



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)

B_Vz_P_Eng_1		
Management - first year (Bachelor)	KP	ECTS
Accounting	4	6
Latvian Language	2	3
Philosophy	2	3
Logistics	2	3
Macroeconomics	4	6
Branding	2	3
Research Methodology	4	6

B_Vz_P_ENG_2		
Management - second year (Bachelor)	KP	ECTS
Business Economics and Planning	6	9
International Trade Law	4	6
Human Resources Management	4	6
Statistics	4	6

B_Vz_P_ENG_3		
Management - third year (Bachelor)	KP	ECTS
Innovation Management	4	6
Conflict management and alternative dispute resolution	4	6

B_Ek_P_Eng_1		
Business Economics - first year (Bachelor)	KP	ECTS
Financial Mathematics	4	6

B_M_P_Eng_1		
Marketing - first year (Bachelor)	KP	ECTS
Workshop "Creative ideas"	2	3
Workshop "Visual Communication"	2	3
Workshop "Digital Marketing"	2	3

B_IT_P_Eng_1		
Information Technologies - first year (Bachelor)	KP	ECTS
Web Programming I	3	4,5
Programming I	4	6

Database Technologies I	4	6
Computer Networks I	3	4,5
Higher mathematics	3	4,5
Operating Systems	4	6

B_IT_P_Eng_2		
Information Technologies - second year (Bachelor)	KP	ECTS
E-business	2	3

M_AE_P_Eng		
Circular economy and social entrepreneurship (Master)	KP	ECTS
Legal aspects of the circular economy and social entrepreneurship	4	6
Corporate social responsibility	4	6
Social entrepreneurship	4	6

M_BV_Eng		
Business Administration (Master)	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

M_BD_Eng		
Brand design (Master)	KP	ECTS
Animation	4	6
Brand Graphic Design	4	6
Intercultural Communication	4	6

M_Pv_Eng_1		
International cultural project management (Master)	KP	ECTS
Research Methods and Organization of Academic Work	4	6
International Etiquette and Protocol	4	6
Project Financing	4	6
Project Financing II	2	3
Labor, Environmental and Civil Protection	2	3

ACCOUNTING

Author/s of the course:	
Professor, Dr.oec. Vita Zariņa	
Credit points (Latvian):	ECTS credits:
4	6
Final evaluation form:	
Examination	
Study course prerequisites:	
Microeconomics, Legal regulation of business	
Study course aim:	
To provide students with the necessary knowledge, skills and competence acquisition in the field of accounting.	
Study course learning outcomes (knowledge, skills, competences):	
<ol style="list-style-type: none"> 1. Know and understand the substance, meaning and concepts of accounting records 2. Know the latest laws and regulations related to accounting records 3. Know the accounting records process and accounting work organization 4. Able to apply the acquired knowledge to manage the records of assets and liabilities 5. Able to express, support and defend opinion 6. Able to conduct accounting work related to the records of economic processes, prepare reports 7. Able to analyze accounting record keeping organization 	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	Accounting as a form of record keeping, its meaning and tasks. Requirements for accounting records. Systems, types and forms of accounting records.
2.	Classification and characterization of economic assets and their sources of origin.
3.	Accounting balance sheet and its characteristics. Changes in the balance as a result of economic operations.
4.	Accounting accounts and double entry. Balance sheet accounts and operation accounts. Plan of book-keeping accounts. Double entry.
5.	Recording and evaluation of balance sheet and profit or loss items.
6.	Documentation and inventory.
7.	Accounting reports. The company's annual report and its components.
8.	Accounting work organization in a company.

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

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 gadapārskatusagatavošanas 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). Pirmesojikomercdarbībā: 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 uzskaites un novērtēšana. Mācību grāmata. Rīga: RTU Izdevniecība.
7.	Ābika L., Brūna I., Būmane I., Kasale M. (2008). Praktiskodarbuzdevumigrāmatvedībasteorijā. 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):	
<ol style="list-style-type: none"> 1. Students can recognise familiar words and very basic phrases concerning oneself, one's family and immediate concrete surroundings when people speak slowly and clearly. 2. Students can understand familiar names, words and very simple sentences. 3. Students can interact in a simple way provided the other person is prepared to repeat or rephrase things at a slower rate of speech and help them formulate what they are trying to say. They can ask and answer simple questions in areas of immediate need or on very familiar topics. 4. Students can write a short, simple text and fill in forms with personal details, for example, entering their name, nationality and address on a registration form. 	
Study course thematic plan:	
1.	Greeting and addressing. Introducing yourself. Contact details (Alphabet. Verbs <i>būt, nebūt</i> . Numbers 1-20. Pronouns.)
2.	People, countries, languages and nationalities (Verbs <i>dzīvot, runāt, strādāt, studēt</i> .)
3.	In a town and in the country (Verbs <i>redzēt, apmeklēt</i> + nouns in the relevant case.)
4.	My home and my family (Verbs <i>dzīvot, 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, negaršot</i> + nouns in the relevant case.)

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

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. Mācāmie krāsas. [Accessed 30.11.2018.] Available at: https://www.youtube.com/watch?v=gylg2qAj_dE&list=PLqJcHm-6n4cGcJ_AWZisWAL5FZ53xCsg0
8.	Zīle, U. Mācāmie skaitīt līdz desmit, mācāmie 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):	
<ul style="list-style-type: none"> 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 Quiz
	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> Study sources 1, 2, 4 and 5 from the mandatory list of sources and sources 1, 2, 3, 7, 8 from the further reading section on the topics acquired during the study course	
Part-time studies with e-learning elements	<i>Independent / Practical assignment's brief description:</i> 1. Analyze the text fragments given by the instructor according to a certain scheme: a) the main idea of the passage (supported by quotations from the text); b) information about the author and the work in question (paragraph 1); c) the today's topicality and importance of the problems raised in the passage 2. Prepare for the quiz on the key concepts and directions of philosophy	Independent work Quiz
	<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	

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., Gvatari, 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>Fenomenoloģijamūsdienupasaulē.</i> Rīga: LU FSI
6.	Pazuhina, N., Štolls, P., Šuvajevs, I. (2018). <i>Bezvarīgovara: 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.	Blekbērns, S. (2007). <i>Domā :neatvairāmsievadsfilozofijā.</i> Rīga: 1/4 Satori.
3.	Debors, G. (2017). <i>Izrādessabiedrība.</i> Rīga: Laikmetīgāsmākslascentrs.
4.	Freids. (2017). <i>Viņpustīksmesprincipa.</i> Rīga: Zvaigzne ABC.

5.	Jankovskis, Ģ. & Jankovska, M. (2017). <i>Being There and Together</i> . Rīga: Creative Media Baltic.
6.	Kūle, M. (sast.) (2016). <i>Fenomenoloģijāmūsdienupasaulē</i> . Rīga: FSI.
7.	<i>Memory Access Denied</i> . (2019). Rīga: Zinātne
8.	Safranski, R. (2010). <i>Nīče :viņadomāšanasbiogrāfija</i> . Rīga :DienasGrāmata.
9.	Vējš, J. N. (2017). <i>Četrasesejas par Berlinu</i> . Rīga: FSI.
10.	Vēvere, V. S(2011). <i>SērensKirkegors: būt un vēstīt</i> . Rīga: FSI.
11.	Vēvere, V. (sast.). (2014). <i>Kirkegoriskielasījumi</i> . Rīga: FSI.
Other sources of information	
1.	Punctum. Literatūras un filozofijasžurnāls. Electronic resource [viewed on 25.09.2019]. Available: www.punctummagazine.lv
2.	<i>RīgasLaiks</i> . Rīga :RīgasLaiks.
3.	Satori. Electronic resource [viewed on 25.09.2019]. Available: www.satori.lv
4.	StanfordEncyclopediaofPhilosophy. Electronic resource [viewed on 25.09.2019]. Available: www.plato.stanford.edu

Logistics

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

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

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

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

<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"> The acquisition of macroeconomic theory issues. Find a solution for a given macroeconomic problem/task, to support the chosen solution with macroeconomic theory conclusions. 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/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.	LatvijasEkonomikasministrijai www.em.gov.lv
3.	LatvijasFinanšu ministrijai 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)
----	---	--	---	--	--	---

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 gavs : [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/

RESEARCH METHODOLOGY

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

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

Study course calendar plan:

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

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

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

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

part-time studies with e-learning elements	12	16	4	32	64	64	160
--	----	----	---	----	----	----	-----

The evaluation of the study course learning outcomes:

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

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

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

			with lack of appropriate reasoning and confidence	application possibilities with some difficulties	application possibilities	conclusions of the study and application possibilities
--	--	--	---	--	---------------------------	--

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

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*
56.	Revenue, costs, their types, impact on the result of business activity	6	2	1
57.	Business resources, the necessary calculations, methods	6	3	2
58.	Methods for calculating costs, price calculation	12	5	2
59.	Strategic and operational planning, resource planning	12	5	3
60.	Business idea, situation research, business plan preparation	30	15	7
61.	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</i> <i>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</i> <i>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</i> <i>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
--	--	--	------------------------	---------------------------	--------------------------	---

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>Finanšuplānošana uzņēmumā</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*
62.	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
63.	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
65.	UNIDROIT The international commerce contract principles. E-commerce.	6	2	1
66.	International trade contract INCOTERMS Terms, regulations.	6	3	1
67.	UNCITRAL international commerce contract principles. Aspects of the application of the principles in practice. UNCITRAL recommendations for commercial contract preparation.	6	3	1
68.	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
69.	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
71.	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
72.	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
Full-time studies	<p><i>Independent / Practical assignment's brief description:</i></p> <ol style="list-style-type: none"> 1. Gather information about the sources of law regulating international trade law. 2. Combined task, which covers the substance, principles, methods and content of the regulatory framework of international transport. 3. To analyze the UNIDROIT proposals and principles for international commercial transactions and their application in practice. 4. Prepare necessary documents for concluding and implementation of foreign trade deals. Find and analyze errors in the drafted document. 	2 independent work assignments 2 quizzes
	<p><i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i></p> <p>To study sources 1, 2, 3 from the mandatory list of sources, sources 1, 2, 3 from the other sources of information list (Latvian laws and regulations) about the topics acquired during the course.</p>	
Part-time studies	<p><i>Independent / Practical assignment's brief description:</i></p> <ol style="list-style-type: none"> 1. Gather information about the sources of law regulating international trade law. 2. Combined task, which covers the substance, principles, methods and content of the regulatory framework of international transport. 3. To analyze the UNIDROIT proposals and principles for international commercial transactions and their application in practice. 4. Prepare necessary documents for concluding and implementation of foreign trade deals. Find and analyze errors in the drafted document. 	2 independent work assignments 2 quizzes
	<p><i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i></p> <p>To study sources 1, 2, 3 from the mandatory list of sources, sources 1, 2, 3 from the other sources of information list (Latvian laws and regulations) about the topics acquired during the course.</p>	
Part-time studies with e-learning elements	<p><i>Independent / Practical assignment's brief description:</i></p> <ol style="list-style-type: none"> 1. Gather information about the sources of law regulating international trade law. 2. Combined task, which covers the substance, principles, methods and content of the regulatory framework of international transport. 3. To analyze the UNIDROIT proposals and principles for international commercial transactions and their application in practice. 4. Prepare necessary documents for concluding and implementation of foreign trade deals. Find and analyze errors in the drafted document. 	2 independent work assignments 2 quizzes
	<p><i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i></p> <p>To study sources 1, 2, 3 from the mandatory list of sources, sources 1, 2, 3 from the other sources of information list (Latvian laws and regulations) about the topics acquired during the course.</p>	

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

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

Evaluation of the study course learning outcomes:

The final evaluation of the course for **full-time students** is formed from 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;

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;

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*
73.	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
74.	Organisational solutions (models) for Human resources management and basic functions in the company. The importance of labour legislation in the implementation of human resources management functions	4	2	1
75.	The nature of the effectiveness of human resources management, its analytical capacity, quantitative and qualitative indicators. Audit of human resources management	4	2	1
76.	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
77.	The nature and methods of human resources planning Personnel turnover.	4	2	1

Study course schedule:				
<i>Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics</i>				
No.	Theme	Lectures (t.sk workshops, discussions) number of contact hours		
		full-time studies	part-time studies	part-time studies with e-learning elements*
78.	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
79.	Search opportunities of the employees in the labour market. Personnel categories and occupational classification.	4	2	1
80.	The recruitment process and the possibilities for its organisation. Personnel selection methods and instruments. Evaluating the results of the recruitment.	4	2	1
81.	Recruiting and personnel involvement in work. Technically, organisational and psychological aspects of the adaptation of personnel.	4	2	1
82.	Staff teaching, training and development. Team building. Nature of career management and organisational solutions (models).	4	2	1
83.	Nature and role of personnel evaluation in company development. Staff evaluation methods and organisational solutions.	4	2	1
84.	Creating a motivation system for the company. Methods and tools to motivate human resources. Effective motivating criteria and role in enterprise development.	4	2	1
Total:		48	24	12

Description of the independent tasks:		
Study form	Type of independent assignment	Type of control
<i>Full-time studies</i>	1) theoretical analysis of the HRM functions 2) Auditing of the functions of HRM for one real case, following predefined parameters 3) Summary of two publications on the activities in HRM	Submitting a task in a written form Presentation, discussion Presentation, discussion

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

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

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

				<i>(from 65% to 84%)</i>		
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 mūsdienu metodes. Rīga: Merkūrijs LAT, 349.
5. Gill, R. (2011). Theory and practice of leadership. Sage.
6. Gosling, J., Sutherland, I., & Jones, S. (2012). Key concepts in leadership. Sage.
7. Handbook of organizations (2015) Ed. March J., London, Routledge.

8.	Peiseniece, L. (2011). Cilvēkresursu vadīšanas novērtēšanas metodes un to pilnveidošanas virzieni Latvijas lielajos uzņēmumos.
9.	Vorončuka, I. (2009). Personāla vadība. Rīga: Latvijas Universitāte, 400.
10.	Zīlīte, L. (2013) Personāla vadība un sociātika. 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):	
<ol style="list-style-type: none"> 1. Know and understand the substance, meaning and concepts of statistics. 2. Able to apply the acquired knowledge in solving practical tasks. 3. Able to independently carry out a statistical analysis of the data. 4. Able to critically evaluate the obtained results of the analysis of statistical data and draw conclusions. 	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	Introduction to statistical theory, statistical data mining techniques, population and selection
2.	Statistical data grouping, the distribution of queuing, data display in tables and figures
3.	Statistical key indicators of ungrouped and grouped data
4.	Time series analysis, data representation in tables and figures
5.	Individual indexes and general indexes
6.	Correlation and linear regression analysis
7.	Sampling method

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
85.	Introduction to statistical theory, statistical data mining techniques, population and selection	4	2	2
86.	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
89.	Individual indexes and general indexes	6	3	2
90.	Correlation and linear regression analysis	8	4	4
91.	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>Mārketingpētījumi: teorija un prakse SPSS 20 vidē</i> . RTU Izdevniecība, Rīga.
2.	Orlovska A., Jurgelāne I. (2016). <i>Ekonomiskā statistika</i>. RTU Izdevniecība, Rīga.
3.	Orlovska 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. <i>Datu bāze</i> . Electronic resource. Available: https://www.csb.gov.lv/lv
2.	Latvijas Banka. <i>Statistika</i> . Electronic resource. Available: https://www.bank.lv/statistika
3.	Ekonomikas Ministrija. <i>Tautsaimniecības attīstība</i> . 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.	Елисеєва, 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

INNOVATION MANAGEMENT

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

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

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

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

Structure of the study course:				
Study form	Contact hours			

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

Evaluation of the study course learning outcomes:

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

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

No.	<i>Learning outcome:</i>	<i>Evaluation method/s</i>	<i>Evaluation criteria</i>			
			<i>Minimum level (from 40% to 64%)</i>	<i>Average level (from 65% to 84%)</i>	<i>High level (from 85% to 94%)</i>	<i>Excellent level (10) (from 95% to 100%)</i>
1.	Understand the concept, the substance and the role of innovation in a company.	Quiz	40-64% of quiz questions are answered correctly	65-84% of quiz questions are answered correctly	85-94% of quiz questions are answered correctly	95- 100% of quiz questions are answered correctly
2.	Know about the available innovation support tools (grant programs, etc.) in Latvia.	Independent work	Know some available innovation support tools in Latvia	Know about the available innovation support tools in Latvia	Know about the available innovation support tools in Latvia and their use	Know about the available innovation support tools in Latvia and the EU and their use
3.	Able to provide an evaluative review of the innovation processes in the country and in the company/organization represented by the student	Essay	Able to provide a general review of the innovation processes in the country and in the company/orga nization 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			
--	--	--	--------------------	--	--	--

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 fenomens</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*
92.	The role of the state in the economy and its impact on the financial system	1	1	0.5
93.	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
95.	Financial management and control	2	2	1
96.	Commercial finance basics	4	2	1

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*
97.	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*
98.	Types of conflict, causes, possibility to predict them, conflict prevention. Discussion	8	4	2
99.	Seminar Working in groups: forecasting potential conflicts and finding a solution	8	4	2
100.	Conflict resolution strategies-theory and practice.	4	2	1
101.	Directing and using a conflict situation. Discussion	6	3	1
102.	Seminar Working in Groups: Finding a manager-client-employee conflict solution with different methods.	8	4	2
103.	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
---	----	----	---	----	----	----	------------

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.
--	--	---	--	--	---

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. Egīdess E. (2016). Saskarsmes labirinti. Rīga, Jumava.
3. Leiendekers A. (2017). Konfliktu vadība. Profesionālās pilnveides un tālākizglītības iestāde MIERVIDI.

FINANCIAL MATHEMATICS

Author of the course:	
Dr.oec., Adjunct Professor Ingrīda Jakušonoka	
Credit points (Latvian):	ECTS credits:
4	6
Final evaluation form:	
Examination	
Study course prerequisites:	
Knowledge at the secondary school level.	
Study course aim:	
To provide students with the necessary knowledge, skills and competence acquisition to make calculations of financial transactions.	
Study course learning outcomes (knowledge, skills, competences):	
<p>21. Know and understand the substance, methods and concepts of financial mathematics</p> <p>22. Know the most important theoretical foundations of financial-commercial records</p> <p>23. Able to apply the acquired knowledge in the practical use of financial algorithms</p> <p>24. Able to conduct the analysis of financial transaction results, to draw up a loan repayment schedule, to calculate the future value of savings and deposits and transaction, deadlines, etc.</p> <p>25. Able to express a well-argued and supported opinion, as well as able to defend it</p> <p>26. Able to independently carry out calculations related to a financial transaction efficiency</p> <p>27. Able to analyze the results obtained by calculations and make decisions</p>	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	The theoretical foundations of financial-commercial records. General concepts. Time factor in financial-commercial operations. The present and the future value of financial transactions.
2.	Determination of future value. Basic algorithms of saving operations. Simple interest application scheme. The use of compound interest scheme.
3.	Effective interest rate. The substance of effective interest rate and its application possibilities. Financial transaction comparison using the effective interest rate.
4.	Determination of present value. Discounting operations, their substance. Mathematical discounting. Bank discount operations.
5.	Determining the future and the present value using the financial tables. Financial functions of Excel, their application possibilities.
6.	Payment flows. Payment flow types. Financial rent. Irregular payment flows. Annuity. Prenumerando annuity and postnumerando annuity.
7.	The impact of inflation in financial transactions. The substance of inflation and the need to evaluate it in commercial records. Inflation inclusion methods.
8.	Loan repayment operations. Fixed and variable interest rates. Loan repayment methods. Loan repayment with the payments of equal size. Loan repayment with the payments of equal size of the basic amount.
9.	Investment evaluation. Investment evaluation methods and the principles of their choice. Net present value method. Payback period method. Internal margin norm.
10.	Calculations related to financial instruments (share calculations, bond calculations).

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

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

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

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

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

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

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

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

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

WORKSHOP "CREATIVE IDEAS"

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

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

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

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

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

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

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

Literature and other sources of information:

Mandatory literature and information sources

1.	Kaufman, J.C., Sternberg, R.J. (2019). The Cambridge Handbook of Creativity. Cambridge University Press
2.	Hollins, P. (2020). Rapid Idea Generation: How to Create, Innovate, Conceive, and Invent From Scratch [Second Edition]. PH Learning Inc.
3.	Roberto, M.A. (2019). Unlocking Creativity: How to Solve Any Problem and Make the Best Decisions by Shifting Creative Mindsets. Wiley

Further reading

1.	Nixon, N. (2020). The Creativity Leap: Unleash Curiosity, Improvisation, and Intuition at Work. Berrett-Koehler Publishers.
2.	Hollins, P. (2019). Think Like da Vinci: Practical Everyday Creativity for Idea Generation, New Perspectives, and Innovative Thinking. Pkcs Media, Inc.

WORKSHOP "VISUAL COMMUNICATION"

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

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

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

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

Independent work organization and scope:

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

Evaluation of the study course learning outcomes:

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

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

			of Adobe Illustrator	Photoshop graphic element mock up	Photoshop in graphic print job development phase - prototypes	Photoshop in graphic design, offering innovative solutions
--	--	--	-------------------------	---	---	--

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

Workshop "Digital marketing"

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

Study course calendar plan:				
<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*
124.	Digital marketing functions and channels, e-commerce <ul style="list-style-type: none"> • Business objectives and target audiences • Digital marketing planning, budget • Methods and channels • User experience, usability 	4	3	1.5

Study course calendar plan:

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

No.	Topic	Lecture contact hours (including seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements*
125.	Content marketing <ul style="list-style-type: none"> Principles, content plan Content types The basic principles of formatting 	4	3	1.5
126.	Search Engine Optimization (SEO) <ul style="list-style-type: none"> SEO basics SEO strategy and plan Tool usage: Google webmasters, Google My Business 	4	2	1
127.	Social media management <ul style="list-style-type: none"> Social media communication plan The most popular channels: Facebook, Instagram, YouTube etc. Content creation for social media networks 	4	2	1
128.	Paid advertising <ul style="list-style-type: none"> Banner planning Google Ads Facebook advertising 	4	3	1.5
129.	Evaluation methods of marketing activities <ul style="list-style-type: none"> Google Analytics Social media statistical tools 	4	3	1.5
Total:		24	16	8

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

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

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

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

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

BUSINESS RISK MANAGEMENT

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

Study course calendar plan:				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e - learning elements
130.	Business risks: definition, classification, nature of risks	4		

Study course calendar plan:				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e - learning elements
131.	Risk aversion, insurance and hedging	4		
132.	Risk management process	4		
133.	Strategic risks and tactical risk	4		
134.	Risk evaluation	4		
135.	Risk culture and risk management models	4		
136.	Market risks and entrepreneurial risks	4		
137.	Credit and liquidity risks	4		
138.	Operational, legal and political risks	4		
139.	Risk avoidance and risk control	4		
140.	Risk factors identification	4		
141.	Sources of risk	4		
	Total:	48		

Independent work description:		
Study form	Type of independent work	Form of control
full-time studies	Information collection and analysis	In-class discussion
	Case studies	Assignments
	Problem assessment	
	Obligatory reading:	Managing business risk :a practical guide to protecting your business. Kogan Page, 2012

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

The evaluation of the study course learning outcomes:						
The final grade includes evaluation of four assignments, appearance in not less, than 60% of the lectures, and final exam. The three assignments produce 50% of the final grade, lecture participation – 10% of the final grade and final exam – 40% of the final grade						
No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)

1.	Knowledge of contemporary business risks system and theory development directions	Practical work	40-64% of tasks are fulfilled correctly	65-84% of tasks are fulfilled correctly	85-94% of tasks are fulfilled correctly	95-100% of tasks are fulfilled correctly
2.	Knowledge of business risks types and management approaches	Independent work	40-64% of tasks are fulfilled correctly	65-84% of tasks are fulfilled correctly	85-94% of tasks are fulfilled correctly	95-100% of tasks are fulfilled correctly
3.	Knowledge of risk culture and art, risk management models	Independent work	40-64% of tasks are fulfilled correctly	65-84% of tasks are fulfilled correctly	85-94% of tasks are fulfilled correctly	95-100% of tasks are fulfilled correctly
4.	Ability to assess strategic and tactical risks	Discussion at the lecture	Skills to assess strategic and tactical risks are formed at the 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.	142. 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.	143. <i>Filozofijas vēsture: no antīkās pasaules līdz mūsdienām</i> . (2006). Rīga: Jāņa Rozes apgāds.
5.	144. Kūle, M. (sast.). (2016). <i>Fenomenoloģijāmūsdienupasaule</i> . Rīga: LU FSI
6.	145. Pazuhina, N., Štolls, P., Šuvajevs, I. (2018). <i>Bezvarīgova: Masariks, Patočka, Haveli</i> . Rīga: LU FSI.
7.	146. Platons. (2015). <i>Dialogi</i> . Rīga: Zinātne.
8.	147. 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.	Blekbērnis, S. (2007). <i>Domā: neatvairāmsievadsfilozofijā</i> . Rīga: 1/4 Satori.
3.	Debors, G. (2017). <i>Izrādēssabiedrība</i> . Rīga: Laikmetīgās mākslas centrs.
4.	Freids. (2017). <i>Viņpustīksmes 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>Četrasesejas 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>Kirkegoriskielasījumi</i> . Rīga: FSI.
Other sources of information	
1.	Punctum. Literatūras un filozofijas žurnāls. Electronic resource [viewed on 25.09.2019]. Available: www.punctummagazine.lv
2.	<i>Rīgas Laiks</i> . Rīga: Rīgas Laiks.
3.	Satori. Electronic resource [viewed on 25.09.2019]. Available: www.satori.lv
4.	Stanford Encyclopedia of Philosophy. Electronic resource [viewed on 25.09.2019]. Available: www.plato.stanford.edu

BUSINESS VALUE MANAGEMENT

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

Study course calendar plan:				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements
148.	Concept of Value and Value-based Management (VBM)	4		
149.	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
150.	Techniques within the Asset approach to business valuation <ul style="list-style-type: none"> • Net Adjusted Asset method • Other Asset approach methods 	8		
151.	Techniques within the Income approach to business valuation <ul style="list-style-type: none"> • Discounted Cash Flow (DCF) method • Capitalization of income method 	8		
152.	Techniques within the Market approach to business valuation <ul style="list-style-type: none"> • Guideline public company method • Guideline company transactions method 	8		
153.	Cost of capital <ul style="list-style-type: none"> • Cost of equity • Cost of debt 	8		
154.	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
--	---	--------------------

Structure of the study course:

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

The evaluation of the study course learning outcomes:

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

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

Literature and information sources:

Compulsory literature and information sources

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

Additional literature and information sources

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

Other information sources

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

Corporate 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 corporate financial management	
Study course learning outcomes (Knowledge, Skills, Competencies):	
<ol style="list-style-type: none"> 1. Define the types of costs and their impact on the performance 2. Be able to calculate the cost and price of a product / service 3. Be able to analyze financial information of the company for evaluating business performance 4. Be able to Prepare company budget 5. Be able to argue to present your point 	
Study course thematic plan:	
1.	Revenues, costs, its types, impact on performance
2.	Cost calculation methods, cost price calculations
3.	Financial statements, structure, information
4.	Financial ratios , structure, information
5.	Investments, repayment periods, methods
6.	Budget of the company, structure, way of compilation

Study course calendar plan:				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e - learning elements
155.	Revenues, costs, types, impact on performance	6	3	1
156.	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
157.	Financial statements, structure, information	4	2	1
158.	Financial ratios , structure, information	12	6	3
159.	Investments, repayment periods, methods	8	4	2
160.	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:	
<i>Compulsory literature and information sources</i>	
1.	<i>Shefrin H.</i> , Behavioral corporate finance , McGraw-Hill Education, 2017 (300 lpp.)
2.	<i>Terence C.M.</i> , Corporate Finance , Routledge, London and New York, 2018 (137 pp)
3.	<i>Drury C.</i> , Management and Cost Accounting , Cengage , 2018 (842 lpp)
4.	Atrill P. , Financial Management for Decision Makers, Pearson, 2017 (655 p.)
<i>Additional literature and information sources</i>	
1.	<i>Jones C.</i> , Investments :principles and concepts, Wiley, Hoboken, N.J., 2010 (608 pp)
2.	<i>Bittlestone R.</i> , Financial management for business :cracking the hidden code , Cambridge University Press, 2010 (201 pp.)
3.	<i>Houston, Joel F.</i> , Fundamentals of financial management :study guide , South-Western Cengage Learning, 2013 (422 pp.)
4.	<i>Eun C.,Resnick B.</i> , International financial management , McGraw-Hill/Irwin, 2007 (536 pp.)
5.	Arnold G., Corporate financial management, Financial Times Prentice Hall, 2008 (996 lpp.)
<i>Other information sources</i>	
1.	Budget, sources: https://www.entrepreneur.com/article/247574 [used 28.11.2018]
2.	Costs, cost behavior, source: https://www.investopedia.com/terms/v/variablecost.asp [used 28.11.2018]
3.	Costs behavior, source: https://www.accountingcoach.com/blog/what-is-cost-behavior [used 28.11.2018]
4.	Capital budgeting, source: https://www.investopedia.com/terms/c/capitalbudgeting.asp [used 28.11.2018]

START-UPS MANAGEMENT

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

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

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

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

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

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

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

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

DESIGN THINKING

Author/-s of the study course:	
Dr.sc.admin. Iveta CīrulePhD Elīna Miķelsone	
Credits (Latvian):	ECTS:
4	6
Final evaluation form:	
Exam	
Study course prerequisites:	
-	
Study course aim:	
To provide students with knowledge, skills and competences in design thinking and innovation field, develop their skills to use design thinking tools and methodology in entrepreneurship to create 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 casestudies 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	<i>Toolkit: Creative problem solving and design thinking.</i> 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 Rajecke Teplice in the Slovak Republic, 1370 -1377.
4	Ravasi, D., & Stigliani, I. (2012). Product design: A review and research agenda for management studies. <i>International Journal of Management Reviews</i> , 14, 464-488.
Other information sources	
1	www.creatingminds.org
2	www.mindtools.com
3	www.edwardebono.com
4	www.thinkingschool.co.uk/resources/thinkers-toolbox/
5	www.mindwex.com
6	www.fivewhys.files.wordpress.com

WEB PROGRAMMING I

Study course	WEB Programming I
Credits (Latvian)	3
ECTS credits	4,5
Study direction	Information technology, hardware, electronics, telecommunications, computer, and computer science

Study course abstract: The course of study aim is to establish the students practical skills in a static WEB page creation. Introduce WEB technologies, HTML and CSS page layout design principles, Adaptive design. The course is designed for students with no previous knowledge. The acquired knowledge and skills will be required in the "WEB programming II" study course for successful learning.

Study course aim and tasks:

The aim of the course: To provide the necessary knowledge of the student and the acquisition of practical skills in creating WEB pages.

The tasks of the course:

1. To give the student knowledge about HTML syntax, used tag, attributes and purposes of use.
2. To give the student knowledge about CSS technology, its parameters, selectors and the interaction with the HTML language.
3. Give learners the knowledge and practical skills for WEB page layout and design.

Study course thematic plan

No.	Topic	Lecture hours (incl. seminars, discussion)		
		full-time studies	part-time studies	part-time studies with e-learning elements*
1.	Introduction. HTML. Tags.	1	1	0.5
2.	Logical and physical tags Block and line tags	3	2	0.5
3.	Tags attributes and parameters.	1	1	0.5
4.	Tags categories and their use.	5	2	1
5.	Document types. Document validation.	3	2	0.5
6.	Introduction to CSS technology.	2	1.5	1
7.	Selectors and their types.	2	1.5	1
8.	The units of measure.	2	1.5	1
9.	CSS parameters and their use	2	1.5	1
10.	WEB page layout design.	3	2	1
	Total:	24	16	8

Study course schedule

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

Study course requirements

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

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

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

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

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

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

Independent work description:

Type of independent work	Form of control
Video Lecture listening and repetition of the programming.	Independent work
Internet resources-html and CSS code example analysis and use, WEB designer forum attendance and reading. HTML and CSS languages training site visits and studying the material. The example starts on own computer.	Independent work
Quizzes (2) run on own computer. The task of the technical and functional requirements analysis and compliance, code debugging and testing.	Independent work

Study course structure

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

Evaluation of the study course results:

Learning outcomes	Evaluation method	Evaluation criteria		
		40-69%	70-89%	90-100%
KNOWLEDGE AND UNDERSTANDING				
Know HTML language syntax, tags and attributes.	Practical work, exam	Error code in syntax, poor understanding of tags	Small syntax error in the program code. Understands and uses the difference of tags.	Program code is free of syntax errors. Understands the tag use nuances and use cases.
Know CSS language structures and parameters.	Practical work, exam	Poor understanding of CSS language structures and parameters used.	Understand the various CSS selector meaning and use.	Understand the different selector and use parameters.
Know CSS and HTML interaction principles.	Practical work, exam	Poorly understands interaction point.	Knows CSS and HTML interaction principles.	Understands CSS and HTML interaction principles, knows how to creatively use technology WEB page layout.
SKILLS (the ability to apply knowledge, communication skills, general skills)				

The ability to use HTML tags and their attributes.	Practical assignment	With difficulties can describe tags and their attributes.	Can describe tags and their attributes. Knows how to use attribute values.	Can describe tags and their attributes. Knows how to use attribute values.
Knows CSS language structures and parameters.	Independent work, classroom discussion	Uses CSS language structures and parameters with problems.	Knows CSS language structures and parameters.	Know how to create the required CSS language structures and parameters.
The ability to create sites page mock-ups using CSS technology.	Independent work, classroom discussion	Creates a site layout with difficulty.	Able to create sites and block page table layout.	Able to create sites and block page table layout. Understands their principle.
The ability to debug the site HTML and CSS code and test.	Practical assignment	With difficulty debugs their code.	The ability to debug the site HTML and CSS code.	Ability to debug any HTML and CSS code, perform testing and use code inspector.
COMPETENCE (analysis, synthesis, evaluation)				
Can consistently find the information needed about tags and their attributes, their characteristics and the conditions for their use.	Practical assignment	Difficulty of aiming the technical documentation and using it.	Good orientation in documentation, can use it, but lacks the knowledge to choose the optimal application solution.	Excellent aiming the technical documentation, the ability to effectively use the information found. Able to evaluate the best technical solution.
Able to find the information needed on the WEB site page layout and design of the building methods and techniques, analyse it and use it effectively.	Practical assignment	With difficulty finds information related to the tasks to be solved, with difficulty applies it.	Able to find the information needed to solve the task, but there is lack of knowledge of its analysis to apply it with maximum efficiency.	The ability to find and analyse the information needed about the task, the ability to choose the best solution.

Literature (01 - textbooks):

6. Jason Cranford Teague, DHTML and CSS for the World Wide Web, Peachpit Press; 3 edition, 2004, English, 544 pages ISBN-10: 0321199588, ISBN-13: 978-0321199584
7. Кузнецов М., Симдянов И., Самоучитель PHP 5/6, БХВ-Петербург, 2010, 672 стр.
8. В. В. Дунаев, HTML, скрипты и стили, БХВ-Петербург, 2011, 816 стр.
9. . Никсон, Создаем динамические веб-сайты с помощью PHP, MySQL и JavaScript, Серия: Бестселлеры O'Reilly, Питер, 2011, 496 стр.
10. Дронов В., HTML 5, CSS 3 и Web 2.0. Разработка современных Web-сайтов, Серия:Профессиональное программирование, БХВ-Петербург, 2011, 416 стр.

Literature (02 - additional literature):

1. Холзнер С., XML. Энциклопедия. 2-е издание. Питер, 2004
2. Ильдар Хабибуллин, Самоучитель XML, ВHV-СПб, 2004
3. жамса К., Креативный WEB-дизайн. HTML, XHTML, CSS, JavaScript, PHP. ASP, ActiveX. Текст, графика, звук и анимация., DiaSoft, 2005

Literature (03-recommended periodicals and Internet resources):

1. <http://www.alistapart.com/articles/multicolumnlayouts/>
2. <http://www.maxdesign.com.au/articles/css-layouts/>

3. <http://www.intensivstation.ch/en/templates/>
4. <http://designshack.net/articles/layouts/10-rock-solid-website-layout-examples>
5. <http://www.noupe.com/css/css-layouts-40-tutorials-tips-demos-and-best-practices.html>
6. <http://woork.blogspot.com/2008/01/three-column-fixed-layout-structure.html>
7. <http://www.webdesignfromscratch.com/html-css/css-block-and-inline/>
8. <http://www.w3.org/MarkUp/Guide/Style>
9. <http://css.maxdesign.com.au/index.htm>
10. <http://www.complexspiral.com/publications/containing-floats/>

HIGHER MATHEMATICS

Study course	Higher mathematics
Credits (Latvian)	4
ECTS credits	6
Study direction	Information technology, hardware, electronics, telecommunications, computer management and computer science

Study course abstract: study course introduces key themes in the field of higher mathematics: matrix algebra, methods of solving systems of linear equations, calculus, derivative applications and function properties from derivatives, integral calculus. The course is devised to develop students' ability to analyse the terms of reference and the obtained results; to decide on task conditions to get the solution to the required result. The course is designed to enhance students' skills to generalize on the obtained results. The course is consistent with the program content and integral to academic standards, and thus invests in the outcomes of the programme in this field of study.

The aim and tasks of the course:

The aim of the course: to provide students with relevant knowledge, skills and competences in the field of higher mathematics.

The tasks of the course:

1. To provide students with an adequate understanding of matrix algebra.
2. To provide students with an adequate understanding of methods of solving systems of linear equations.
3. To provide students with an adequate understanding of the limit theory and treatment of uncertainty principle.
4. To introduce students with the basic properties and formulas of derivatives as well as derivative applications and function properties from derivatives.
5. To introduce students to the basis of integral calculus and the application of the same for the calculation of the area of a curvilinear trapezoid.
6. To develop students' skills to assess the obtained calculation results, to determine their validity.
7. To develop students' skills to assess the terms of the set task and argue the feasibility or impossibility of the solution.
8. To develop students' skills to articulate perceived regularities by making use of accurate mathematical language and mathematical reasoning.
9. To develop students' skills to see correlations, predict and generalize the findings.
10. To enhance students' awareness of opportunities for the application of laws and principles of classical mathematics to research actual processes.

Study course thematic plan

No.	Topic	Lecture hours (incl. Seminars, discussion)		
		full-time studies	part-time studies	part-time studies with e-learning elements *
161.	Determinants	4	2	2
162.	Linear equations systems	8	4	
163.	Chapter Two Matrices	8	4	2
164.	Chapter Three Limits of functions	8	4	2
165.	Chapter Four Derivatives of functions	4	2	2
166.	Chapter Five Derivative of a function for the study of function	8	4	2
167.	Chapter Six Indefinite and definite integrals	8	4	2
	Total:	48	24	12

Study course schedule

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

Study course requirements

Full-time students are expected to meet the following requirements:

- successfully complete two practical assignments during the lectures;
- successfully complete six individual assignments;
- prepare "formula" page notes;
- successfully pass the exam.

Part-time students and part-time with e-learning elements students are expected to meet the following requirements:

- successfully complete six individual assignments;
- prepare "formula" page notes;
- successfully pass the exam.

Independent work description:

Independent assignments fulfilled outside the student contact hours (outside the classroom), **including compulsory reading and/or audio and video material for listening/watching should be described**. I.e. reading is a compulsory independent work.

Type of independent work	Form of control
Homework: Solve the given systems of linear equations with Cramer's rule	Individual tasks
Homework: perform the set operations with matrices	Individual tasks
Homework: calculate the limits of the given functions	Individual tasks
Homework: find the derivatives of the given functions	Individual tasks
Homework: using 1st and 2nd order derivatives, determine the function properties and check the accuracy of the obtained results by constructing function graphs, using one of the standard graph construction programs	Individual tasks
Homework: integrate the given functions and use definite integrals to calculate the area of a curvilinear trapezoid	Individual tasks

Structure of the study course

Study form	Contact hours		Individual work hours	Compulsory reading and/or <u>audio and video material</u> <u>listening/watching</u>	Total course credit hours
	Lecture hours (including seminars, discussions)	Consultations, final evaluation in the course			
Full-time	48	12	48	52	160
Part-time	24	12		76	
Part-time studies with e-learning elements	12	12		88	

Evaluation of the study course results

Learning outcomes are linked to explicit student tasks and divided into three groups:

- 1) Knowledge and understanding;
- 2) Skills: ability to use knowledge, as well as communication and general skills in the study course field;
- 3) Competences: formulating the competences within the study course, the level of education must be taken into account and applied to the particular course.

- a. College programme: knowledge and skills application, independently analysing the information found and collected, profession or occupation problem identification and formulation, problem solution offer in the profession or field of activity.
- b. Bachelor programme: knowledge and skills application, independently analysing the information found and collected; problem identification and formulation, problem solution offer in the field of activity, applying research methods.
- c. Master programme: knowledge and skills application, independently analysing the information found and collected; problem identification and formulation in the field of activity applying research methods; the ability to independently carry out research and innovate in the sector.

Learning outcomes	Evaluation method	Evaluation criteria		
		40-69%	70-89%	90-100%
KNOWLEDGE AND UNDERSTANDING				
Knows and understands the basic rules of linear matrix algebra	Individual tasks	40-69% of tasks are executed correctly	70-89% of tasks are executed correctly	90-100% of tasks are executed correctly
Knows and understands the basic concepts and general rules for the calculations of functions limits	Individual tasks	40-69% of tasks are executed correctly	70-89% of tasks are executed correctly	90-100% of tasks are executed correctly
Knows and understands basic laws and formulas to calculate the derivative of simple and composite functions	Individual tasks	40-69% of tasks are executed correctly	70-89% of tasks are executed correctly	90-100% of tasks are executed correctly
Knows and understands the basic concepts of functional analysis; knows techniques which help to clarify the properties of a function	Individual tasks	40-69% of tasks are executed correctly	70-89% of tasks are executed correctly	90-100% of tasks are executed correctly
Knows and understands the concept of indefinite and definite integral, basic formulas and simpler detection methods	Individual tasks	40-69% of tasks are executed correctly	70-89% of tasks are executed correctly	90-100% of tasks are executed correctly
SKILLS (ability to apply knowledge, communication, general skills)				
Can demonstrate understanding of the basic rules of linear algebra by applying relevant laws and procedure to solve the set task	Individual tasks	40-69% of tasks are executed correctly	70-89% of tasks are executed correctly	90-100% of tasks are executed correctly
Can in practice calculate function limits and treat uncertainty	Individual tasks	40-69% of tasks are executed correctly	70-89% of tasks are executed correctly	90-100% of tasks are executed correctly
Can use in practice the derivation formula and basic laws to determine the function derivatives	Individual tasks	40-69% of tasks are executed correctly	70-89% of tasks are executed correctly	90-100% of tasks are executed correctly
Can define function's properties using 1st and 2nd order derivatives and limits	Individual tasks	40-69% of tasks are executed correctly	70-89% of tasks are executed correctly	90-100% of tasks are executed correctly
Can find in practice indefinite integral, estimate the value of definite integrals and	Individual tasks	40-69% of tasks are executed correctly	70-89% of tasks are executed correctly	90-100% of tasks are executed correctly

use definite integrals to calculate the area of a curvilinear trapezoid				
COMPETENCES (analysis, synthesis, evaluation)				
Can independently decide on rational methods to solve tasks	Individual tasks	Has certain difficulties to independently decide on the methods to solve tasks	Can decide on the methods to solve tasks, but they are not always rational	Can independently decide on the most rational solution for each situation
Can analyse task conditions and interpret the results	Practical work, discussions	Can achieve the result, but has certain difficulties to analyse the obtained results; has, at times, certain difficulties to understand the task conditions	Can analyse the task conditions, get results, but has certain difficulties to interpret results as required by the assignment	Can independently analyse the task conditions and interpret the obtained results
Can identify mathematical regularities and express those in mathematical language	Discussions	Has certain difficulties to independently identify the mathematical regularities and cannot express those in mathematical language	Can identify mathematical regularities, has certain difficulties to express those in mathematical language	Can identify mathematical regularities and express those in mathematical language

Literature (01 – textbooks):

1. Šteiners K., Augstākā matemātika. Lekciju konspekts. I,III, IV daļas / K. Šteiners. Rīga: Zvaigzne ABC, 1999.
2. Revina I., Gulbe M., Peļņa M., Bāliņa S., Matemātika ekonomistiem / I. Revina, M. Gulbe, M. Peļņa, S. Bāliņa. - Rīga: SIA Izglītības solī, 2003. °
3. Siliņa B., Šteiners K., Rokasgrāmata matemātikā / B. Siliņa, K. Steiners. - Rīga: Zvaigzne ABC, 2006. – 368 lpp.
4. Кремер Н.Ш. и др. Высшая математика для экономистов. Учебник для ВУЗов. 2-е изд./ Кремер Н.Ш. и др- 2004 г. Подробнее: <http://www.bolero.ru/catalog/books/9785238000305.html>

PROGRAMMING I

Study course title	Programming I
Credits (Latvian)	4
ECTC credits	6
Study direction	Information technology, computer hardware, electronics, telecommunications, computer control, and computer science

Study course abstract: The course provides general knowledge about programming, the basic constructions of programming language C++, algorithms and their composition.

Study course aim and tasks:

Course objective: to introduce students to the basic constructions of C++ programming language, as well as the standard task solving algorithms and their implementation opportunities.

Course tasks:

1. Develop programming skills.
2. Stimulate students to have a good programming style.

Study course thematic plan:

No.	THEME	Lecture (including seminars, discussions) hours		
		full-time studies	part-time studies	part-time studies with e-learning elements*
1.	Introduction The programming environment	2	1	1
2.	C++ basics	4	2	1
3.	Algorithms. Algorithm descriptions	2	2	1
4.	Branching	4	2	1
5.	Cycles	4	2	1
6.	Random number generator	4	2	1
7.	Functions	4	2	1
8.	References, variable types, structured variables	4	2	1
9.	Arrays	6	2	1
10.	A string of characters	4	2	1
11.	Modules	4	2	1
12.	Files	6	3	1
	Total:	48	24	12

Study course schedule:

The course schedule is available in the University's e-environment

Study course requirements:

For full-time students study course requirements are as follows:

- successfully perform laboratory work during the lecture;
- attend 50% of the lectures;
- attend 50% of practical classes;
- successfully complete 5 independent tasks;
- successfully pass the final examination.

For part-time students study course requirements are as follows:

- successfully perform laboratory work during the lecture;

- attend 50% of the lectures;
- attend 50% of practical classes;
- successfully complete 5 independent tasks;
- successfully pass the final examination.

Part time with e-learning elements of the undergraduate study course requirements are as follows:

- successfully perform the laboratory work of each thematic unit
- successfully complete 5 independent tasks;
- successfully pass the final examination.

Independent work description:

Type of independent tasks	Control form
Home work: The number guess game implementation.	Evaluation
Home work: Task solutions using functions.	Evaluation
Home work: "Cross zero" game implementation using a two-dimensional array.	Evaluation
Home work: "Word guess" game implementation using text string variable types.	Evaluation
Home work: Simple database implementation	Evaluation

Study course structure:

Study form	Contact hours		Independent work (number of hours)	Mandatory reading and / or <u>audio and video material for listening / watching</u>	Total hours of the course
	Lecture (including seminars, discussions) hours	Tutorials, final test			
FULL time	48	12	60	40	160
Part-time	24	12		64	
Part-time studies with e-learning elements	12	12		76	

Study course assessment:

The outcome of the studies	Assessment method	Assessment criteria		
		40-69%	70-89%	90-100%
KNOWLEDGE AND UNDERSTANDING				
Know the concept of the algorithm, types of proposing	Home work:	40-69% of tasks completed correctly	70-89% of tasks completed correctly	90-100% of tasks completed correctly
Know the algorithm description	Home work:	40-69% of tasks completed correctly	70-89% of tasks completed correctly	90-100% of tasks completed correctly
Know structured programming constructs of the programming language C++	Home work:	40-69% of tasks completed correctly	70-89% of tasks completed correctly	90-100% of tasks completed correctly
Know how to develop a programme in C++ language	Home work:	40-69% of tasks completed correctly	70-89% of tasks completed correctly	90-100% of tasks completed correctly
Know how to develop a programme in C++ language	Home work:	40-69% of tasks completed correctly	70-89% of tasks completed correctly	90-100% of tasks completed correctly
Knows the structured programming constructs of the programming language C++ and the principles of their use	Practical work (programming)	40-69% of tasks completed correctly	70-89% of tasks completed correctly	90-100% of tasks completed correctly

The outcome of the studies	Assessment method	Assessment criteria		
		40-69%	70-89%	90-100%
SKILLS (the ability to apply knowledge, communication, general skills)				
Know how to use language constructs of basic C++	Home work:	40-69% of tasks completed correctly	70-89% of tasks completed correctly	90-100% of tasks completed correctly
Know how to use the language branching operators of C++	Home work:	40-69% of tasks completed correctly	70-89% of tasks completed correctly	90-100% of tasks completed correctly
Know how to construct algorithms and use functions	Home work:	40-69% of tasks completed correctly	70-89% of tasks completed correctly	90-100% of tasks completed correctly
Know how to use a simple data structures	Home work:	40-69% of tasks completed correctly	70-89% of tasks completed correctly	90-100% of tasks completed correctly
Able to work with files, use and organise previously acquired knowledge	Home work:	40-69% of tasks completed correctly There is a difficulty to find the necessary information and analyse it independently.	70-89% of tasks completed correctly Able to find the necessary information independently, but there are difficulties in analysing it.	90-100% of tasks completed correctly. Able to find the necessary information and analyse it independently.
Able to organize and apply the acquired knowledge.	Practical work (programming)	There are difficulties in the compilation of work results and their presentation to others	Able to present their work results, however, it is difficult to do that so others could understand	Able to present their work results
COMPETENCE (analysis, synthesis, evaluation)				
Able independently solve the given tasks using previously acquired knowledge.	Home assignments	There is a difficulty to find the necessary information and analyse it independently	Able to find the necessary information independently, but there are difficulties in analysing it	Able to find the necessary information and analyse it independently
Able to use the acquired knowledge to the tasks to be solved.	Practical work (programming)	There is a difficulty to find the necessary information and analyse it independently	Able to find the necessary information independently, but there are difficulties in analysing it	Able to find the necessary information and analyse it independently

References (01 – textbooks):

1. Deitel H.M., Deitel P.J. C++ How to program, 6-th edition. Prentice-Hall of India Private Limited, 2008
2. Харви Дейтел, Пол Дейтел, Как программировать на C++, Бином-Пресс, 5-е издание, 2008

References (02 – additional literature):

1. Stephen Prata, C++ Primer Plus (5th Edition), 2004
2. Timothy Budd. An Introduction to Object-Oriented Programming. 3-rd edition, Addison Wesley, 2002.
3. R. Lafore. Object-oriented Programming in C++. 4-th edition. SAMS Publishing, 2002.
4. BS ISO/IEC. The C++ Standard. 2-nd edition. John Wiley & Sons Ltd., 2003.
5. B. Stroustrup. The C++ Programming Language. Special edition. Addison-Wesley, 2000.

Literature (03 – recommended periodicals and online resources):

1. MOODLE e-kurss no <http://www.augstskola.lv/moodle>

DATABASE TECHNOLOGIES I

Study course	Database technologies I
Credits (Latvian)	4
ECTS credits	6
Study direction	Information technology, hardware, electronics, telecommunications, computer management and computer science

Study course abstract:

The course imparts knowledge and skills in the field of database technologies, their principles, architecture and standards. The course is devised to develop students' skills to analyse and summarise information and substantiate their opinion.

The aim and tasks of the course:

The aim of the course: To provide students with relevant knowledge, skills and competence in the field of database technology, with particular emphasis on the structured query language (SQL).

The tasks of the course:

7. To impart knowledge about the history and development tendencies of databases.
8. To impart knowledge about the Structured Query language (SQL).
9. To impart knowledge about the making of databases and tables.
10. To develop students' skill to carry out the comparative analysis of SQL tables and queries by detecting the advantages and disadvantages.
11. To develop students' skill to independently find information in the field of databases and to analyse it.
12. To develop students' skill to present and substantiate their opinion.

Study course thematic plan

No.	TOPIC	Lecture hours (incl. seminars, discussion)		
		full-time studies	part-time studies	part-time studies with e-learning elements *
168.	Introduction to databases. Insight into the history. The situation today and view into the future.	8	4	2
169.	Structured Query language (SQL)	24	12	6
170.	Making of databases and tables.	8	4	2
171.	Analysis of SQL tables.	8	4	2
	Total:	48	24	12

Study course schedule

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

Study course requirements

Full-time students are expected to meet the following requirements:

- lecture attendance 50%;
- successfully complete five self-tests;
- successfully complete two individual home assignments;
- prepare a presentation in accordance with the chosen theme and given structure

Part-time students are expected to meet the following requirements:

- lecture attendance 50%;
- successfully complete five self-tests;
- successfully complete two individual home assignments;
- prepare a presentation in accordance with the chosen theme and given structure

Part-time with e-learning elements students are expected to meet the following requirements:

- lecture attendance 50%;
- successfully complete five self-tests;
- successfully complete two individual home assignments;
- prepare a presentation in accordance with the chosen theme and given structure

Independent work description:

Type of independent work	Form of control
Home assignment: To make a database and tables per specifications, to write queries using the SQL in order to get the necessary information from the tables.	Assessment
Home assignment: Compare the given queries and tables, detect faults and propose ways to improve them.	Assessment

Structure of the study course

Study form	Contact hours		Individual work hours	Compulsory reading and/or <u>audio and video material</u> listening/watching	Total course credit hours
	Lecture hours (including seminars, discussions)	Consultations, final evaluation in the course			
Full-time	48	12	60	40	160
Part-time	24	12		64	
Part-time studies with e-learning elements	12	12		76	

Evaluation of the study course results

Learning outcomes	Evaluation method	Evaluation criteria		
		40-69%	70-89%	90-100%
KNOWLEDGE AND UNDERSTANDING				
Knows and understands the database history and trends	Test	40-69% of tasks are executed correctly	70-89% of tasks are executed correctly	90-100% of tasks are executed correctly
Knows and understands Structured Query	Test	40-69% of tasks are executed correctly	70-89% of tasks are executed correctly	90-100% of tasks are executed correctly
Knows how to use Structured Query for database and table creation	Test	40-69% of tasks are executed correctly	70-89% of tasks are executed correctly	90-100% of tasks are executed correctly
Can perform SQL tables and queries comparative analysis	Test	40-69% of tasks are executed correctly	70-89% of tasks are executed correctly	90-100% of tasks are executed correctly
SKILLS (ability to apply knowledge, communication, general skills)				
Can demonstrate an understanding of key concepts and regularities in the field of computer database	Class discussion	Lacks an understanding of the key concepts and regularities	Knows key concepts but has certain difficulties to determine regularities	Knows key concepts and regularities
Can provide arguments to discuss the database history and trends	Class discussion	Lacks skills to discuss the topicalities, has certain difficulties to substantiate one's opinion	Can discuss the topicalities, however, has certain difficulties to substantiate one's opinion	Can provide arguments to discuss topicalities, present and justify one's opinion

Has a grasp of SQL queries	Home assignment	40-69% of project proposal is prepared correctly	70-89% of project proposal is prepared correctly	90-100% of project proposal is prepared correctly
COMPETENCES (analysis, synthesis, evaluation)				
Can independently find relevant information in the field of databases and to analyse it, to gain theoretical knowledge on the topic of databases	Home assignment	Has certain difficulties to independently find relevant information and analyse it	Can independently find relevant information but has certain difficulties to analyse it	Can independently find relevant information and analyse it
Can analyse the SQL queries, can identify shortcomings and draw conclusions.	Exam	40-69% of tasks are executed correctly	70-89% of tasks are executed correctly	90-100% of tasks are executed correctly

Literature (01-textbooks):

1. Крепке Д., Теория и практика построения баз данных., ISBN:5-94723-275-8, Питер, 2003

Literature (02-additional literature):

1. Карпова Т. Базы данных: модели, разработка, реализация. ISBN: 5-272-00278-4. Питер, 2002

Literature (03 – recommended periodical and Internet resources):

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

COMPUTER NETWORKS I

Study course	Computer Networks I
Credits (Latvian)	3
ECTS credits	4.5
Study direction	Information technology, hardware, electronics, telecommunications, computer management and computer science

Study course abstract:

The course provides students with the skills in and knowledge of the next generation of data transmission networks, their principles, architecture and standards. The course is devised to develop students' skills to analyse, summarise information and to substantiate their opinion.

The aim and tasks of the course:

The aim of the course: To provide students with relevant knowledge, skills and competence in next-generation data networks, while focusing on next generation network (NGN) operating principles, architecture, ITU standards, quality of service (QoS) and resource management.

The tasks of the course:

1. To impart knowledge about the history of computer networks and the tendencies of development.
2. To impart knowledge about the basic principles, function blocks and architecture of the Next Generation Network (NGN).
3. To impart knowledge about the Quality of Service (QoS) models for Integrated Services (IntServ) and Differentiated Services (DiffServ)
4. To impart knowledge about network traffic, traffic classes and their parameters of Quality of Services (QoS)
5. To impart knowledge about the ITU-T Recommendations (ITU-T Recs) in computer networking.
6. To develop students' skills in comparative analysis of computer network technologies by detecting advantages and disadvantages of each technology.
7. To develop students' skill to find relevant information in the field of computer networks and to analyse it.
8. To develop students' skill to present and substantiate their opinion.

Study course thematic plan

No.	TOPIC	Lecture hours (incl. Seminars, discussion)		
		full-time studies	part-time studies	part-time studies with e-learning elements *
172.	Introduction to Data Transmission Networks. Insight into the history of computer networks. Development tendencies of computer networks. The situation today and view into the future.	4	2	1
173.	Introduction to Next Generation Networks (NGN).	4	2	1
174.	The architecture, functional blocks and operation principles of Next Generation Networks (NGN).	4	2	1
175.	Quality of Services (QoS) models for Integrated Services (IntServ) and Differentiated Services (DiffServ).	4	2	1
176.	Multiprotocol Label Switching (MPLS) and General Multiprotocol label Switching (GMPLS).	4	2	1
177.	Characteristics of today's traffic. Quality of Self-similar traffic.	2	2	1
178.	Network Performance parameters and limits.	2	2	1

No.	TOPIC	Lecture hours (incl. Seminars, discussion)		
		full-time studies	part-time studies	part-time studies with e-learning elements *
179.	Resource Management of Next Generation Networks (NGN).	4	2	1
180.	Traffic classes and their Quality of Services (QoS) parameters.	4	2	1
181.	ITU-T recommendations in the field of Next Generation Networks (NGN).	4	2	1
	Total:	36	20	10

Study course schedule

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

Study course requirements

Full-time students are expected to meet the following requirements:

- lecture attendance 50%;
- successfully complete five self-tests;
- successfully complete two individual home assignments;
- successfully pass the exam (course project).

Part-time students are expected to meet the following requirements:

- lecture attendance 50%;
- successfully complete five self-tests;
- successfully complete two individual home assignments;
- successfully pass the exam (course project).

Part-time with e-learning elements students are expected to meet the following requirements:

- lecture attendance 50%;
- successfully complete five self-tests;
- successfully complete two individual home assignments;
- successfully pass the exam (course project).

Independent work description:

Type of independent work	Form of control
Home assignment: Compare the models of Quality of Services (QoS) for Integrated Services (IntServ), Differentiated Services and Best Effort by detecting the advantages and disadvantages of each model.	Assessment
Home assignment: Describe the architecture and operational principles based on the ITU-T recommendations.	Assessment

Structure of the study course

Study form	Contact hours		Individual work hours	Compulsory reading and/or <u>audio and video material</u> <u>listening/watching</u>	Total course credit hours
	Lecture hours (including seminars, discussions)	Consultations, final evaluation in the course			
Full-time	36	12	36	36	120
Part-time	20	12		52	
Part-time studies with e-learning elements	10	12		62	

Evaluation of the study course results

Learning outcomes	Evaluation method	Evaluation criteria		
		40-69%	70-89%	90-100%
KNOWLEDGE AND UNDERSTANDING				
Knows and understands the networks history and trends	Test	40-69% of tasks are executed correctly	70-89% of tasks are executed correctly	90-100% of tasks are executed correctly
Knows and understands the architecture, functional blocks and operation principles of Next Generation Networks (NGN)	Test	40-69% of tasks are executed correctly	70-89% of tasks are executed correctly	90-100% of tasks are executed correctly
Knows and understands Quality of Services (QoS) models for Integrated Services (IntServ) and Differentiated Services (DiffServ)	Test	40-69% of tasks are executed correctly	70-89% of tasks are executed correctly	90-100% of tasks are executed correctly
Knows and understands the network performance parameters and limits	Test	40-69% of tasks are executed correctly	70-89% of tasks are executed correctly	90-100% of tasks are executed correctly
Knows and understands the traffic classes and the quality of service (QoS) parameters	Test	40-69% of tasks are executed correctly	70-89% of tasks are executed correctly	90-100% of tasks are executed correctly
SKILLS (ability to apply knowledge, communication, general skills)				
Can demonstrate an understanding of key concepts and regularities in the field of computer networks	Class discussion	Lacks an understanding of the key concepts and regularities	Knows key concepts but has certain difficulties to determine regularities in the field of computer networks	Knows key concepts and regularities in the field of computer networks
Can discuss the trends in computer network development	Class discussion	Lacks skills to discuss the topicalities, has certain difficulties to substantiate one's opinion	Can discuss the topicalities, however, has certain difficulties to substantiate one's opinion	Can discuss the topicalities, express and justify one's opinion
Knows the basic principles, advantages and limitations of service quality (QoS) models	Home assignment	40-69% of tasks are executed correctly	70-89% of tasks are executed correctly	90-100% of tasks are executed correctly
Knows ITU-T recommendations for the next generation network (NGN)	Home assignment	40-69% of tasks are executed correctly	70-89% of tasks are executed correctly	90-100% of tasks are executed correctly
COMPETENCES (analysis, synthesis, evaluation)				
Can find the relevant information and analyse it to get theoretical knowledge on a specified in the field of computer network	Home assignment	Has certain difficulties to independently find the relevant information and analyse it	Can independently find the relevant information but has certain difficulties to analyse it	Can independently find the relevant information and analyse it

Can analyse technologies of the next generation of data networking, can compare them; having identified the technology advantages and disadvantages, can draw conclusions.	Exam	40-69% of tasks are executed correctly	70-89% of tasks are executed correctly	90-100% of tasks are executed correctly
--	------	--	--	---

Literature (01 – textbooks):

1. Олифер В., Олифер Н., Компьютерные сети: принципы, технологии, протоколы, 5-е издание, ISBN: 978-5-496-01967-5, Питер, 2016
2. Таненбаум Э., Компьютерные сети, 4-е издание, ISBN: 5-31800492-X, Питер, 2003
3. Olifer V., Olifer N., Computer Networks: Principles Technologies and Protocols for Network Design, ISBN: 978-0-470-86982-6, Wiley, 2006
4. Baums A., Borzovs J., Gobzemis A., Fricnovičs G., Ilziņa I., Angļu-Latviešu-Krievu informātikas vārdnīca: datori, datu apstrāde un pārraide, ISBN: 9984-700-33-X, Avots 2001

Literature (02-additional literature):

1. Karnītis E., Virtmanis A., Platjoslas sakari Latvijā: attīstība un perspektīvas, ISBN 978-9984-45-965-3, LU Akadēmiskais apgāds, 2015
2. Nākamās paaudzes platjoslas elektronisko sakaru tīklu attīstības koncepcija 2013.-2020. gadam, apstiprināta ar LR Ministru kabineta 2012. gada 7. decembra rīkojumu Nr. 589, Rīga, 2012.
3. Peterson L., Davie B., Computer Networks: A Systems Approach, ISBN: 978-0123850591, Morgan Kaufmann Publishing, 2011
4. Janevski T., NGN Architectures, Protocols and Services, ISBN: 978-1-118-60720-6, Wiley, 2014
5. Salina J., Salina P., Next Generation Networks: Perspectives and Potentials, ISBN: 978-0-470-51649-2, Wiley, 2008
6. Biersack E., Callegari C., Matijasevic M., Data Traffic Monitoring and Analysis, ISBN: 978-3-642-36783-0, Springer, 2013
7. Ghein L., MPLS Fundamentals, ISBN: 978-1587051975, Cisco Press, 2006
8. Farrel A., Bryskin I., GMPLS: Architecture and Applications, ISBN: 978-0120884223, Morgan Kaufmann Publishing, 2006

Literature (03 – recommended periodical and Internet resources):

1. Cisco visual networking index: forecast and methodology, 2014–2019, White paper. [Online] http://www.cisco.com/c/en/us/solutions/collateral/service-provider/ip-ngn-ip-next-generation-network/white_paper_c11-481360.html
2. International Telecommunication Union, Framework of virtualization for future networks, Series Y: Global information infrastructure, internet protocol aspects and next-generation networks, Recommendation ITU-T Y.3011, 2012. [Online] <http://www.itu.int/ITU-T/recommendations>
3. International Telecommunication Union, Internet protocol data communication service — IP packet transfer and availability performance parameters, Series Y: Global information infrastructure, internet protocol aspects and next-generation networks, Recommendation ITU-T Y.1540, 2011. [Online] <http://www.itu.int/ITU-T/recommendations>
4. International Telecommunication Union, Network performance objectives for IP-based services, Series Y: Global information infrastructure, internet protocol aspects and next-generation networks, Recommendation ITU-T Y.1541, 2011. [Online] <http://www.itu.int/ITU-T/recommendations>
5. International Telecommunication Union, Requirements of network virtualization for future networks, Series Y: Global information infrastructure, internet protocol aspects and next-generation networks, Recommendation ITU-T Y.3012, 2014. [Online] <http://www.itu.int/ITU-T/recommendations>

6. International Telecommunication Union, Resource and admission control functions in next generation networks, Series Y: Global information infrastructure, internet protocol aspects and next-generation networks, Recommendation ITU-T Y.2111, 2011. [Online]
<http://www.itu.int/ITU-T/recommendations>

OPERATING SYSTEMS

Study course title	Operating systems
Credits (Latvian)	4
ECTC credits	6
Study direction	Information technology, computer hardware, electronics, telecommunications, computer control, and computer science

Study course abstract: The course provides a general overview about development trends, patterns, architecture, use, installation and configuration conditions, data management and organization of memory devices, users and management, system maintenance and security of operational systems.

Study course aim and tasks:

Course aim: To provide students with necessary information, knowledge, skills and competence to work with operating systems, starting with the choosing of operating system and ending with its installation, practical usage and configuration.

Course tasks:

1. To provide students with knowledge about operating systems, file system, architecture and operating principles.
2. To provide students with knowledge about the conditions of use and licensing of operating systems.
3. To provide students with knowledge about hardware and drivers, their interaction with the operating systems.
4. To provide students with knowledge about applications, their interaction with the operating systems.
5. To provide students with knowledge about user and group policy.
6. To develop students' skills to assess pros and cons of the operating systems offered and choose the most appropriate solution according to both professional and daily needs.
7. To develop students' skills for working with the operating system, subject to security and data protection conditions.
8. To develop students' skills to customize the operating system user's work environment for optimal work.
9. To develop students' skills to perform an audit and document the installed software.

Study course thematic plan:

No.	THEME	Lecture (including seminars, discussions) hours		
		full-time studies	part-time studies	part-time studies with e-learning elements*
1.	Development trends	2	2	1
2.	Types of operating systems and architecture.	2	2	1
3.	The operating system's terms of use, licenses, and installation.	8	5	2
4.	Hardware drivers, their interaction with the operating system.	5	1	1
5.	Applications, their interaction with the operating system.	6	1	1
6.	The file system of the operating system, data management and organization in memory devices.	2	1	1

No.	THEME	Lecture (including seminars, discussions) hours		
		full-time studies	part-time studies	part-time studies with e-learning elements*
7.	Operating system users, their work environment and rights management.	6	3	1
8.	Operating system maintenance, security and audit.	4	4	1
9.	Energy efficiency.	1	1	1
	Total:	36	20	10

Study course schedule:

The course schedule is available in the University's e-environment

Study course requirements:

For full-time students study course requirements are as follows:

- successfully complete tests for each thematic block, complete laboratory work during the lecture;
- attend 50% of the lectures;
- attend 50% of practical classes;
- successfully complete 4 independent tasks;
- prepare presentation according to the chosen theme and the given structure;
- to present the project successfully.

For part-time students study course requirements are as follows:

- successfully complete tests for each thematic unit, complete laboratory work during the lecture;
- attend 50% of the lectures;
- attend 50% of practical classes;
- successfully complete 4 independent tasks;
- prepare presentation according to the chosen theme and the given structure;
- to present the project successfully.

Part time with e-learning elements of the undergraduate study course requirements are as follows:

- successfully perform tests for each thematic unit
- successfully complete 4 independent tasks;
- prepare presentation according to the chosen theme and the given structure;
- to present the project successfully.

Independent work description:

• Type of independent task	• Control form
• Home work: Prepare information about the operating system requirements summarized in a previously prepared table.	• Evaluation
• Home work: Prepare information about the terms of use and licenses for different areas of activity - educational, private use and commercial activities.	• Evaluation
• Home work: To install the operating system by performing certain actions and system configuration according to the sample.	• Evaluation

<ul style="list-style-type: none"> Type of independent task 	<ul style="list-style-type: none"> Control form
<ul style="list-style-type: none"> Home work: Prepare a report about two operating systems chosen by two different architecture tools after the given sample, by filling in the table. 	<ul style="list-style-type: none"> Evaluation
<ul style="list-style-type: none"> Home work: complete tests by answering questions for each thematic unit. 	<ul style="list-style-type: none"> Evaluation

•

• **Study course structure:**

<ul style="list-style-type: none"> Study form 	<ul style="list-style-type: none"> Contact hours 		<ul style="list-style-type: none"> Independent work (number of hours) 	<ul style="list-style-type: none"> Mandatory reading and/or <u>audio and video material</u> (<u>listening/watching</u>) 	<ul style="list-style-type: none"> Total hours of the course
	<ul style="list-style-type: none"> Lecture (including seminars, discussions) hours 	<ul style="list-style-type: none"> Tutorials, final test 			
<ul style="list-style-type: none"> FULL time 	<ul style="list-style-type: none"> 36 	<ul style="list-style-type: none"> 6 	<ul style="list-style-type: none"> 40 	<ul style="list-style-type: none"> 38 	<ul style="list-style-type: none"> 120
<ul style="list-style-type: none"> Part-time 	<ul style="list-style-type: none"> 20 	<ul style="list-style-type: none"> 6 		<ul style="list-style-type: none"> 54 	
<ul style="list-style-type: none"> Part-time studies with e-learning elements 	<ul style="list-style-type: none"> 10 	<ul style="list-style-type: none"> 6 		<ul style="list-style-type: none"> 64 	

•

• **Study course assessment:**

<ul style="list-style-type: none"> The outcome of the studies 	<ul style="list-style-type: none"> Assessment method 	<ul style="list-style-type: none"> Assessment criteria 		
		<ul style="list-style-type: none"> 40-69% 	<ul style="list-style-type: none"> 70-89% 	<ul style="list-style-type: none"> 90-100%
<ul style="list-style-type: none"> KNOWLEDGE AND UNDERSTANDING 				
<ul style="list-style-type: none"> Know and understand the operating system types and trends. 	<ul style="list-style-type: none"> Test 	<ul style="list-style-type: none"> 40-69% of tasks completed correctly 	<ul style="list-style-type: none"> 70-89% of tasks completed correctly 	<ul style="list-style-type: none"> 90-100% of tasks completed correctly
<ul style="list-style-type: none"> Know and understand the terms of use of the software and license types. 	<ul style="list-style-type: none"> Test 	<ul style="list-style-type: none"> 40-69% of tasks completed correctly 	<ul style="list-style-type: none"> 70-89% of tasks completed correctly 	<ul style="list-style-type: none"> 90-100% of tasks completed correctly
<ul style="list-style-type: none"> Know and understand the terms of use of the software and license types. 	<ul style="list-style-type: none"> Home work: 	<ul style="list-style-type: none"> 40-69% of tasks completed correctly 	<ul style="list-style-type: none"> 70-89% of tasks completed correctly 	<ul style="list-style-type: none"> 90-100% of tasks completed correctly
<ul style="list-style-type: none"> Know and understand applications and their interaction with the operating systems 	<ul style="list-style-type: none"> Test 	<ul style="list-style-type: none"> 40-69% of tasks completed correctly 	<ul style="list-style-type: none"> 70-89% of tasks completed correctly 	<ul style="list-style-type: none"> 90-100% of tasks completed correctly

<ul style="list-style-type: none"> The outcome of the studies 	<ul style="list-style-type: none"> Assessment method 	<ul style="list-style-type: none"> Assessment criteria 		
		<ul style="list-style-type: none"> 40-69% 	<ul style="list-style-type: none"> 70-89% 	<ul style="list-style-type: none"> 90-100%
<ul style="list-style-type: none"> Know and understand drivers and their interaction with the operating systems 	<ul style="list-style-type: none"> Test 	<ul style="list-style-type: none"> 40-69% of tasks completed correctly 	<ul style="list-style-type: none"> 70-89% of tasks completed correctly 	<ul style="list-style-type: none"> 90-100% of tasks completed correctly
<ul style="list-style-type: none"> Know and understand the user and group policy 	<ul style="list-style-type: none"> Test 	<ul style="list-style-type: none"> 40-69% of tasks completed correctly 	<ul style="list-style-type: none"> 70-89% of tasks completed correctly 	<ul style="list-style-type: none"> 90-100% of tasks completed correctly
Know and understand file system, data management and organization in memory devices.	<ul style="list-style-type: none"> Test 	<ul style="list-style-type: none"> 40-69% of tasks completed correctly 	<ul style="list-style-type: none"> 70-89% of tasks completed correctly 	<ul style="list-style-type: none"> 90-100% of tasks completed correctly
Know and understand the users and their work environment and rights management.	<ul style="list-style-type: none"> Test 	<ul style="list-style-type: none"> 40-69% of tasks completed correctly 	<ul style="list-style-type: none"> 70-89% of tasks completed correctly 	<ul style="list-style-type: none"> 90-100% of tasks completed correctly
Know and understand the concept of energy efficiency and its related settings in operational system.	<ul style="list-style-type: none"> Test 	<ul style="list-style-type: none"> 40-69% of tasks completed correctly 	<ul style="list-style-type: none"> 70-89% of tasks completed correctly 	<ul style="list-style-type: none"> 90-100% of tasks completed correctly
<ul style="list-style-type: none"> SKILLS (the ability to apply knowledge, communication, general skills) 				
Know how to install and configure Microsoft Windows operating system. Know how to assign user access rights to the system and maintain user accounts according to the task.	<ul style="list-style-type: none"> Laboratory work 	<ul style="list-style-type: none"> 40-69% of tasks completed correctly 	<ul style="list-style-type: none"> 70-89% of tasks completed correctly 	<ul style="list-style-type: none"> 90-100% of tasks completed correctly
Know how to install and configure the Linux kernel-based Ubuntu operating system. Know how to assign user access rights to the system and maintain user accounts according to the task.	<ul style="list-style-type: none"> Laboratory work 	<ul style="list-style-type: none"> 40-69% of tasks completed correctly 	<ul style="list-style-type: none"> 70-89% of tasks completed correctly 	<ul style="list-style-type: none"> 90-100% of tasks completed correctly
Know how to install and configure PC-BSD operating system. Know how to assign user access rights to the system and maintain user accounts according to the task.	<ul style="list-style-type: none"> Laboratory work 	<ul style="list-style-type: none"> 40-69% of tasks completed correctly 	<ul style="list-style-type: none"> 70-89% of tasks completed correctly 	<ul style="list-style-type: none"> 90-100% of tasks completed correctly
<ul style="list-style-type: none"> Able to independently find needed information and analyse it to install the operating system and 	<ul style="list-style-type: none"> Home work: 	<ul style="list-style-type: none"> 40-69% of tasks completed correctly 	<ul style="list-style-type: none"> 70-89% of tasks completed correctly 	<ul style="list-style-type: none"> 90-100% of tasks completed correctly.

• The outcome of the studies	• Assessment method	• Assessment criteria		
		• 40-69%	• 70-89%	• 90-100%
make the target configuration.		• There is a difficulty to find the necessary information and analyse it independently.	• Able to find the necessary information independently, but there are difficulties in analysing it.	• Able to find the necessary information and analyse it independently.
• Able to summarize and present the results of their work	• Presentation of practical task results and test	• There are difficulties in the compilation of work results and their presentation to others	• Able to present their work results, however, it is difficult to do that so others could understand	• Able to present their work results
• COMPETENCE (analysis, synthesis, evaluation)				
• Able to independently find the necessary information and analyse it to get information about the types of operating system architecture, system requirements, features, able to compare them and make conclusions.	• Home work:	• There is a difficulty to find the necessary information and analyse it independently	• Able to find the necessary information independently, but there are difficulties in analysing it	• Able to find the necessary information and analyse it independently
• Able to independently find the necessary information and analyse it, various operating systems for analogous tools, able to compare them and draw conclusions.	• Home work:	• There is a difficulty to find the necessary information and analyse it independently	• Able to find the necessary information independently, but there are difficulties in analysing it	• Able to find the necessary information and analyse it independently
• Able to independently find the necessary information on the chosen topic, analyse it, to prepare the virtual workstation, install the operating system, analyse the work done, compare and draw conclusions.	• Examination	• There is a difficulty to find the necessary information and analyse it independently	• Able to find the necessary information independently, but there are difficulties in analysing it	• Able to find the necessary information and analyse it independently

•

• **References (01 – textbooks):**

1. Kārlis Veiss. Darbs ar operētājsistēmu Windows Vista un pakotni Microsoft Office Zvaigzne ABC, 2009. ISBN 978-9934-0-0397-4

2. Greg Gagne, Peter Baer Galvin. Operating System Concepts 8th Revised edition, Binder Ready Version John Wiley and Sons Ltd 2008. ISBN-13: 9780470279939, ISBN-10: 0470279931
3. William Stallings. Operating Systems: Internals and Design Principles 7th Edition Prentice Hall; March 10, 2011. ISBN-13: 978-0132309981, ISBN-10: 013230998X

References (02 – additional literature):

1. Kārlis Veiss. Darbs ar atklātā pirmkoda programmatūru OpenOffice.org. Rīga, Zvaigzne ABC, 2009. ISBN 978-9934-0-0397-4
2. Richard Petersen Ubuntu: The Complete Reference illustrated edition McGraw-Hill Education – Europe 2008. ISBN-13: 9780071598460, ISBN-10: 0071598464 Scott Mueller, Brian Knittel.
3. Upgrading and Repairing Microsoft Windows 2nd Revised edition Pearson Education (US) 2008. ISBN-13: 9780789736956, ISBN-10: 0789736950

•

Literature (03 – recommended periodicals and online resources):

1. MOODLE e-kurss no <http://www.augstskola.lv/moodle>
2. Ubuntu Desktop Course 8.04 LTS – Ubuntu Linux darbstacijas materiālu kopas studentam un skolotājam (angļu val. 360 +368 lpp.) . - Resurss apskatīts 2014.gada 12.augustā.- Pieejas veids: tīmeklis [www.url: https://wiki.ubuntu.com/Training](http://www.url:https://wiki.ubuntu.com/Training) (<https://wiki.ubuntu.com/Training?action=AttachFile&do=view&target=DesktopCourseInstructorGuide804-2.pdf>, <https://wiki.ubuntu.com/Training?action=AttachFile&do=view&target=DesktopCourseStudentGuide-2.pdf>) 2008., 2009.
3. Ubuntu Linux darbstaciju un serveru instalēšana (dokumentācija, pamācības angļu v.) – <https://help.ubuntu.com>, 2004.- 2012.
4. Mac OS X instalēšana un iestatīšana. - Resurss apskatīts 2014.gada 12.augustā.- Pieejas veids: tīmeklis [www.url: http://s4.acme.eu/shop/ava/manuals/lv/Tiger Install Guide-LV.pdf](http://s4.acme.eu/shop/ava/manuals/lv/Tiger%20Install%20Guide-LV.pdf)
5. ECIS (European Committee for Interoperable Systems) Francijas pētījums par Microsoft nelabvēlīgo ietekmi uz ES:. - Resurss apskatīts 2014.gada 12.augustā.- Pieejas veids: tīmeklis [www.url: http://www.ecis.eu/documents/Finalversion Consumerchoicepaper.pdf](http://www.ecis.eu/documents/Finalversion_Consumerchoicepaper.pdf), 2009.
6. Open Community Response to the EU Ministerial Declaration (par bezmaksas APP jeb FLOSS - Free/Libre/Open Source Software) . - Resurss apskatīts 2014.gada 12.augustā.- Pieejas veids: tīmeklis [www.url: http://ec.europa.eu/information_society/activities/egovernment/docs/lisbon_2007/open_community_response.pdf](http://ec.europa.eu/information_society/activities/egovernment/docs/lisbon_2007/open_community_response.pdf), 2007.
7. Al Gillen. The Opportunity for Linux in a New Economy. - Resurss apskatīts 2014.gada 12.augustā.- Pieejas veids: tīmeklis [www.url: http://www.linuxfoundation.org/sites/main/files/publications/Linux in New Economy.pdf](http://www.linuxfoundation.org/sites/main/files/publications/Linux_in_New_Economy.pdf). IDC, 2009.
8. 28.10.2010. likums "Informācijas tehnoloģiju drošības likums"
9. 23.03.2000. likums "Fizisko personu datu aizsardzības likums"
10. 25.01.2005. MK noteikumi Nr.68 "Par Līgumu par Microsoft informācijas tehnoloģiju izmantošanu Latvijas Republikā publiskajā sektorā"
11. 23.01.2007. MK noteikumi Nr.79 "Par Papildinājumiem Līgumam par Microsoft informācijas tehnoloģiju izmantošanu Latvijas Republikā publiskajā sektorā"

12. 01.07.2003. MK noteikumi Nr.357 "Noteikumi par sertifikācijas pakalpojumu sniegšanas informācijas sistēmu, iekārtu un procedūru drošības aprakstā norādāmo informāciju"
13. Latvijas nacionālajam standartam LVS ISO/IEC 17799 "Informācijas tehnoloģija. Prakses kodekss informācijas drošības pārvaldībai"
14. Latvijas nacionālajam standartam LVS ISO/IEC TR13335-1, 2, 3 "Informācijas tehnoloģija. Vadlīnijas informācijas tehnoloģijas pārvaldīšanai"
15. Latvijas nacionālajam standartam LVS ISO/IEC 12207 "Informācijas tehnoloģija. Programmatūras dzīves cikla procesi"

Animation

Author/s of the course:	
BSc. Media Technology, Rūdolfs Kārlis Demme	
Credit points (Latvian):	ECTS credits:
4	6
Final evaluation form:	
Examination	
Study course prerequisites:	
General background knowledge in humanities, graphic design.	
Study course aim:	
The aim of the course is to provide knowledge about basic animation, its directing and creation using Adobe After Effects.	
Study course learning outcomes (knowledge, skills, competences):	
<ol style="list-style-type: none"> 4. Know the basic principles of animation. 5. Know infographic animation techniques. 6. Know the basic principles of 3D animation. 7. Know how to use Adobe After Effects to create animation. 8. Know how to create animated 2D and 3D compositions. 9. Know how to build motion graphics. 	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	Animation history
2.	Animation basics
3.	Informative animation
4.	The use of 3D environment
5.	Experimental animation and visual effects

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*
182.	Animation history 1.1. Animation development 1.2. Animation styles and techniques	4		
183.	Animation basics 2.1. Learning the essential functions of Adobe After Effects 2.2. Introduction in animation making	8		
184.	Informative animation 3.1. Text animation 3.2. Form animation 3.3. Creating an infographic	12		
185.	The use of 3D environment 4.1. 2D picture transformation into 3D 4.2. The use of 3D camera 4.3. Creating animated scenes	12		

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
186.	Experimental animation and visual effects 5.1. The use of After Effects plug ins 5.2. Datamoshing 5.3. Digital rotoscoping 5.4. Blender basics 5.5. Special effects in films 5.6. Practical work	12		
Total:		48		

Independent work description:		
Study form	Type of independent work	Form of control
<i>Full-time studies</i>	Create an animation using a variety of visual effects, according to the brand design concept	Practical task
	Mandatory reading and/or audio and video material for listening/ watching brief description	Get acquainted with the mandatory literature sources

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

Evaluation of the study course learning outcomes:						
<i>20% the work during classes, 50% the practical task, 30% exam</i>						
No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (from 95% to 100%)
1.	Know the basic principles of animation	Discussion, examination	Know the basic principles of animation	Know the principles of animation	Know animation principles, application possibilities	Good grasp of the use of animation design principles in terms of application possibilities
2.	Know infographic animation techniques	Discussion, examination	Know main infographic animation techniques	Know infographic animation techniques	Know infographic animation principles, application possibilities	Good grasp of the use of animation design techniques in terms of application possibilities
3.	Know the basic principles of 3D animation	Discussion, examination	Know the basic principles of 3D animation	Know the principles of 3D animation	Know 3D animation principles,	Good grasp of the use of 3D animation design principles in

					application possibilities	terms of application possibilities
4.	Know how to use Adobe After Effects to create animation	Practical task	Know how to use Adobe After Effects to create animation	Know how to use Adobe After Effects independently to create animation	Know how to use Adobe After Effects independently to create animation while knowing special functions	Know how to use Adobe After Effects independently to create animation while offering original solutions
5.	Know how to create animated 2D and 3D compositions	Practical task	Know how to create animated 2D and 3D compositions	Know how to create animated 2D and 3D compositions independently	Know how to create animated 2D and 3D compositions independently while knowing special functions	Know how to create animated 2D and 3D compositions while offering original solutions
6.	Know how to build motion graphics	Practical task	Know how to build motion graphics	Know how to build motion graphics independently	Know how to build motion graphics while knowing special functions	Know how to build motion graphics while offering original solutions

Literature and other sources of information:	
<i>Mandatory literature and information sources</i>	
1.	Heit, L. (2013). Animation Sketchbooks, United Kingdom, Chronicle Books
2.	Parr, P. (2018). Sketching for Animation: Developing Ideas, Characters and Layouts in Your Sketchbook (Required Reading Range). Bloomsbury Academic
3.	Shaw, A. (2019). Design for Motion: Fundamentals and Techniques of Motion Design 2nd Edition. Routledge
4.	Williams, R. (2012). The Animator's Survival Kit : A Manual of Methods, Principles and Formulas for Classical, Computer, Games, Stop Motion and Internet Animators. New York, United States, Farrar, Straus & Giroux Inc
<i>Further reading</i>	
1.	Beck, J. (2003). Outlaw Animation:Cutting Edge Cartoo. New York, Harry N. Abrams.
2.	Blazer, L. (2015). Animated Storytelling: Simple Steps For Creating Animation and Motion Graphics 1st Edition. Peachpit Press.
3.	Blain, J.M. (2020). The Complete Guide to Blender Graphics: Computer Modeling & Animation 6th Edition. A K Peters/CRC Press.
4.	Fridsma, L., Gyncild, B. (2021). Adobe After Effects Classroom in a Book (2021 release) 1st Edition. Adobe Press.
<i>Other sources of information</i>	
1.	Stone, R., Wahlin, L. (2018).The Theory and Practice of Motion Design: Critical Perspectives and Professional Practice. Routledge.
2.	Lupton, E., Philips, C. (2015). Graphic Design: The New Basics. Princeton Architectural Press.

BRAND GRAPHIC DESIGN

Author/s of the course:	
Mg.art., Evija Skriba, Zane Store	
Credit points (Latvian):	ECTS credits:
8	12
Final evaluation form:	
Examination	
Study course prerequisites:	
General background knowledge in humanities, graphic design.	
Study course aim:	
To provide knowledge about Adobe Photoshop, Adobe Illustrator software and brand graphic design creation. To create awareness about brand graphic design creation and process.	
Study course learning outcomes (knowledge, skills, competences):	
<ol style="list-style-type: none"> 1. Understand the importance of graphic design in company's (business) marketing. 2. Able to use camera and the necessary accessories as well as correctly use the studio equipment for taking images. 3. Know how to independently create product photos using artificial lighting as well as are familiar and comply with the basics of photography. 4. Able to work with Adobe Photoshop, Illustrator software. 5. Able to develop a brand-specific graphic design. 6. Able to evaluate the use of graphic design analytically in relation to brand values. 	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	Adobe Photoshop basics, practical work
2.	Adobe Illustrator basics, practical work
3.	Introduction into brand graphic design
4.	Differences between digital and printed graphic design
5.	Basic tools of brand graphic design (logo, color, typeface, graphic elements)
6.	Brand book development basics
7.	World brand graphic design case studies
7.	Establishing brand graphic design development estimates
8.	Photography basics
9.	Studio lighting and its application
10.	Photo equipment and its application
11.	Editing photos
12.	Practical work
13.	Practical work on the studies

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*
187.	Adobe Photoshop basics, practical work	8		
188.	Adobe Illustrator basics, practical work	8		
189.	Introduction into brand graphic design	2		

Study course calendar plan:

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

No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
190.	Differences between digital and printed graphic design	4		
191.	Basic tools of brand graphic design (logo, color, typeface, graphic elements)	10		
192.	Photography basics	6		
193.	Studio lighting and its application	6		
194.	Photo equipment and its application	6		
195.	Editing photos	6		
196.	Brand book development basics	4		
197.	World brand graphic design case studies	4		
198.	Establishing brand graphic design development estimates	4		
199.	Practical work	10		
14.	Practical work on the studies	18		
	Total:	96		

Independent work description:

Study form	Type of independent work	Form of control
<i>Full-time studies</i>	During the semester, students have to create a single brand book in a digital format and present the brand's print materials (depending on the brand's area) using the knowledge acquired in the study process learning about Adobe software and graphic design principles.	Evaluation
	During the course, students have to present concept graphic design sketches based on researching analogues and knowledge acquired during the course. Able to analyze and comment on the ideas presented by their peers.	Seminar
	During the semester, students skillfully have to take a series of product photographs by using the studio and the existing additional materials - light, background.	Evaluation

Independent work organization and scope:

Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material watching/listening	Total hours of the course
	Lecture contact hours (including seminars, discussions)	Consultations, guest lectures, conferences, field trips, business games, etc.	Final evaluation (exam, test, defense)	Total			

<i>Full-time</i>	96	24	8	128	128	64	320
------------------	----	----	---	-----	-----	----	-----

Evaluation of the study course learning outcomes:

20% the work during classes, 50% the practical task, 30% exam

No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (from 95% to 100%)
1.	Understand the importance of graphic design in company's (business) marketing.	Discussion, Examination	Understand the importance of graphic design in company's (business) marketing.	Understand the importance of graphic design in company's (business) marketing and image making.	Understand the importance of graphic design in company's (business) marketing, its application opportunities.	Understand the importance of graphic design in company's (business) marketing and its innovative solutions.
2.	Able to use camera and the necessary accessories as well as correctly use the studio equipment for taking images.	Task evaluation	Able to use camera and studio lighting to do the task, but does it incorrectly or inaccurately.	Able to work with camera, understand its settings, use the appropriate light for the task, but the result is incomplete.	Able to work with camera to do the task, aware also of the necessary technical accessories and the task is carried out accordingly.	Able to use and manage the camera and its technical aspects, depending on the given task and doing it error free, offering an innovative solution in terms of performing the task.
3.	Know how to independently create product photos using artificial lighting, as well as are familiar and comply with the basics of photography.	Task Evaluation	Able to take photos, apply studio lighting and observe the basics of photography.	Able to take photos independently, use studio backgrounds and artificial lighting as well as observe composition.	Able to take photos independently, use studio backgrounds and artificial lighting as well as comply with the composition for taking images	Able to take photos independently, use studio backgrounds and artificial lighting as well as comply with the composition for taking images while using innovative ideas and light applications.
4.	Able to work with Adobe Photoshop, Illustrator software.	Practical task	Able to work with Adobe Photoshop, Illustrator software, but there are deficiencies.	Able to work with Adobe Photoshop, Illustrator software.	Able to work with Adobe Photoshop, Illustrator software with quality	Able to work with Adobe Photoshop, Illustrator software using innovative solutions
5.	Able to develop a brand-specific graphic design	Task evaluation	Able to develop a brand-specific graphic design,	Able to develop a brand-specific graphic design, but practical	Able to develop a brand-specific graphic design, the work is performed	Able to develop a brand-specific graphic design, the work is performed neatly

			but with mistakes	work performed in a messy way	neatly with an obvious contribution	with an obvious contribution offering innovative solution in terms of the work performance
6.	Able to evaluate the use of graphic design analytically in relation to brand values	Evaluation of the use	Able to evaluate the use of graphic design analytically in relation to brand values, albeit unconvincingly	Able to evaluate the use of graphic design analytically in relation to brand values	Able to evaluate the use of graphic design analytically in relation to brand values, apply the knowledge convincingly	Able to evaluate the use of graphic design analytically in relation to brand values, apply the knowledge convincingly offering innovative solutions

Literature and other sources of information:

Mandatory literature and information sources

1. Adams, S. (2018). *The Field Guide to Supergraphics: Graphics in the Urban Environment*. THAMES & HUDSON 2018
2. Caldell, C. (2019). *Graphic Design for Everyone: Understand the Building Blocks so You can Do It Yourself*. DK
3. Hirsh, R. (2018). *Light and Lens: Photography in the Digital Age 3rd Edition*. Routledge.
4. Malhotra, M. (2017). *The Brand Photography Playbook: The Insider's Guide to Planning Your Photo Shoot and Building a Stand-Out Brand*. MikiFoto + Co.
5. Shaoqiang, W. (2018). *Portfolio Design & Self-promotion: My Graphic DNA*. Promopress Editions.

Further reading

1. Everything there is to know about LOGO DESIGN. [Electronic source]. Available at: <https://www.bluesodapromo.com/blog/logo-design-guide/>
2. *Elegant Web UI design Techniques, Flat Design & Colors*. (2015). UXPin Inc.
3. Drysdale, J. *Design's Iron Fist and other essays*. [Electronic source]. Available at: <http://luzriquelme.com/tools/Books/Designs-Iron-Fist-2nd-Ed-by-Jarrold-Drysdale-2.0.pdf>
4. Hyndam, S. (2016). *Why Fonts Matter*. London, Virgin Books.
5. Points, S. (2015). *Information Made Beautiful*. SendPoints.
6. Hellers, S., Andersone, A. (2016). *Grafiskā dizaina rokasgrāmata*. Rīga, Jāņa Rozes apgāds.
7. Kerols, H. (2014). *Gribi iemācīties fotografēt? Izlasi šo!* (V. Holma, Trans.) Rīga: Jāņa Roze apgāds.
8. Sontāga, S. (2008). *Par fotogrāfiju (Laikmetīgās mākslas centrs.)*.
9. Fancher, N. (2015). *Studio anywhere: A Photographer's Guid to Shooting in unconventional Locations*. Peachpit press
10. Fancher, N. (2017). *Studio anywhere 2 Hard Light: A Photographer's Guid to Shaping Hard Light*. Rocky Nook Inc.

Other sources of information

1. <https://helpx.adobe.com/lv/photoshop/user-guide.html>
2. <https://helpx.adobe.com/lv/illustrator/user-guide.html>
3. <https://helpx.adobe.com/lv/indesign/user-guide.html>
4. <https://www.alexcoven.com/work/logos>
5. <https://www.rafaelkfour.com>
6. Žurnāls Foto Kvartāls
7. Žurnāls Foto& Video
8. Žurnāls Deko
9. INTERIOR PHOTOGRAPHY COMPOSITION - THERE CAN ONLY BE TWO
Pieejams: <https://baseexposure.com/mastering-architecture-and-real-estate-photography/real-estate-photography-tips/interior-photography-composition/>

INTERCULTURAL COMMUNICATION

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

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

Description of the independent tasks:		
Study form	Type of independent assignment	Type of control

<i>Full-time studies</i>	Collect information on at least 3 different management types in the international environment	Presentation
	Analyse the differences in communication in three different cultures (time, woman, hierarchy, etc.)	Presentation
	To do Moodle test and analyse one's own mistakes.	Independent assignment
	Preparation and delivering of a presentation related to the study field of the course Compulsory literature: 1- 8.	Presentation

Study course organisation and the volume of the course:							
<i>Study form</i>	<i>Contact hours</i>				<i>Individual work hours</i>	<i>Compulsory reading and/or audio and video material listening/watching</i>	Total course credit hours
	<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>	Total			
<i>Full-time</i>	48	12	4	64	64	32	160

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

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

Literature and other sources of information:

Compulsory literature and other sources of information

1. *International Journal of Communication*. Electronic source. Available at: <http://ijoc.org>.
2. DuPrav M. E. and Axner M. *Working on Common Cross-cultural Communication Challenges. Toward a More Perfect Union in an Age of Diversity*. Electronic source. Available at: <http://www.pbs.org/ampu/crosscult.html>
3. Lewis R. (2006). *When Cultures Collide: leading across cultures*. 3rd ed., ISBN -13. 9781904838029.
4. *Cross-Cultural Communication | InterNations Magazine*. Electronic source. Available at: <https://www.internations.org/magazine/11-cross-cultural-communication>
5. Thill J., Courtland B. (2007). *Excellence in business communication*. Upper Saddle River, N.J.: Pearson Prentice Hall. 2007-1 vol. (split pagination). ISBN: 0131870769.
6. *Cross-Cultural Communication*. Communication Journals. Electronic source. Available at: www.questia.com/library/p436938/cross-cultural-communication
7. Finnegan R. Communicating. (2002). *The multiple modes of human interconnection*. London and New York: Routledge, 2002. 306 pp. ISBN: 0-415
8. FitzPatrick L., Valskov K. and Mounter P. *Internal Communications*. (2014). A manual for practitioners. London: Kogan Page. 2014. 272 pp. ISBN13: 9780749469320
9. Warren T. (2017). *Cross-cultural communication*. London and New York: Routledge

Additional literature

1.	<i>Multicultural Communication and the Process of Globalisation.</i> (2003). Proceedings of the International Scientific Conference 25 - 26 April 2003. LLU: Jelgava, 2003. ISBN: 9984-596-73-7.
2.	Smith S. (2004). <i>Business Communication Strategies in the International Business World – Brattleboro.</i> Pro Lingua Associates. 247 pp. ISBN: 0-86647-314-9.
3.	<i>The Cambridge Business English Dictionary.</i> (2011). Cambridge University. ISBN: 0-86647-314-9.
Other sources of information	
1.	<i>Advanced Communication Skills.</i> (2010). MTD Training-Book Boon. 58 pp. ISBN-13:9788776816612.
2.	Dahl Ø., Jensen I., Nynäs P. (2006). <i>Bridges of understanding perspectives of Intercultural communication.</i> Oslo Academic Press. 7-21 pp. ISBN: 8274772695, 9788274772694.
3.	Duck S., McMahan D. (2009). <i>The basics of communication: a relational perspective.</i> London: Sage. -1 vol. Dal. Pag. ISBN: 9781412941532 (pbk.)
4.	<i>International Journal of Communication.</i> Electronic source. Available at: http://ijoc.org .
5.	MSG Electronic source. Available at: http://www.managementstudyguide.com/business_communication.html