of Credit. THE LAW OF LETTERS OF CREDIT, 4th edition, John F. Dolan, A.S. Pratt & Sons, 2007; Wayne State University Law School Research Paper No. 07-36. Available at SSRN: https://ssrn.com/abstract=1020705
7.	Bainbridge, D., Howell, C.(2014). Intellectual property asset management: how to identify, protect, manage and exploit intellectual property within the business environment. Abingdon, Oxon, UK : Routledge.
8.	Autoru Kolektīvs. (2013).Latvijas Republikas Uzņēmumu Reģistra tiesību piemērošanas prakse. Komerctiesības, biedrošanās tiesības un publiskie reģistri. Zvaigzne ABC.
9.	Koraha, V. (2002).Ievads Eiropas kopienas konkurences tiesībās un praksē. Tiesu namu aģentūra.
10.	Hart, H. (1998).The concept of law. Oxford: Clarendon press. Von Gerven D., Strom P. The European Company. – Cambridge University Press, 2008.
11.	Von Gerven D., Strom, P. (2008).The European Company. – Cambridge University Press.
12.	United Nations Convention on Contracts for the International Sale of Goods https://www.uncitral.org/pdf/english/texts/sales/cisg/V1056997-CISG-e-book.pdf
13.	UNCITRAL Rules on Transparency for Treaty-based Investor-State Arbitration http://www.uncitral.org/pdf/english/texts/arbitration/arb-rules-2013/UNCITRAL-Arbitration-Rules-2013-e.pdf
Other sources of information	
1.	Pasaules tirdzniecības organizācija (PTO) http://www.wto.org
2.	Starptautiskā tirdzniecības palāta (ICC) mājas lapa http://www.iccwbo.org/
3.	Pasaules tirdzniecības organizācija (PTO) http://www.wto.org
4.	Eiropas Savienības Oficiālais Vēstnesis, Eiropas tiesību akti un publikācijas http://eur-lex.europa.eu/oj/direct-access.html?locale=lv
5.	Komerclikums. Pieņemts: 13.04.2000. Publicēts: Latvijas Vēstnesis, 04.05.2000. Nr.158/160

HUMAN RESOURCES MANAGEMENT

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

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

Study course schedule:

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

No.	Theme	Lectures (t.sk workshops, discussions) number of contact hours		
		full-time studies	part-time studies	part-time studies with e-learning elements*
61.	The essence and key concepts of human resources management The human resources role in enterprise development Interaction of interests in effective implementation of human resources management. Human resources specialist roles and competencies.	4	2	1
62.	Organisational solutions (models) for Human resources management and basic functions in the company. The importance of labour legislation in the implementation of human resources management function	4	2	1
63.	The nature of the effectiveness of human resources management, its analytical capacity, quantitative and qualitative indicators. Audit of human resources management	4	2	1
64.	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
65.	The nature and methods of human resources planning Personnel turnover.	4	2	1

Study course schedule:				
Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics				
No.	Theme	Lectures (t.sk workshops, discussions) number of contact hours		
		full-time studies	part-time studies	part-time studies with e-learning elements*
66.	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
67.	Search opportunities of the employees in the labour market. Personnel categories and occupational classification.	4	2	1
68.	The recruitment process and the possibilities for its organisation. Personnel selection methods and instruments. Evaluating the results of the recruitment.	4	2	1
69.	Recruiting and personnel involvement in work. Technically organisational and psychological aspects of the adaptation of personnel.	4	2	1
70.	Staff teaching, training and development. Team building. Nature of career management and organisational solutions (models).	4	2	1
71.	Nature and role of personnel evaluation in company development. Staff evaluation methods and organisational solutions.	4	2	1
72.	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
Full-time studies	1) theoretical analysis of the HRM functions 2) Auditing of the functions of HRM for one real case, following predefined parameters 3) Summary of two publications on the activities in HRM	Submitting a task in a written form Presentation, discussion Presentation, discussion

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

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

Course acquisition requirements and evaluation of results:						
For full-time students the requirements are to complete successfully and fully 3 classroom works, 3 independent works, take part in two seminars with presentations, attend a minimum of 50% of lectures, successfully pass an exam. The final assessment in the course of study is the arithmetic mean of the assessments of classroom works, independent works, and the exam.						
For part-time students the requirements are to complete successfully and fully 3 classroom works, take part in two seminars with presentations, attend a minimum of 50% of lectures, successfully pass an exam. <i>The final assessment in the course of study is the arithmetic mean of the assessments of classroom works, independent works, and the exam.</i>						
No.	Learning outcomes	Evaluation method	Evaluation criteria			
			Minimal level (from 40% to 64%)	Intermediate level	High level (from 85% to 94%)	With distinction (from 95% to 100%)

				(from 65% to 84%)		
1.	Knows key principles and functions of human resources management	Discussion, classroom work, independent work, exam test	Knows carelessly key principles and functions of human resources management	Knows key principles and functions of human resources management in general	Knows key principles and functions of human resources management, can comment on them independently and critically evaluate them	Knows deeply key principles and functions of human resources management, understands their interconnections
2.	Knows the power of management efficiency of human resources management	Discussion, an independent work presentation	Aware of the possibilities for individual HR management efficiency, partially understands their restrictions	Knows the power of management efficiency of human resources management and its restrictions	Good knowledge of the possibilities for determining the effectiveness of human resource management, is able to assess their use in practice	Knows the potential of a diversified human resource management by identifying their specificities
3.	Can find information on topical research in the field of human resources management	Independent work	Can find information on topical research in human resources management, with insufficient evaluation of the range of available information	Can find information on topical research in the field of human resources management	Can find information on topical research in the field of human resources management, exploring and evaluating several sources	Knows how to find information on topical research in human resources management, with sufficient evaluation of the range of available information
4.	Can analyse the performance of various human resource management functions in the company	Independent task, discussion	Can carelessly analyse the performance of various human resource management functions in the company	Can analyse the performance of various human resource management functions in the company, but it is difficult to formulate conclusions	Can analyse the performance of various human resource management functions in the company, formulate reasoned conclusions	Can analyse the implementation of human resources management functions through a variety of methods by formulating conclusions on the causes and consequences
5.	Able to choose the human resources 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	Able to choose the human resources selection, evaluation, motivation and training	Able to choose the human resources selection, evaluation, motivation and training methods	Able to make a creative choice and justify the human resources selection, evaluation, motivation and

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

Literature and other sources of information:	
Compulsory literature and other sources of information	
1.	Armstrong, M. (2011). Armstrong's handbook of strategic human resource management. Kogan Page Publishers.
2.	Jones, G. R. (2013). Organizational theory, design, and change. Upper Saddle River, NJ: Pearson
3.	Rees, G., & Smith, P. (Eds.). (2017). Strategic human resource management: An international perspective. Sage.
Recommended literature	
1.	Clegg, S. R., Kornberger, M., & Pitsis, T. (2015). Managing and organizations: An introduction to theory and practice. Sage.
2.	Dombrovska, L.R. (2009) Cilvēkresursu kapitāla vadība: teorija un prakse. Rīga, Zvaigzne ABC.
3.	Dubkevičs, L. (2011) Līderība vadīšanā. Rīga, RaKa.
4.	Ešenvalde, I. (2008). Personāla vadības mūsdienas metodes. Rīga: Merkūrijs LAT, 349.
5.	Gill, R. (2011). Theory and practice of leadership. Sage.
6.	Gosling, J., Sutherland, I., & Jones, S. (2012). Key concepts in leadership. Sage.
7.	Handbook of organizations (2015) Ed. March J., London, Routledge.

8.	Peiseniece, L. (2011). Cilvēkresursu vadīšanas novērtēšanas metodes un to pilnveidošanas virzieni Latvijas lielajos uzņēmumos.
9.	Vorončuka, I. (2009). Personāla vadība. Rīga: Latvijas Universitāte, 400.
10.	Zīlīte, L. (2013) Personāla vadība un socionika. Rīga, Turība.
<i>Other sources of information</i>	
1.	EBSCO HOST data base
2.	RESEARCHGATE data base
3.	Springer data base
4.	Google Scholar data base

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):	
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*
73.	Introduction to statistical theory, statistical data mining techniques, population and selection	4	2	2
74.	Statistical data grouping, the distribution of queuing, data display in tables and figures	10	5	4
3.	Statistical key indicators of ungrouped and grouped data	8	4	2
4.	Time series analysis, data representation in tables and figures	8	4	2
77.	Individual indexes and general indexes	6	3	2
78.	Correlation and linear regression analysis	8	4	4
79.	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:							
Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material watching/ listening	Total hours of the course
	Lecture contact hours (including seminars, discussions)	Consultations, guest lectures, conferences, field trips, business games, etc.	Final evaluation (exam, test, defense)	Total			
<i>Full-time</i>	48	12	4	64	64	32	160
<i>Part-time</i>	24	18	6	48	64	48	160
<i>Part-time studies with e-learning elements</i>	12	16	4	32	64	64	160

Evaluation of the study course learning outcomes:						
The final evaluation of the course for full-time students 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.	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 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-economic process analysis	Know the most important concepts of statistical theory, their substance, and able to justify their choice in analyzing social-economic processes	Know and understand the concepts of statistical theory, their substance, and able to apply them to critically evaluate their use 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>Mārketingapētījumi: teorija un prakse SPSS 20 vidē</i> . RTU Izdevniecība, Rīga.
2.	Orlovskā A., Jurgelāne I. (2016). <i>Ekonomiskā statistika</i>. RTU Izdevniecība, Rīga.
3.	Orlovskā A. (2012). <i>Statistika : mācību grāmata</i> . RTU Izdevniecība, Rīga.
4.	Statistikas likums. 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>Ekonomiskā prognozēšana SPSS 20 vidē : mācību grāmata</i> . RTU Izdevniecība, Rīga.
2.	Orlovska, A. (2007) <i>Statistika</i> (mācību līdzeklis). Rīga: RTU.
3.	Slavinska I., Zvirgzdiņa R. (2007). <i>Statistika</i> . SIA "Biznesavadi baskoledža", Rīga.
4.	Vergina, G. (2005). <i>Statistika ekonomistiem</i> . – Kamene, Rīga
Other sources of information	
1.	Centrālā statistikas pārvalde. Datu bāze. Electronic resource. Available: https://www.csb.gov.lv/lv
2.	Latvijas Banka. Statistika. Electronic resource. Available: https://www.bank.lv/statistika
3.	Ekonomikas Ministrija. Tautsaimniecības attīstība. Electronic resource. Available: https://em.gov.lv/lv/nozares_politika/nacionala_industriala_politika/uznemejdarbibas_vidē_/uznemejdarbibas_vidēs_uzlabosana/konsulte_vispirms_
4.	Eurostat. Statistics by theme. Electronic resource. Available: https://ec.europa.eu/eurostat
5.	Vītols, J. (1988). <i>Statistikas vispārīgā teorija</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>Statistika ekonomikā un biznesā: risinājumi ar SPSS un MS Excel</i> (mācību līdzeklis). 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 sōļi.
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

International marketing and trade

Author/s of the course:				
Dr.oec., Assistant Professor Ksenijaljevļeva				
Credit points (Latvian):		ECTS credits:		
2		3		
Final evaluation form:				
Examination				
Study course prerequisites:				
Microeconomics, Macroeconomics, Management Basics, Marketing				
Study course aim:				
To provide students with the necessary knowledge, skills and competence acquisition in the field of international marketing and trade.				
Study course learning outcomes (knowledge, skills, competences):				
1. Understand the substance of the concepts "marketing" and "trade" in the context of the international commerce. 2. Understand the substance of the international division of labor and the reasons of global trade existence. 3. Able to analyze the company's strategies in order to penetrate the foreign markets. 4. Able to use pricing methods in foreign markets. 5. Able to analyze the types of international promotion of products and trade communication.				
The required study course content to achieve the learning outcomes (Study course thematic plan):				
1.	Marketing and trade concepts, functions and their specifics in the international context.			
2.	International market identification and segmentation.			
3.	The company's business strategies in foreign markets.			
4.	Pricing in foreign markets and their impact on the international product positioning.			
5.	Product promotion in international markets and communication with the trade channel representatives.			
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*
80.	Marketing and trade concepts, functions and their specifics in the international context. <ul style="list-style-type: none">• The historical development of the concepts "marketing" and "trade" and related concepts and trends.• Marketing and trade interaction within the framework of international business.• International market research methods and basic elements of information systems.• The reasons for a company's business dealings in foreign markets.	2	2	1

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
81.	International market identification and segmentation. <ul style="list-style-type: none"> • International division of labor and global niche formation. • The substance of identifying the target audience and the research methods analyzing demand in foreign markets. • Market segmentation process and methods. • Positioning strategies in external markets. 	4	2	1
82.	The company's business strategies in foreign markets. <ul style="list-style-type: none"> • International business environment. • The company's strategies in order to penetrate the foreign markets. • Product development or adaptation strategies. • Digital marketing in external markets. • E-commerce concepts and technologies. 	8	6	4
83.	Pricing in foreign markets and their impact on the international product positioning. <ul style="list-style-type: none"> • Internal and external factors of pricing. • Pricing methods in terms of costs, demand and competitors in external markets. • Pricing strategies according to product positioning. 	4	2	1
84.	Product promotion in international markets and communication with the trade channel representatives. <ul style="list-style-type: none"> • Creation and management of international distribution channels. • Wholesale and retail concept, functions and types in external markets. • Product promotion types and their selection in foreign markets. • The concept of marketing communications mix and the international factors of its building. 	6	4	1
	Total:	24	16	8

Independent work description:		
Study form	Type of independent work	Form of control
Full-time studies	1. Develop the company's strategies in order to penetrate the foreign markets.	Quiz, seminar
	Mandatory literature: 1., 2., 3., 6. Further reading: 1., 7., 8., 9., 10., 11., 12. Other sources of information: 3., 6., 12., 15., 17., 18.	
	2. Develop marketing communications mix for the external market	Presentation
	Mandatory literature: 1., 2., 5. Further reading: 3., 4., 5., 6., 12. Other sources of information: 2., 5., 7., 9., 10., 16., 17., 18.	

<i>Part-time studies</i>	1. Develop the company's strategies in order to penetrate the foreign markets.	Quiz, seminar
	Mandatory literature: 1., 2., 3., 6. Further reading: 1., 7., 8., 9., 10., 11., 12. Other sources of information: 3., 6., 12., 15., 17., 18.	
	2. Develop marketing communications mix for the external market.	Presentation
	Mandatory literature: 1., 2., 5. Further reading: 3., 4., 5., 6., 12. Other sources of information: 2., 5., 7., 9., 10., 16., 17., 18.	

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>	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 study course, 2 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.	<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 substance of the concepts "marketing" and "trade" in the context of the international commerce.	Discussion	Understand the basic concepts	Understand the key concepts, but there are difficulties with the explanation of concepts	Understand the key concepts and the differences among them in the international context	Freely able to analyze the concepts
2.	Understand the substance of the international division of labor and the reasons of global trade existence.	Discussion, quiz	Understand the basic principles of international division of labor	Understand the basic principles, but there are difficulties with strategies identifying the target audience	Understand the strategies and regularities in foreign markets	Able to draft external market segmentation guidelines

3.	Able to analyze the company's strategies in order to penetrate the foreign markets.	Quiz, seminar, examination.	Able to identify the international business environment characteristics	Able to analyze the entry strategy, but is unable to determine implementation strategies	Able to analyze the entry and implementation strategies	Able to draft entry guidelines according to the specifics of company and external market
4.	Able to use pricing methods in foreign markets.	Discussion	Able to identify influencing factors, but have difficulty discerning regularities	Able to identify regularities, but there are difficulties with the method application	Able to calculate prices for different international markets	Able to anticipate demand changes, depending on the price changes
5.	Able to analyze the types of international promotion of products and trade communication.	Presentation, examination	Able to identify types of promotion, but are unable to clearly formulate the distribution channels	Able to evaluate the need for promotion types in various foreign markets	Able to provide arguments to justify the selection of the type of promotion and distribution channels	Able to develop marketing communications mix

Literature and other sources of information:

Mandatory literature and information sources

1. Albaum, G., Duerr, E. (2011). *International marketing and export management*. USA: Financial Times.
2. Baack Da., Czarnecka B., Baack Do. (2019). *International Marketing*. Los Angeles: Sage Publications
3. Bojārs, J. (2018). *Starptautiskā tirdzniecības un komercijastiesības*. Rīga: LU Akadēmiskais apgāds.
4. Feenstra R., Taylor A. (2017). *International Trade*. New York: Worth Publishers
5. Praude, V., Šalkovska, J. (2018). *Saturamārketinga interneta*. Rīga: Burtene.
6. Reuvid, J., Sherlock, J. (2019). *International trade*. London, Philadelphia, New delhi: KOGAN PAGE.

Further reading

1. Ahenbahs, J., Beļčikovs, J. (1999). *Uzņēmējdarbības tirdzniecībā*. Rīga: Vaidelote.
2. Bax, St., Meyer K., Wilkins, N. (2013). *Cambridge Marketing Handbook: Digital Marketing*. USA: Cambridge marketing press.
3. Godins, S. (2014). *Kā veicināts savāzīmola, produktu un pakalpojumu atpazīstamību*. Rīga: Zolneraizdevniecība.
4. Grose, V. (2012). *Concept to customer*. Lausanne: AVA Academia.
5. Kotler, K. (2016). *Marketing Management*. London: Pearson Education.
6. Kumar, V., Reinartz, W. (2012). *Customer relationship management: concept, strategy, and tools*. Heidelberg: Springer.
7. Latiševs, V. (2008). *Praktiskā palīdzība izstrādājot tirdzniecības darījumu noformēšanai*. Rīga: Merkūrijs LAT.
8. Oļevskis, G. (2003). *Starptautiskā tirdzniecība*. Rīga: RSEBAA.
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11. Štālberga, Z. (2007). *Starptautiskā tirdzniecība*. Rīga: BVK.
12. Terpstra, v., Sarathy, R. (1997). *International marketing*. Fort Worth etc.: Dryden Press.

Other sources of information

1. American Marketing Association (2018). What Are the Ethics of Neuromarketing? [viewed on 18.03.2019]. Available at: <https://www.ama.org/marketing-news/what-are-the-ethics-of-neuromarketing/>
2. Amstrong, G., Kotler, Ph., Harker, M., Edition, Th. (2015). *Marketing an Introduction*. London: Pearson Education.
3. Clarke, A. (2018). SEO 2018: Learn search engine optimization with smart internet marketing strategies. Amazon Digital Services. [viewed on 18.03.2019]. Available: <https://www.amazon.com/Search-Optimization-Internet-Marketing-Strateg/dp/1979286973>

4.	Godin, S. (2019). Time and money. [viewed on 18.03.2019]. Available at: https://seths.blog/2019/03/time-and-money/
5.	Jones, R. (2017). <i>Branding. A very Short Introduction</i> . UK: Oxford University Press.
6.	Kenneth, C.L., Carol ,G.T) .2017 . <i>(E-Commerce 2017</i> . London: Pearson.
7.	Kotlers, F. (2006). <i>Mārketingapamati</i> . Rīga: Jumava.
8.	Liniņa, I. (2018). <i>Kāpiesaisīt un noturētpircēju</i> . Rīga: Turības mācību centrs.
9.	Manns, I. (2013). <i>Bezbudžetamārketinga: 50 efektīvi instrumenti</i> . Rīga: Zvaigzne ABC.
10.	Mooij, de M. (2011). <i>Consumer Behavior and Culture</i> . Los Angeles, London, New Delhi: SAGE.
11.	Noel, H. (2009). <i>Consumer behaviour</i> . Lausanne: AVA Academia.
12.	Praude, V., Šalkovska, J. (2013). <i>Loģistika: (teorija un prakse)</i> . Rīga: Burtene.
13.	Praude, V., Šalkovska, J. (2015). <i>Integrētāmārketingakomunikācija 1.sēj.</i> Rīga: Burtene.
14.	Praude, V., Šalkovska, J. (2015). <i>Integrētāmārketingakomunikācija 2.sēj.</i> Rīga: Burtene.
15.	Reilijs, D., Giboss, D. (2001). <i>Darījumu attiecības ar pircējiem</i> . Rīga: Turība.
16.	Shimp, T. ,Anrews, C. (2013). <i>Advertising, promotion, and other aspects of integrated marketing communications</i> . Australia: South-Western.
17.	Stone, M. , McCall, J. (2004). <i>International strategic marketing: a European perspective</i> . New York: Routledge.
18.	Williams, J. (2016). <i>Social Media: Marketing Strategies for Rapid Growth Using: Facebook, Twitter, Instagram, LinkedIn, Pinterest and YouTube</i> . USA: CreateSpace Independent Publishing Platform, 1 edition.

INNOVATION MANAGEMENT

Author/s of the course:	
Adjunct lecturer, Mag.oec. Vita Brakovska	
Credit points (Latvian):	ECTS credits:
4	6
Final evaluation form:	
Examination	
Study course prerequisites:	
Management, Research Organization, Microeconomics, Macroeconomics	
Study course aim:	
Provide the students with the necessary in-depth knowledge and skills (competencies) about innovation as a process of various forms of economy	
Study course learning outcomes (knowledge, skills, competences):	
<div><div>1.</div><div>Understand the concept, the substance and the role of innovation in a company.</div></div> <div><div>2.</div><div>Know about the available innovation support tools (grant programs, etc.) in Latvia.</div></div> <div><div>3.</div><div>Able to provide an evaluative review of the innovation processes in the country and in the company/organization represented by the student.</div></div> <div><div>4.</div><div>Able to use creative thinking techniques that focus on strengthening the competitiveness of the company.</div></div>	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	The concept of creativity and innovation and the practical aspects of strengthening the competitiveness of the company
2.	My and the team’s role in the formation and development of innovation as a process
3.	Interdisciplinary collaboration for the future solution development and positioning
4.	The practical aspects of new product development and commercialization
5.	Innovation culture building in an economy
6.	Innovation support tools and structures in Latvia
7.	Creative features of the modern, low-budget marketing
8.	Practical aspects of the protection of business ideas
9.	Business model as a modern and effective planning tool
10.	Social entrepreneurship as a viable business model in Latvian regions

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

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

Independent work description:		
Study form	Type of independent work	Form of control
Full-time studies	1. Innovation process, its formation 2. Innovation processes in the country and in a company 3. Available innovation support tools in Latvia 4. Social entrepreneurship	Group work presentations, discussion, test - a 10-minute quiz, an essay, a special-format presentation, exam
	Independently read sources 1, 2, 3 and 5 from the mandatory list of sources and to prepare a report on the discussion of innovation as a process and an innovation support offer	
Part-time studies	1. Innovation process, its formation 2. Innovation processes in the country and in a company 3. Available innovation support tools in Latvia 4. Social entrepreneurship	Group work presentations, discussion, test - a 10-minute quiz, an essay, a special-format presentation, exam
	Independently read sources 1, 2, 3 and 5 from the mandatory list of sources and to prepare a report on the discussion of innovation as a process and an innovation support offer	
Part-time studies with e-learning elements	1. Innovation process, its formation 2. Innovation processes in the country and in a company 3. Available innovation support tools in Latvia 4. Social entrepreneurship	Essay, independent work, exam
	Independently read sources 1, 2, 3 and 5 from the mandatory list of sources and to prepare a report on the discussion of innovation as a process and an innovation support offer	

Structure of the study course:				
Study form	Contact hours			

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

Evaluation of the study course learning outcomes:

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

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

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

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

FINANCIAL THEORY

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

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
85.	The role of the state in the economy and its impact on the financial system	1	1	0.5
86.	The role, structure, functions, methods and institutions of the financial system	2	1	0.5
3.	The structure of the financial system	2	1	0.5
88.	Financial management and control	2	2	1
89.	Commercial finance basics	4	2	1
90.	The essence, structure and meaning of budget	1	1	1

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

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

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

Structure of the study course:							
Study form	Contact hours				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:

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

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

No.	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 concepts of finance	Quiz	40-64% of tasks completed correctly	65-84% of tasks completed correctly	85-94% of tasks completed correctly	95-100% of tasks completed correctly
2.	Know the substance, structure, functions of the financial system in a market economy	Practical work Home work	40-64% of tasks completed correctly	65-84% of tasks completed correctly	85-94% of tasks completed correctly	95-100% of tasks completed correctly
3.	Able to draw up a public institution budget estimate, the financing plan, reflecting the likely revenue and expenditure of the institution, as well as make budget amendments	Class discussion	40-64% of tasks and quizzes completed correctly	65-84% of tasks and quizzes completed correctly	85-94% of tasks and quizzes completed correctly	95-100% of tasks and quizzes completed correctly
4.	Able to express a well-argued and supported opinion, as well as able to defend it	Practical work in groups	Able to discuss the latest developments , unable to support opinion	Able to discuss the latest developments, but there are difficulties to support their viewpoint	Able to provide arguments to discuss the latest developments	Able to provide arguments to discuss the latest developments, to identify problems and solve them
5.	Able to obtain and analyze information about the financial sector	Class work	Able to obtain information about the financial sector	Able to obtain and analyze information about the financial sector	Able to obtain and analyze information about the financial sector, discern regularities	Able to obtain and analyze information about the financial sector, identify problems and offer solution

Literature and other sources of information:

Mandatory literature and information sources

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

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*
96.	Subject, aims and tasks of the course. Disputes (conflicts) in the collective. Impact of conflicts on employees and customers. Combustion syndrome.	8	4	2

Study course schedule:

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

No.	Theme	Lectures (t.sk workshops, discussions) number of contact hours		
		full-time studies	part-time studies	part-time studies with e-learning elements*
97.	Types of conflict, causes, possibility to predict them, conflict prevention. Discussion	8	4	2
98.	Seminar Working in groups: forecasting potential conflicts and finding a solution	8	4	2
99.	Conflict resolution strategies-theory and practice.	4	2	1
100.	Directing and using a conflict situation. Discussion	6	3	1
101.	Seminar Working in Groups: Finding a manager-client-employee conflict solution with different methods.	8	4	2
102.	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:

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

<i>Part-time studies with e-learning elements</i>	12	16	4	32	64	64	160
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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 based on available	Examination	Can analyse the situation in a conflict based on	Can analyse the situation in a conflict based on	Can analyse the situation in a conflict based on	Can analyse the situation in a conflict based on

	information and find a solution by using several methods of resolving conflicts.		available information but finds a solution by using only one method of resolving conflicts.	available information but finds a solution by using only two methods of resolving conflicts.	available information and find a solution by using several methods of resolving conflicts.	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.

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):	
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, rnature 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
103.	Business risks: definition, classification, nature of risks	4		
104.	Risk aversion, insurance and hedging	4		

<i>Study course calendar plan:</i>				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e - learning elements
105.	Risk management process	4		
106.	Strategic risks and tactical risk	4		
107.	Risk evaluation	4		
108.	Risk culture and risk management models	4		
109.	Market risks and entrepreneurial risks	4		
110.	Credit and liquidity risks	4		
111.	Operational, legal and political risks	4		
112.	Risk avoidance and risk control	4		
113.	Risk factors identification	4		
114.	Sources of risk	4		
Total:		48		

<i>Independent work description:</i>		
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

<i>Structure of the study course:</i>							
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

<i>The evaluation of the study course learning outcomes:</i>						
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	Practical work	40-64% of tasks are fulfilled correctly	65-84% of tasks are	85-94% of tasks are	95-100% of tasks are

	risks system and theory development directions			fulfilled correctly	fulfilled correctly	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 minimum level (classification)	Lack of skills to assess strategic and tactical risks, but is able to argue own views	Able to assess strategic and tactical risks, but there are difficulties in arguing own views and defining risk outcomes	Able to assess strategic and tactical risks, is able to 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 sources of risk, but is unable to suggest a solution	Able to analyze certain risk factors and sources of risk, but is has significant difficulties to suggest a solution	Able to analyze certain risk factors and sources of risk, but is has some difficulty in suggesting a solution	Able to analyze certain risk 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). *Fundamentals of Risk Management: Understanding, Evaluating and Implementing Effective Risk Management* (5th Edition). Kogan Page, London.
2. *Managing business risk : a practical guide to protecting your business.* (2012). Kogan Page, London.
3. Sadgrove, K. (2015). *The Complete Guide to Business Risk Management*. 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). *Strategic risk management practice : how to deal effectively with major corporate exposures*. Cambridge, UK ;New York : Cambridge University
5. Newton P., Bristoll, H. (2015). *Managing project risk*. 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

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

Literature and other sources of information:

Mandatory literature and information sources

1.	115.	Delēzs, Ž., Gvatari, F. (2010). <i>Kas ir filozofija?</i> Rīga: Jāņa Rozes apgāds.
2.		Dirāns, V. (2010). <i>Filozofijas stāsts: pasaules izcilāko filozofu 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.	116.	<i>Filozofijas vēsture: no antīkās pasaules līdz mūsdienām</i> . (2006). Rīga: Jāņa Rozes apgāds.
5.	117.	Kūle, M. (sast.). (2016). <i>Fenomenoloģijāmūsdienupasaule</i> . Rīga: LU FSI
6.	118.	Pazuhina, N., Štolls, P., Šuvajevs, I. (2018). <i>Bezvarīgova: Masariks, Patočka, Haveli</i> . Rīga: LU FSI.
7.	119.	Platons. (2015). <i>Dialogi</i> . Rīga: Zinātne.
8.	120.	Rasels, B. (2008). <i>Filozofijas problēmas</i> . Rīga: Jāņa Rozes apgāds.
9.		Rufinga, M. (2016). <i>Kants, Šopenhauers un Nīče</i> . LU FSI: Rīga.
		Stūre-Stūriņa, I. (2016). <i>Totēms un tabu: toreiz un tagad</i> . Rīga: LU FSI
Further reading		
1.		Barts, R. (2008). <i>Camera lucida: piezīme par fotogrāfiju</i> . Rīga: Laikmetīgās mākslas centrs.
2.		Blekbērns, S. (2007). <i>Domā: neatvairāms ievads filozofijā</i> . Rīga: 1/4 Satori.
3.		Debors, G. (2017). <i>Izrādē sabiedrība</i> . Rīga: Laikmetīgās mākslas centrs.
4.		Freids. (2017). <i>Viņpustīkmes principa</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>Fenomenoloģijāmūsdienupasaule</i> . Rīga: FSI.
7.		<i>Memory Access Denied</i> . (2019). Rīga: Zinātne
8.		Safranski, R. (2010). <i>Nīče: viņa domāšanas biogrāfija</i> . Rīga: Dienas Grāmata.
9.		Vējš, J. N. (2017). <i>Četraseses par Berlinu</i> . Rīga: FSI.
10.		Vēvere, V. S(2011). <i>Sērens Kirkegors: būt un vēstīt</i> . Rīga: FSI.
11.		Vēvere, V. (sast.). (2014). <i>Kirkegoriskie lasījumi</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

BUSINESS VALUE MANAGEMENT

Author/-s of the study course:	
Associate Professor, Dr.oec., Jelena Titko	
Credits (Latvian):	ECTS:
4	6
Final evaluation form:	
Exam	
Study course prerequisites:	
Corporate Finance Management	
Study course aim:	
To provide students with knowledge, skills and competences in the field of business value management.	
Study course learning outcomes (Knowledge, Skills, Competencies):	
1. Understands the core of the value-related concepts. 2. Understands the principles of valuation fundamental approaches. 3. Is able to apply valuation techniques to perform business valuation. 4. Is able to determine cost of capital. 5. Is able to discuss value-related issues in well-argued manner.	
Study course thematic plan:	
1	Concept of Value and Value-based management (VBM)
2	Valuation process: principles, stages, main approaches
3	Techniques within the Asset approach to business valuation
4	Techniques within the Income approach to business valuation
5	Techniques within the Market approach to business valuation
6	Cost of capital
7	Value creation

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

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

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

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

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

The evaluation of the study course learning outcomes:

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

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

Literature and information sources:	
Compulsory literature and information sources	
1	Koller, T., Goedhart, M. & Wessels, D. (2015). <i>Measuring and Managing the Value of Companies</i> . 6 th ed. Hoboken, New Jersey: John Wiley & Sons, Inc.
2	Koller, T., Goedhart, M. & Wessels, D. (2015). <i>Step-by-Step Exercises and Tests to Help You Master Valuation</i> . Hoboken, New Jersey: John Wiley & Sons, Inc.
3	Atrill, P. (2017). <i>Financial management for decision makers</i> . 8 th ed. London: Pearson Education.
4	Anderson, P.L. (2012). <i>The Economics of Business Valuation</i> . Stanford: Stanford University Press.
5	Titko, J. & Lace, N. (2013). Bank Value Measurement Based on Fundamental Analysis. In International Conference on Management Innovation and Business Innovation (ICMIBI 2013), Singapore, April 21-22, 2013. Conference proceedings, 467-472.
6	Titko, J. & Lace, N. (2012). Cost of Equity for Bank Valuation: Empirical Study in Latvian Banking Sector. In International Conference "Trends in Economics and Management for the 21st Century", Brno, September 20-22, 2012. Conference proceedings, 10 p.
Additional literature and information sources	
1	Titko, J. & Shina, I. (2017). Non-Financial Value Drivers: Case of Latvian Banks. <i>Procedia Engineering</i> , 178C, 192-199.
2	Bistrova, J., Titko, J. & Lace, N. (2014). Sustainable Shareholder Value: Analysis of Value Drivers. <i>Economics and Management</i> , 19(2), 129-139.
3	Brigham, E.F. & Houston, J.F. (2013). <i>Fundamentals of Financial Management</i> . 3 rd ed. South-Western Cengage Learning.
4	Witcher, B.J. & Chau, V.S. (2014). <i>Strategic Management: Principles and Practice</i> . Hampshire: Cengage Learning.
5	Ashton, R.H. (2007). Value-Creation Models for Value-Based Management: Review, Analysis, and Research Directions. <i>Advances in Management Accounting</i> , 16, 1-62.
Other information sources	
1	Damodaran, A. (2019). Damodaran Online. [viewed 25.01.2019]. Available: http://pages.stern.nyu.edu/~adamodar/
2	Rigby, D.K. (2017). <i>Management Tools 2017: An Executive Guide</i> . [viewed 24.01.2019]. Available: https://www.bain.com/contentassets/109d90597d774549850226aaa67e249e/bain_book_management_tools_2017.pdf
3	Latvia's Most Valuable Enterprises (2018). [viewed 25.01.2019]. Available from http://www.top101.lv

Corporate Finance Management

Author/-s of the study course:	
Dr.oec. Vita Zarina	
Credits (Latvian):	ECTS:
4	6
Final evaluation form:	
Exam	
Study course prerequisites:	
Microeconomic, Accounting, Entrepreneurship	
Study course aim:	
To provide students with the knowledge, skills and competences required in corpotrare financial management	
Study course learning outcomes (Knowledge, Skills, Competencies):	
1. Define the types of costs and their impact on the performance 2. Be able to calculate the cost and price of a product / service 3. Be able to analyze financial information of the company for evaluating business performance 4. Be able to Prepare company budget 5. Be able to argue to present your point	
Study course thematic plan:	
1.	Revenues, costs, its types, impact on performance
2.	Cost calculation methods, cost price calculations
3.	Financial statements, structure, information
4.	Financial ratios , structure, information
5.	Investments, repayment periods, methods
6.	Budget of the company, structure, way of compilation

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

Study course calendar plan:				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e - learning elements
130.	Financial statements, structure, information	4	2	1
131.	Financial ratios , structure, information	12	6	3
132.	Investments, repayment periods, methods	8	4	2
133.	Budget of the company, structure, way of compilation	12	6	3
	Total:	48	24	12

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

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

Structure of the study course:

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

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

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

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

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

Literature and information sources:

Compulsory literature and information sources

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

Additional literature and information sources

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

Other information sources

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

START-UPS MANAGEMENT

Author/-s of the study course:	
Associate professor, Dr.oec., Anna Svirina	
Credits (Latvian):	ECTS:
4	6
Final evaluation form:	
Exam	
Study course prerequisites:	
Circular economy, Social entrepreneurship, Design thinking	
Study course aim:	
To provide students with knowledge, skills and competences to create entrepreneurial idea and ensure development of their own business	
Study course learning outcomes (Knowledge, Skills, Competencies):	
<ol style="list-style-type: none">1. Understands the core issues regarding entrepreneurial skills and competence2. Understands the principles of developing a new business and entrepreneurial idea3. Is able to properly apply customer development method4. Is able to properly apply minimum viable product development method5. Is able to develop a sustainable entrepreneurship idea6. Is able to develop a business plan outline	
Study course thematic plan:	
1.	Introduction. Entrepreneurship and entrepreneurial skills.
2.	Entrepreneurial idea and startup team

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

Study course calendar plan:

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

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

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

The evaluation of the study course learning outcomes:						
In the framework of the study course, 4 individual tasks are to be completed, the developed project should be presented, and at least 20% of lectures must be attended and examination must be passed. The final assessment of the course of study was formed as an arithmetic mean of the assessment of independent works and exam.						
No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1	Understands the core issues regarding entrepreneurial skills and competence	Discussion	Understands the key terms of entrepreneurship	Understands the role of key entrepreneurial skills and competences, but has some difficulties to discuss about	Understands the role of key entrepreneurial skills and competences, and is able to discuss about in a well-argued manner	Understands the role of key entrepreneurial skills and competences, at the level to be able to explain them to others
2	Understands the principles of developing a new business and	Discussion	Understands the basic principles of developing a new business and entrepreneurial idea	Understands the principles, but has difficulties to put them into practice	Understands the principles and is able to put them into practice	Understands the principles of developing a new business and entrepreneurial idea at the level to be

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

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

DESIGN THINKING

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

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

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

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

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

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

The evaluation of the study course learning outcomes:						
<i>In the framework of the study course, 2 independent works must be successfully completed (30% of the assessment), 1 seminar must be attended (10% of the assessment), at least 70% of lectures must be attended (10% of the assessment), and examination must be passed (50% of the assessment). The final assessment of the course is formed as an arithmetic mean of the weighted assessment grades.</i>						
No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1	Understands the concept and stages of design thinking	Test Exam	Understands basic terms	Understands the core of the concept, but has some difficulties to discuss about	Understands the concept and is able to discuss about in a well-argued manner	Understands the concept at the level to be able to explain it to others
2	Understands the principles of design thinking	Test Exam	Understands the basic principles	Understands the principles, but has some difficulties to discuss about	Understands the principles and is able to discuss about in a well-argued manner	Understands the principles at the level to be able to explain them to others
3	Is able to put into practice the theory of design thinking	Eksāmens	Is able to put into practice the theory of design thinking partially	Is able to put into practice the theory of design thinking, but has difficulties to use it in development of own idea	Is able to put into practice the theory of design thinking	Is able to put into practice the theory of design thinking and explain it to others
4	Is able to apply design thinking digital tools	Test Exam	Is able to apply some of design thinking digital tools	Is able to apply design thinking digital tools, but has difficulties to use them in development of own idea	Is able to apply design thinking digital tools	Is able to apply design thinking digital tools and explain their application to others
5	Is able to create and develop an idea, based on design thinking stages	Test Exam	Is able to create idea, but has difficulties to explain it to others	Is able to create and explain idea, but has difficulties to develop idea further	Is able to create and develop idea, but has difficulties in some design thinking stages	Is able to create and develop idea, based on design thinking stages

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

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