

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

Courses for Erasmus+ students

Academic year 2023/2024, Spring semester 2024

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 29.01.2024-20.06.2024

Exam period – June, 2024

Courses joining student groups (in English)

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

B_Vz_P_Eng_2		
Management - second year (Bachelor)	KP	ECTS
Business Economics and Planning	6	9
Statistics	4	6
Human Resources Management	4	6
International Trade Law	4	6

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

B_Ek_P_Eng_2		
Business Economics - second year (Bachelor)	KP	ECTS
Logistics Economy	2	3
International marketing and trade	2	3
Innovation economy	4	6

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

B_M_P_Eng_2		
Marketing - second year (Bachelor)	KP	ECTS
Workshop "Content Marketing"	2	3
Consumer Behavior in the Market	4	6
Professional Foreign language I	4	6

M_Bv_P_Eng_1		
Business Administration (Master)	KP	ECTS
Marketing Management	4	6
Intellectual Capital Management	4	6
Human Resources and Leadership	4	6
Strategic and Change Management	4	6
Management Theories	4	6
Integrated Management Systems	4	6

M_Bv_P_Eng_2		
Business Administration (Master)	KP	ECTS
Integrated Management Systems	4	6

M_PV_P_Eng_1		
International cultural project management (Master)	KP	ECTS
Project Financing	4	6
Project Financing II	2	3
Intercultural Communication	4	6
Research Methods and Organization of Academic Work	4	6
Labor, Environmental and Civil Protection	2	3
International Etiquette and Protocol	4	6

M_AE_P_Eng_1		
Circular economy and social entrepreneurship (Master)	KP	ECTS
Start-up Entrepreneurship	4	6
Sustainable Development	4	6
Environmental Policy	2	3

M_BD_P_Eng_1		
Brand design (Master)	KP	ECTS
Animation	4	6
Brand Graphic Design	8	12

M_BD_P_Eng_2		
Brand design (Master)	KP	ECTS
Brand Visual Identity	8	12
Contemporary Art	4	6

PB_It_P_Eng_2		
Information Technologies - second year (Bachelor)	KP	ECTS
Web Programming II	4	6
Higher Mathematics	3	5
Programming I	4	6
Database Technologies I	4	6

Computer Networks I	3	4
Operating Systems	4	6

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
1.	Greeting and addressing. Introducing yourself. Contact details (Alphabet. Verbs <i>būt, nebūt</i> . Numbers 1-20. Pronouns.)	4		
2.	People, countries, languages and nationalities (Verbs <i>dzīvot, runāt, strādāt, studēt</i> .)	4		
3.	In a town and in the country (Verbs <i>redzēt, apmeklēt</i> + nouns in the relevant case.)	4		

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
4.	My home and my family (Verbs <i>dzīvot, īrēt</i> + nouns in the relevant case.)	4		
5.	Travelling and transport (Verbs <i>iet, braukt, lidot</i> + nouns in the relevant case.)	4		
6.	Daily routines (Times of the day, verbs <i>ēst, dzert, lasīt, gulēt, darīt</i> + nouns in the relevant case.)	4		
7.	In a shop and bank (Verbs <i>pirkt, pārdot, maksāt</i> + nouns in the relevant case.)	4		
8.	Food and meals (Verbs <i>cept, vārīt, garšot, negaršot</i> + nouns in the relevant case.)	4		
Total:		32		

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

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

The evaluation of the study course learning outcomes:
Students shall:

<ul style="list-style-type: none"> - attend at least 70% of contact classes and take an active participation in classroom activities; - complete successfully 2 independent work assignments (see <i>Independent work description</i> table) meeting the requirements for A1 level; - pass final test (consisting of oral and written part). <p>The final grade for the course is formed by successful completion of the 3 above mentioned requirements, i.e. active participation in classroom activities (20%), 2 independent work assignments (30%) and final test (50%).</p>						
No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1.	Students can recognise familiar words and very basic phrases concerning oneself, one's family and immediate concrete surroundings when people speak slowly and clearly.	Practical reading exercises and listening tasks, question – answer sessions	Students can recognise 40%-64% of familiar words and very basic phrases	Students can recognise 65%-84% of familiar words and very basic phrases	Students can recognise 85%-94% of familiar words and very basic phrases	Students can recognise 95%-100% of familiar words and very basic phrases
2.	Students can understand familiar names, words and very simple sentences.	Practical reading exercises and listening tasks, individual and pair work, question – answer sessions	Students can understand 40%-64% of familiar names, words and very simple sentences	Students can understand 65%-84% of familiar names, words and very simple sentences	Students can understand 85%-94% of familiar names, words and very simple sentences	Students can understand 95%-100% of familiar names, words and very simple sentences
3.	Students can interact in a simple way provided the other person is prepared to repeat or rephrase things at a slower rate of speech and help them formulate what they are trying to say. They can ask and answer simple questions in areas of immediate need or on very familiar topics.	Practical speaking and listening tasks in pairs and groups, presentation	Students can ask simple questions, partially understand what is said/asked, but have difficulties with providing answers	Students can ask simple questions, fully understand what is said/asked, but have difficulties with providing relevant answers due to grammatical or vocabulary issues	Students can interact asking simple questions and providing simple answers, but there are minor vocabulary and grammar issues	Students can freely interact asking simple questions and providing simple answers
4.	Students can write a short, simple text and fill in forms with personal details, for example, entering their name, nationality and address on a registration form.	Written tasks (individual work), examination	40%-64% of tasks completed correctly	65%-84% of tasks completed correctly	85%-94% of tasks completed correctly	95%-100% of tasks completed correctly

Literature and information sources:

Compulsory literature and information sources

1. Auziņa, I. et.al. (2014). *A1 Laipa. Latviešu valodas mācību grāmata*. Rīga: Latviešu valodas aģentūra.

Additional literature and information sources

1. Dumpe, D. (2009). *Latvian in three months*. Rīga: Zvaigzne ABC.

2.	Ozola, N. (2005). <i>Латышский язык за три месяца</i>. Rīga: Zvaigzne ABC.
3.	Poikāns, K. (2014). <i>Es protu latviešu valodu. Testu krājums (A1, A2)</i> . Rīga: Zvaigzne ABC.
4.	Svarinska, A. (2003). <i>Latviešu valoda. Mācību kurss 25 nodarbībām</i> . Rīga: Zvaigzne ABC.
Other information sources	
1.	Latvian Academy of Science Terminology Commission. Akadterm. Online dictionary. [Accessed 30.11.2018.] Available at: http://termini.lza.lv/term.php
2.	European Commission. Eur-lex. Translation corpus. [Accessed 30.11.2018.] Available at: http://eur-lex.europa.eu
3.	Linguee. Online LV-ENG/ENG-LV dictionary. [Accessed 30.11.2018.] Available at: http://www.linguee.com/english-latvian/
4.	Sproģe, I., Kaupers, R. Joka pēc alfabēts [Accessed 30.11.2018.] Available at: https://www.youtube.com/watch?v=W5e9GJfHC4A&index=4&list=PLqJcHm-6n4cGcJ_AWZisWAL5FZ53xCsg0
5.	Tilde. Letonika. Online dictionary [Accessed 30.11.2018.] Available at: https://www.letonika.lv/groups/default.aspx?g=2
6.	Tilde. Online LV-ENG/ENG-LV dictionary and translation tool. [Accessed 30.11.2018.] Available at: https://www.tilde.lv/
7.	Zīle, U. Mācāmies krāsas. [Accessed 30.11.2018.] Available at: https://www.youtube.com/watch?v=gylg2qAj_dE&list=PLqJcHm-6n4cGcJ_AWZisWAL5FZ53xCsg0
8.	Zīle, U. Mācāmies skaitīt līdz desmit, mācāmies ciparus. [Accessed 30.11.2018.] Available at: https://www.youtube.com/watch?v=f4-CcCJ0Ni8&index=2&list=PLqJcHm-6n4cGcJ_AWZisWAL5FZ53xCsg0

Digital marketing

Author/s of the course:	
MBA, guest lecturer, Edgars Korņevskis	
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 culture field. 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*
9.	Digital marketing functions and channels, e-commerce <ul style="list-style-type: none"> • Business objectives and target audiences • Digital marketing planning, budget • Methods and channels • User experience, usability 	4	3	1.5
10.	Content marketing <ul style="list-style-type: none"> • Principles, content plan • Content types • The basic principles of formatting 	4	3	1.5

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*
11.	Search Engine Optimization (SEO) <ul style="list-style-type: none"> SEO basics SEO strategy and plan Tool usage: Google webmasters, Google My Business 	4	2	1
12.	Social media management <ul style="list-style-type: none"> Social media communication plan The most popular channels: Facebook, Instagram, YouTube etc. Content creation for social media networks 	4	2	1
13.	Paid advertising <ul style="list-style-type: none"> Banner planning Google Ads Facebook advertising 	4	3	1.5
14.	Evaluation methods of marketing activities <ul style="list-style-type: none"> Google Analytics Social media statistical tools 	4	3	1.5
Total:		24	16	8

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

Structure of the study course:				
Study form	Contact hours			

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

Evaluation of the study course learning outcomes:						
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 importance of digital marketing in culture field	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 simplified examples	Able to analyze and understand the importance of user experience, understand its link with meeting the digital marketing objectives	Able to demonstrate practical usability and poor user experience cases, understand the significance of these factors in marketing communication	Able to illustrate the theory with practical 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	Understand the main differences	Able to devise appropriate strategy for	Able to devise appropriate strategy and

			popular social media networks	among the most popular social media channels, able to choose the most appropriate social media channel for the target audience	each media channel	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/

Macroeconomics

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

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
15.	Introduction to macroeconomics. <ul style="list-style-type: none"> • The object of macroeconomics. • Macroeconomic methodology. • The basic problem and aims of macroeconomics. 	4	2	1
16.	Key indicators of macroeconomics. <ul style="list-style-type: none"> • Gross National Product and Gross Domestic Product. • The methods of calculating Gross Domestic Product. • Other macroeconomic indicators. • Nominal and real Gross Domestic Product. Price indices. • Gross Domestic Product and population welfare. Economic growth. 	8	4	2

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.	Macroeconomic instability. <ul style="list-style-type: none"> • Production cycles as macroeconomic instability manifestation. • The substance of inflation and its forms of expression. • The substance, types and socioeconomic consequences of unemployment. 	6	3	1
18.	Monetary system. <ul style="list-style-type: none"> • Money demand and supply. • Two-tier banking system. • Monetary policy. 	8	4	2
19.	Aggregate demand and supply. <ul style="list-style-type: none"> • Aggregate demand - its structure and factors. • Aggregate supply: Keynesian and classical approach. • Aggregate supply changes. • Macroeconomic balance and changes. • Demand and supply shocks. Automatic process and regulatory measures. 	6	3	1
20.	Income – expenditure model component analysis. <ul style="list-style-type: none"> • Consumption, savings, investment. • Income–expenditure balance and multiplication effects. 	4	2	1
21.	Fiscal framework. <ul style="list-style-type: none"> • Government expenditure structure. • Taxes: functions, principles. • The state budget, its deficit and public debt. 	6	3	2
22.	International economic relations. <ul style="list-style-type: none"> • International trade - substance and policy. • International capital movement. • The international labor movement. • International Monetary System. 	6	3	2
Total:		48	24	12

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

Structure of the study course:				
Study form	Contact hours			

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

No.	<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 (from 95% to 100%)</i>
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 of the concepts and able to analyze the regularities.
2.	Understand key macroeconomic indicators.	Independent work Seminar Examination	Understand the substance of key indicators.	Understand the substance of key indicators, but there are difficulties in the formulation of regularities.	Understand and able to apply key macroeconomic indicators in problem-solving.	Have a good grasp of key macroeconomic indicators.
3.	Able to solve practical tasks in accordance with the acquired theoretical knowledge.	Independent work Quizzes Examination	Able to apply the acquired knowledge independently to solve certain macroeconomic problems.	Able to apply the acquired knowledge independently in solving macroeconomic problems.	Able to deal with different level practical tasks independently.	Able to solve practical tasks freely and creatively.
4.	Able to critically analyze problems at the economy level.	Discussion Seminar	Able to analyze the information obtained, however, there are difficulties discerning regularities.	Able to analyze the information obtained, however, there are difficulties in formulating conclusions.	Able to analyze the information obtained critically and to formulate conclusions.	Able to analyze the information obtained critically, draw conclusions and propose solutions.
5.	Able to provide arguments to discuss the fundamental issues of macroeconomics.	Discussion Presentation Seminar	Able to discuss current events, unable to formulate opinion.	Able to discuss current events, but there are difficulties to argue a viewpoint.	Able to provide arguments to discuss current events, formulate and justify opinions.	Excellent argumentative and oratorical skills.

Literature and other sources of information:

Mandatory literature and information sources

- Krugman, P., Wells R. (2018). Macroeconomics. N.-Y: Macmillan Education, p. 561.
- 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. Biznesa augstskola Turība 15 – 88, 126 – 162, 179 - 217.
3.	Mankiw, N., G., Taylor M., P. (2010). Economics. South-Western Cengage Learning, 473 – 783 p.
4.	Брю, С., Л., Макконнел К., Р. (2015). Экономикс: краткий курс. Москва: ИНФРА-М, 461 стр.
5.	Tautsaimniecības analīze http://www.fm.gov.lv/lv/sadalas/tautsaimniecibas_analize/
6.	Makroekonomikas ikmēneša apskats http://www.fm.gov.lv/lv/sadalas/tautsaimniecibas_analize/tautsaimniecibas_analize/ikmenesas_makroekonomikas_un_budzeta_apskats/
7.	Nodokļi http://www.fm.gov.lv/lv/sadalas/nodoklu_politika/
8.	Starptautiskā sadarbība https://www.em.gov.lv/lv/nozares_politika/starptautiska_sadarbiba/
Other sources of information	
1.	Centrālā statistikas pārvalde www.csb.gov.lv
2.	Latvijas Ekonomikas ministrija www.em.gov.lv
3.	Latvijas Finanšu ministrija www.fm.gov.lv
4.	Latvijas Banka www.bank.lv
23.	Zinātnisko žurnālu datubāze EBSCO www.search.ebscohost.com

Branding

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

Study course calendar plan:				
<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*
24.	The role of brand in an organization's activities: <ul style="list-style-type: none"> • Brand definitions • Branded and non-branded products • Brand analysis models 	3	2	1
25.	The development of branding: <ul style="list-style-type: none"> • Brand creation, history • The development stages of branding 	3	1	1
3.	Branding in various industries: <ul style="list-style-type: none"> • Manufacturer's brand • Service brand • Co-brand • Retail brand 	4	3	1
27.	External identifiers of a brand <ul style="list-style-type: none"> • Name • Logo • Advertising slogan • Packaging 	4	3	1

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.	Brand development: <ul style="list-style-type: none"> Strategic Administrative Operational 	3	2	1
29.	Brand portfolio management: <ul style="list-style-type: none"> The concept of brand portfolio Brand distribution and expansion Segmentation and positioning 	3	2	1
30.	Place branding: <ul style="list-style-type: none"> Concept Nation branding City branding 	2	1	1
31.	Brand promotion: <ul style="list-style-type: none"> Marketing communication Promotion strategy 	2	2	1
Total:		24	16	8

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

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

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

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

Evaluation of the study course learning outcomes:						
During the course, students have to prepare 2 independent assignments and participate in 1 seminar, as well as to attend at least 50% of lectures and pass a written examination. The final evaluation is the average grade of 3 assessments (2 independent work assignments and the exam)						
No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (10) (from 95% to 100%)
1.	Know about the substance of branding, its principles and methods	Seminar, discussion, examination	Able to name key branding concepts, describe them	Know the key branding concepts, able to identify and describe the types of brand	Excellent understanding of brand essence and brand typology, understand the brand's role in society	Freely discusses branding concepts and terminology, able to analyze and judge the trends
2.	Know strategic planning and plan implementation	Independent work, discussion, quiz	Understand the structure of a plan and the main principles of its creation	Understand the structure of a plan and the main principles of its creation very well	Understand the planning process at the strategic level, able to draw up a plan	Understand the planning process at the strategic level, able to create a brand development plan
3.	Know how to determine brand value	Independent work, discussion	Know the brand structure and able to describe the main elements	Know the brand structure and able to describe the main features as well as conduct their detailed analysis	Know the brand valuation methods, able to use them in practice	Know the brand valuation methods, able to use them in practice as well as to calculate brand equity
4.	Information collection and processing skills and the maintenance of brand value	Discussion, group work	Have skills in obtaining information from various sources	Able to critically evaluate the information gathered, however, there are problems in the formulation of the question under study	Able to get and process information very well, formulate research questions and plan the research study	Able to get and process information very well, formulate research questions and plan the research study as well as conduct it
5.	Have problem analysis and solving competences	Discussion, independent assignment, quiz	Able to identify the brand management problems and to present them in front of the audience	Able to identify the brand management problems and present them in front of the audience, however, unable to offer solutions	Able to identify the brand management problems and present them in front of the audience, as well as able to offer solutions to the problems	Able to identify the brand management problems and present them in front of the audience, as well as develop a problem-solving strategy (model)

Literature and other sources of information:	
Mandatory literature and information sources	
1	Balmer J. M. T., Abratt, R. (2016). Corporate brands and corporate marketing: emerging trends in the big five eco-system. <i>Journal of brand management</i> , Available at:

	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 gov : [kā veicināt sava zīmola, produktu un pakalpojumu atpazīstamību]</i> . Jelgava : Zoldnera izdevniecība.
5	Grubor, A. Milovano, O. (2017). Brand Strategies in the Era of Sustainability. <i>Interdisciplinary Description of Complex Systems</i> 15(1), 78-88. Available at https://hrcak.srce.hr/file
6	Hammonds, Dž. (2008). <i>Tava biznesa zīmols : kā vadīt zīmolu, piesaistīt klientus un kļūt pamanāmam tirgū</i> . Rīga : Lietišķās informācijas dienests.
7	Marwick, A., E. (2013). <i>Status update : celebrity, publicity, and branding in the social media age</i> . New Haven ; London : Yale University Press. 2013.
8	Praude, V. (2012). <i>Menedžments</i> . Rīga : Burtene, 2012.
9	Rosenbaum-Elliott, R., Percy, L., Pervan, S. (2018). <i>Strategic brand management</i> . Oxford: Oxford University Press.
Further reading	
1	Anholt, S. Competitiveness Identity. (2007). <i>The New Brand Management for Nations, Cities and Regions</i> . London: Palgrave Macmillan.
3	Cocoran I. (2007). <i>The Art of Digital Branding</i> . New York: Allworth Press.
2	Kornberger, M. (2010). <i>Brand Society. How Brands Transform Management and Life-style</i> . Cambridge: Cambridge University Press.
4	Kucuk, S. U. (2019). <i>Brand Hate : Navigating Consumer Negativity in the Digital World</i> . Cham, Switzerland : Palgrave Macmillan, [2019]
5	Steenkamp, J.-B. (2017). <i>Global brand strategy : world-wise marketing in the age of branding</i> . London : Palgrave Macmillan.
Other sources of information	
1	https://www.adweek.com/brand-marketing/
2	https://brandstruck.co/blog/
3	https://identitydesigned.com/
4	https://www.thebrandingjournal.com/

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):	
1. Understand the main research methodology concepts and research principles 2. Able to independently formulate the aim and tasks of the research, question and hypothesis, research variables 3. Able to choose data acquisition and analysis procedures appropriate for the purpose of the research 4. Able to adequately assess the validity and reliability of the research performed, the amount of the required data (sample) of the study 5. Able to statistically process quantitative research data 6. Able to analyze the required information in order to gain understanding of the particular subject of research in the field of economics and management science 7. Able to present the results of the study 8. Able to reasonably discuss the conclusions of the study and application possibilities	
Study course thematic plan:	
1.	Essence of research methodology, principles of the scientific research. The role of researches in the development and improvement of the company performance. General requirements for research work. Research work organization. Stages of research conducting and creating a structure for research paper.
2.	Research topic, subject, subject, object, aim and tasks. Research question and research hypothesis.
3.	General scientific methods, data collecting (gathering) methods and data processing techniques in modern research. Specifics of qualitative and quantitative research.
4.	The essence and structuring of the research theoretical background. Requirements for development and presentation of the research theoretical background. Search and selection of the information sources and analysis of its content according to the research aim.
5.	Research design (descriptive, experimental, quasi-experimental, data mining schemes).
6.	Research variables and their measurement scales (data types). Determination of variables according to the aim, question, hypothesis of the research.
7.	Quality characteristics of the research: reliability, validity, representativeness. Techniques for sample selection.
8.	The essence of the statistical hypothesis. Types of relationships between variables. Hypotheses about statically significant differences and correlation between variables. Statistical conclusion and its reliability.
9.	Organization of empirical data collecting and processing (documents analysis, observation, interview, questionnaire, focus group, etc. according to the specifics of the study). Integration of the theoretical constructs of the research into the research methodology.
10.	Possibilities for statistical analysis of the research data (indicators of descriptive statistics, inferential statistics tools and their correspondence to the research design).
11.	Introduction to multivariate statistics. Univariate, bivariate and multivariate statistics for different research designs. Possibilities of dispersion analysis, regression analysis, application of factor analysis.
12.	Formatting and presentation of research results.

Study course calendar plan:

No.	Topic	Lecture contact ours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements
32.	Essence of research methodology, principles of the scientific research. The role of researches in the development and improvement of the company performance. General requirements for research work. Research work organization. Stages of research conducting and creating a structure for research paper.	4	2	1
33.	Research topic, subject, object, aim and tasks. Research question and research hypothesis.	4	2	1
34.	General scientific methods, data collecting (gathering) methods and data processing techniques in modern research. Specifics of qualitative and quantitative research.	4	2	2
35.	The essence and structuring of the research theoretical background. Requirements for development and presentation of the research theoretical background. Search and selection of the information sources and analysis of its content according to the research aim.	4	2	1
36.	Research design (descriptive, experimental, quasi-experimental, data mining schemes).	4	2	1
37.	Research variables and their measurement scales (data types). Determination of variables according to the aim, question, hypothesis of the research.	4	2	1
38.	Quality characteristics of the research: reliability, validity, representativeness. Techniques for sample selection.	4	2	1
39.	The essence of the statistical hypothesis. Types of relationships between variables. Hypotheses about statically significant differences and correlation between variables. Statistical conclusion and its reliability.	4	2	2
40.	Organization of empirical data collecting and processing (documents analysis, observation, interview, questionnaire, focus group, etc. according to the specifics of the study). Integration of the theoretical constructs of the research into the research methodology.	4	2	2
41.	Possibilities for statistical analysis of the research data (indicators of descriptive statistics, inferential statistics tools and their correspondence to the research design).	4	2	2
42.	Introduction to multivariate statistics. Univariate, bivariate and multivariate statistics for different research designs. Possibilities of dispersion analysis, regression analysis, application of factor analysis.	4	2	1
43.	Formatting and presentation of research results.	4	2	1
Total:		48	24	16

Independent work description:

Study form	Type of independent work	Form of control
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All study forms	<ol style="list-style-type: none"> 1. Creating the Bibliography including at 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, research limitations in accordance with the Guidelines. 3. Creating the introduction based research 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) 2nd 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	Correct understanding of the main research methodology concepts and research	Correct understanding of and free operating with the main research methodology	Correct and detailed understanding and reasoning on the research methodology

			methodology concepts	principles with some gaps	concepts and research principles	concepts and research principles
2.	Able to independently formulate the aim and tasks of the research, question and hypothesis, research variables	Independent work, discussion, control work	Able to independently formulate the simple aim and tasks of the research, but there are difficulties with question and hypothesis, research variables	Partially able to independently formulate the aim and tasks of the research, question and hypothesis, research variables	Able to independently formulate the aim and tasks of the research, question and hypothesis, research variables	Able to independently and sophisticatedly formulate the aim and tasks of the research, question and hypothesis, research variables
3.	Able to choose data acquisition and analysis procedures appropriate for the purpose of the research	Independent work, control work	Able to choose data acquisition and analysis procedures partly appropriate for the purpose of the research from the limited scope	Partially able to choose data acquisition and analysis procedures appropriate for the purpose of the research	Able to choose data acquisition and analysis procedures appropriate for the purpose of the research	Able to confidently and sophisticatedly choose data acquisition and analysis procedures appropriate for the purpose of the research
4.	Able to adequately assess the validity and reliability of the research performed, the amount of the required data (sample) of the study	Discussion, control work	Able to assess the validity and reliability of the research performed, but there are problems with the amount of the required data (sample) of the study	Partially able to adequately assess the validity and reliability of the research performed, the amount of the required data (sample) of the study	Able to adequately assess the validity and reliability of the research performed, the amount of the required data (sample) of the study	Able to adequately and confidence assess the validity and reliability of the research performed, the amount of the required data (sample) of the study
5.	Able to statistically process quantitative research data	Independent work, control work	Able to statistically process quantitative research data, using limited amount of tools and with lack of grounded 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, with lack of appropriate reasoning and confidence	Able to reasonably discuss the conclusions of the study and application possibilities with some difficulties	Able to reasonably discuss the conclusions of the study and application possibilities	Able to reasonably and confidently discuss the conclusions of the study and application possibilities

Literature and information sources:

Compulsory literature and information sources

1. Bryman, A. (2016). *Social Research Methods*. UK: Oxford University Press.
2. Guidelines on Preparation and Defense of Research Papers, Project Reports and Theses at the University of Economics and Culture (edited and approved 30.01.2019.) J.Titko, O.Lentjušenkova, S.Keišs u.c. Rīga: Ekonomikas un kultūras augstskola, 2018.

Additional literature and information sources

1. Adams, K.A. (2019). *Research methods, statistics, and applications*. LA: Sage
2. Bordens, K.S., Abbott, B. (2018). *Research Design and Methods: a Process Approach*. 10th ed. Dubuque, IA : McGraw-Hill Education
3. Dawson, C. (2009). *Introduction to research methods: a practical guide for anyone undertaking a research project*. Oxford: How To Books.
4. Fisher, C., Buglear, J. (2010). *Researching and writing a dissertation: an essential guide for business students*. New York: Financial Times/Prentice Hall.
5. Gill, J., Johnson, P. (2010). *Research methods for managers*. LA: Sage
6. Wilson, J. (2010). *Essentials of business research: a guide to doing your research project*. LA: Sage Publications.

Other information sources

1. EBSCO HOST data base. Electronic source. Available at: <http://web.b.ebscohost.com/>
2. EMERALD Insight database. Electronic source. Available at: <https://www.emerald.com/insight/>
3. Google Scholar database. Electronic source. Available at: <https://scholar.google.com/>
4. Information Research. Electronic source. Available at: <http://informationr.net/ir/>

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*
44.	Accounting as a form of record keeping, its meaning and tasks. Requirements for accounting records. Systems types and forms of accounting records.	4	2	1
45.	Classification and characterization of economic assets and their sources of origin.	4	2	1
46.	Accounting balance sheet and its characteristics. Changes in the balance as a result of economic operations.	8	4	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*
47.	Accounting accounts and double entry. Balance sheet accounts and operation accounts. Plan of book-keeping accounts. Double entry.	4	2	1
48.	Recording and evaluation of balance sheet and profit or loss items.	20	10	4
49.	Documentation and inventory.	2	1	1
50.	Accounting reports. The company's annual report and its components.	4	2	1
51.	Accounting work organization in a company.	2	1	1
Total:		48	24	12

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

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:

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

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

No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			<i>Minimum level (from 40% to 64%)</i>	<i>Average level (from 65% to 84%)</i>	<i>High level (from 85% to 94%)</i>	<i>Excellent level (10) (from 95% to 100%)</i>
1.	Know and understand the substance, meaning and concepts of accounting records	Independent work, discussion, quiz	Know the key concepts, their substance and importance in accounting records	Know the key concepts, their substance and importance in accounting records, their regularities	Know and understand the key concepts, their substance and importance in accounting records, as well as their regularities and use	Know the substance, meaning and concepts of accounting records well, as well as their regularities, able to use them independently
2.	Know the latest laws and regulations related to accounting records	Quiz, discussion	Know only the main requirements of the laws and regulations regarding the accounting records	Partly know the requirements of the laws and regulations regarding the accounting records	Familiar and able to explain the requirements of the laws and regulations regarding the accounting records	Have a good grasp of the requirements of the laws and regulations regarding the accounting records
3.	Know the accounting records process and accounting work organization	Discussion, practical work, individual assignment	Know the main accounting records processes and accounting work organization	Partly know the accounting records process and accounting work organization	Know the accounting records process and accounting work organization	Have a good grasp of the accounting records process and accounting work organization
4.	Able to apply the acquired knowledge to manage the records of assets and liabilities	Independent work, discussion, quiz	Able with difficulty to apply knowledge concerning accounting records	Mainly able to independently apply knowledge concerning accounting records	Able to apply the acquired knowledge to manage the records, in relation to accounting records	Able to apply the acquired book-keeping knowledge professionally in relation to accounting records

5.	Able to express, support and defend opinion	Discussion	Able to express, support and defend opinion, but there are difficulties with argumentation	Able to express a well-argued and supported opinion, as well as able to defend it	Able to express a well-argued opinion, discuss the latest developments	Able to express well-argued and supported opinion, as well as discuss and defend it
6.	Able to conduct accounting work related to the records of economic processes	Independent work, discussion	Have difficulties to independently conduct accounting work related to the records of economic processes	Mainly able to conduct accounting work related to the records of economic processes	Able to independently conduct accounting work related to the records of economic processes, but there are errors in solving specific problems	Able to independently conduct accounting work related to the records of economic processes
7.	Able to analyze accounting record keeping organization	Independent work, discussion, quiz	Able to analyze accounting work organization, unable to identify problems and find possible solutions	Able to independently analyze and evaluate accounting work organization, unable to identify problems and find possible solutions	Able to independently analyze and evaluate accounting work organization, identify problems, and, using a variety of research methods, find possible solutions	Able to independently analyze and evaluate accounting work organization, perceive the problems, and, using various research methods, find solutions for the improvement of accounting work

Literature and other sources of information:	
Mandatory literature and information sources	
1.	Leibus, I., Grigorjeva, R., Jesemčika, A., Svarinska, A. (2016). Grāmatvedības pamati uzņēmumos. Atkārtots un atjaunots 2. izdevums. Rīga: Lietišķās informācijas dienests.
2.	Gadapārskatu un konsolidēto gadapārskatu likums. Spēkā no 22.10.2015. Electronic resource. Available: https://likumi.lv/ta/id/277779-gada-parskatu-un-konsolideto-gada-parskatu-likums
3.	Gadapārskatu un konsolidēto gadapārskatu sagatavošanas noteikumi, LR MK noteikumi nr. 775. Spēkā no 22.10.2015 no 22.12.2015. Electronic resource. Available: https://likumi.lv/ta/id/278844-gada-parskatu-un-konsolideto-gada-parskatu-likuma-piemerosanas-noteikumi
4.	Leibus, I. (2016). Pirmiesolojumu komercdarbībā: 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 uzņēmumos. Rīga: Lietišķās informācijas dienests.
2.	Jaunzeme, J. S. (2016). Starptautiskie finanšu pārskatu standarti: standartu apkopojums un pielietojuma piemēri. Rīga: Lietišķās informācijas dienests, (Balances bibliotēka).
3.	Grebenko, M. (2015). Darbalikums un grāmatvedība. Rīga: Lietišķās informācijas dienests, (Balances bibliotēka).
4.	Jevigina, I., Sundukova, Z. (2004). Finanšu grāmatvedības pamati. Rīga: RTU Izdevniecība.
5.	Krogzeme, H. (2011). Nodokļu un finanšu grāmatvedības pamati. Rīga: RTU Izdevniecība.
6.	Sundukova, Z. (2011). Uzņēmējdarbības līdzekļu un to veidošanās votu uzskaitē un novērtēšana. Mācību grāmata. Rīga: RTU Izdevniecība.
7.	Ābika L., Brūna I., Būmane I., Kasale M. (2008). Praktiskodarbības uzdevumi grāmatvedības teorijā. 2. papildināts izdevums. Rīga: SIA Izglītības solis.

8.	Shields, G. (2018) . Accounting Principles. The Ultimate Guide to Basic Accounting Principles, Gaap, Accrual Accounting, Financial Statements, Double Entry Bookkeeping and More. Leipzig: Amazon.
9.	Maynard, J. (2017). Financial Accounting, Reporting & Analysis. United Kingdom : Oxford University Press.
10.	Sangster, A. (2018) . Frank Wood's Business Accounting 1. Harlow: Pearson.
11.	Financial Accounting and Reporting (IFRS). (2018). ICAEW: Partner in Learning.
12.	Grigorjeva, R., Jesemčika, A., Leibus, I., Svarinska, A., (2009) Finanšu grāmatvedība. Rīga: Izglītības sōļi, 252 lpp.
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

PHILOSOPHY

Author/s of the course:	
Dr.phil., Professor VelgaVēvere	
Credit points (Latvian):	ECTS credits:
2	3
Final evaluation form:	
Examination	
Study course prerequisites:	
Secondary school level knowledge of the history of culture and literature	
Study course aim:	
To provide students with the necessary knowledge, skills and competence acquisition in the field of philosophy.	
Study course learning outcomes (knowledge, skills, competences):	
8. Know and understand the substance of philosophy, its role and function in society 9. Know the historical and contemporary models of philosophical analysis 10. Able to carry out the philosophical analysis of current socio-economic and cultural problems 11. Know the basic principles of text analysis 12. Able to use the basic principles of critical thinking 13. Able to support and defend opinion 14. Able to collect and evaluate information 15. Able to practically present the results of research, write pointed essays	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	The substance of philosophy and its role in society
2.	The European origins of philosophy - mythology, ancient philosophy
3.	Late antique and medieval philosophy
4.	Classic modern philosophical concepts
5.	The 19th-21st century philosophical directions - existentialism, pragmatism, psychoanalysis, phenomenology, the philosophy of life, hermeneutics
6.	Language philosophy, analytical philosophy and logical positivism
7.	Philosophy and culture, cultural semiotics
8.	The philosophy of science from historical and contemporary perspective
9.	The human being and society - social utopias, the problem of power
10.	Philosophy and economics, the philosophy of money and consumption

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
52.	The substance of philosophy and its role in society	2	1	0.5
53.	The European origins of philosophy - mythology, ancient philosophy	3	2	0.5
3.	Late antique and medieval philosophy	2	1	0.5
55.	Classic modern philosophical concepts	3	2	0.5
56.	The 19th-21st century philosophical directions - existentialism, pragmatism, psychoanalysis, phenomenology, the philosophy of life, hermeneutics	4	4	2
57.	Language philosophy, analytical philosophy and logical positivism	2	1	1
58.	Philosophy and culture, cultural semiotics	2	1	1
59.	The philosophy of science from historical and contemporary perspective	2	1	1
9.	The human being and society - social utopias, the problem of power	2	1	0.5

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*
61.	Philosophy and economics, the philosophy of money and consumption	2	2	0.5
Total:		24	16	8

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

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

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

<i>Part-time studies with e-learning elements</i>	8	6	2	16	32	32	80
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Evaluation of the study course learning outcomes:						
Students successfully complete all independent work assignments and pass the exam. The final grade for the course is formed as the mean of combined average evaluations for the independent work assignments and the exam.						
No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (10) (from 95% to 100%)
1.	Know and understand the substance and basic concepts of philosophy	Independent work, discussion, quiz	Know the main concepts of philosophy, have the basic understanding of philosophy's role in society	Know the main concepts of philosophy, able to identify the problems of philosophy, describe them	Excellent knowledge of the main concepts of philosophy, able to discuss independently the philosophy's role in society	Fully aware of the key concepts of philosophy, able to independently discuss the philosophy's role in society and to use the knowledge for situation analysis
2.	Know the historical and contemporary models of philosophical analysis	Independent work, discussion, quiz	Able to identify the main historical philosophical analysis models, describe them superficially	Able to identify the main historical philosophical analysis models, describe them in depth	Able to identify the main philosophical analysis models, characterize them as well as analyze them in today's context	Have a good grasp of the historical philosophical analysis models, analyze them in today's context, make a creative interpretation
3.	Able to carry out the philosophical analysis of current socio-economic and cultural problems	Independent work, discussion	Able to identify some of the current socio-economic and cultural challenges, provide insight from the perspective of philosophy	Able to identify the current socio-economic and cultural problems, make their philosophical description	Able to identify the current socio-economic and cultural problems, perform their philosophical analysis	Able to identify the current socio-economic and cultural problems, critically analyze them and offer possible solution variants
4.	Know the basic principles of text analysis	Discussion, group work	Know what the textual analysis is, able to use it at the elementary level	Know the text analysis methods, able to apply them in practice	Have a good grasp of the basic principles of text analysis, able to independently carry out philosophical text research	Fully conversant with the basic principles of text analysis, able to independently carry out philosophical text research
5.	Able to use the basic principles of critical thinking	Discussion, independent assignment, quiz	Able to identify, name and characterize thinking errors	Able to identify, name and characterize thinking errors, offer solutions	Able to use critical thinking methods and techniques in text and situation analysis, offer solutions	Able to critically analyze information and situations, present opinion and find solutions
6.	Able to support and defend opinion	Independent work, discussion, quiz	Able to form philosophical argumentation according to the proposed models	Able to form philosophical argumentation according to the proposed models, defend opinion	Able to creatively use philosophical argumentation methods, make counter	Able to creatively use philosophical argumentation methods, make counter arguments, discuss,

					arguments, discuss	moderate discussions
7.	Able to collect and evaluate information	Independent work, discussion	Able to find the necessary sources in libraries and online databases with the help of the instructor	Able to independently find the necessary sources in libraries, online databases, select and evaluate them	Able to independently find the necessary sources in libraries, online databases, evaluate them and use in research	Able to independently find the necessary sources in libraries and online databases, creatively use them in scientific research and make original conclusions
8.	Able to practically present the results of research, write pointed essays	Independent work	Able to report the results of the research in an essay	Able to report the results of the research in an essay and present them to an audience	Able to report the results of the research in a well-argued, pointed essay, support findings and present the results to an audience	Able to report the results of the research, argue its conclusions very well, present them in front of an audience, as well as moderate student discussions

Literature and other sources of information:	
Mandatory literature and information sources	
1.	Delēzs, Ž., Gvatari, F. (2010). <i>Kasirfilosofija?</i> Rīga :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). RīgalJāņaRozesapgāds.
5.	Kūle, M. (sast.). (2016). <i>Fenomenoloģijāmūsdienupasaulē</i> . Rīga: LU FSI
6.	Pazuhina, N., Štolls, P., Šuvajevs, I. (2018). <i>Bezvarīgovara: Masariks, Patočka, Haveli</i> . Rīga: LU FSI.
7.	Platons. (2015). <i>Dialogi</i> . Rīga: Zinātne.
8.	Rasels, B. (2008). <i>Filosofijasproblēmas</i> . Rīga :JāņaRozesapgāds.
9.	Rufinga, M. (2016). <i>Kants, Šopenhauers un Niče</i> . LU FSI: Rīga.
	Stūre-Stūriņa, I. (2016). <i>Totēms un tabu: toreiz un tagad</i> . Rīga: LU FSI
Further reading	
1.	Barts, R. (2008). <i>Camera lucida: piezīme par fotogrāfiju</i> . Rīga: Laikmetīgāsmākslascentrs.
2.	Blekbērnis, S. (2007). <i>Domā :neatvairāmsievadsfilozofijā</i> . Rīga: 1/4 Satori.
3.	Debors, G. (2017). <i>Izrādēssabiedrība</i> . Rīga: Laikmetīgāsmākslascentrs.
4.	Freids. (2017). <i>Viņpustiksmesprincipa</i> . Rīga: Zvaigzne ABC.
5.	Jankovskis, Ģ. & Jankovska, M. (2017). <i>Being There and Together</i> . Riga: 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>Niče :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

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

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

	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> Study sources 1, 2, 3 and 4 from the mandatory source list	
<i>Part-time studies</i>	1. Market study about the implementation opportunities of a new business idea 2. Business plan preparation 3. Independently read material on the market research opportunities	3 presentations 2 quizzes Seminar
	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> Study sources 1, 2, 3 and 4 from the mandatory source list	
<i>Part-time studies with e-learning elements</i>	1. Market study about the implementation opportunities of a new business idea 2. Business plan preparation 3. Independently read material on the market research opportunities	3 presentations 2 quizzes Seminar
	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> Study sources 1, 2, 3 and 4 from the mandatory source list	

Structure of the study course:

<i>Study form</i>	<i>Contact hours</i>				<i>Independent work (number of hours)</i>	<i>Mandatory reading and/or audio and video material watching/ listening</i>	<i>Total hours of the course</i>
	<i>Lecture contact hours (including seminars, discussions)</i>	<i>Consultations, guest lectures, conferences, field trips, business games, etc.</i>	<i>Final evaluation (exam, test, defense)</i>	<i>Total</i>			
<i>Full-time</i>	72	18	6	96	96	48	240
<i>Part-time</i>	32	34	6	72	96	72	240
<i>Part-time studies with e-learning elements</i>	16	26	6	48	96	96	240

Evaluation of the study course learning outcomes:

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

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

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

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

Literature and other sources of information:

Mandatory literature and information sources

1. Shefrin H. (2017). *Behavioral corporate finance*. McGraw-Hill Education.
2. Semjonova N. (2013). *Komercedarbībasfinansēšanasaprēķini :mācību līdzeklis*. RTU Izdevniecība
3. Terence C.M. (2018). *Corporate Finance*. Routledge, London and New York.
4. Drury C. (2018). *Management and Cost Accounting*. Cengage.

Further reading

1. Zariņa V., Strēle I. (2009). *Finanšu plānošana uzņēmumā*. Lietišķā informācijas dienests.
2. Jones C. (2010). *Investments : principles and concepts*. Wiley, Hoboken, N.J.
3. Kurjanovičs V. (2010). *Biznesa novērtējums : metodika un organizācija*. Merkūrijs LAT.
4. Kusins J., Zariņa V. (2017). *Gadapārskats un iepriekšējā perioda uzturēšanās*. Turības mācību centrs.

5.	Pelšs A. (2004). <i>Izmaksuanalīzēlēmumupieņemšanai</i> . LU akadēmiskaispīgāds.
<i>Other sources of information</i>	
1.	Gadapārskatu un konsolidētogadapārskatulikums. Electronic resource. [viewed on 22.11.2018]. Available: https://likumi.lv/ta/id/277779-gada-parskatu-un-konsolideto-gada-parskatu-likums
2.	Biznesaplānastruktūra. Electronic resource. [viewed on 22.11.2018]. Available: http://miljons.jal.lv/Documents/bp/ka_veidot_biznesa_planus.pdf
3.	LIAA Biznesaplāns. Electronic resource. [viewed on 22.11.2018]. Available: http://www.liaa.gov.lv/lv/biznesa-abc/finanses

STATISTICS

Author/s of the course:	
Dr.oec., Assistant Professor AijaSannikova	
Credit points (Latvian):	ECTS credits:
4	6
Final evaluation form:	
Examination	
Study course prerequisites:	
Financial Mathematics, Microeconomics, Financial Theory	
Study course aim:	
To provide students with the necessary knowledge, skills and competence acquisition in the field of statistics.	
Study course learning outcomes (knowledge, skills, competences):	
1. Know and understand the substance, meaning and concepts of statistics. 2. Able to apply the acquired knowledge in solving practical tasks. 3. Able to independently carry out a statistical analysis of the data. 4. Able to critically evaluate the obtained results of the analysis of statistical data and draw conclusions.	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	Introduction to statistical theory, statistical data mining techniques, population and selection
2.	Statistical data grouping, the distribution of queuing, data display in tables and figures
3.	Statistical key indicators of ungrouped and grouped data
4.	Time series analysis, data representation in tables and figures
5.	Individual indexes and general indexes
6.	Correlation and linear regression analysis
7.	Sampling method

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
68.	Introduction to statistical theory, statistical data mining techniques, population and selection	4	2	2
69.	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
72.	Individual indexes and general indexes	6	3	2
73.	Correlation and linear regression analysis	8	4	4
74.	Sampling method	4	3	2
Total:		48	24	12

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

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

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

Structure of the study course:

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

Evaluation of the study course learning outcomes:

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

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

No.	<i>Learning outcome:</i>	<i>Evaluation method/s</i>	<i>Evaluation criteria</i>			
			<i>Minimum level (from 40% to 64%)</i>	<i>Average level (from 65% to 84%)</i>	<i>High level (from 85% to 94%)</i>	<i>Excellent level (10) (from 95% to 100%)</i>
1.	Know and understand the substance, meaning and concepts of statistics.	Practical work, seminar	Know and understand the basic concepts of statistical theory.	Know the most important concepts of statistical theory, their substance, role in the socio-	Know the most important concepts of statistical theory, their substance, and able to justify their choice in	Know and understand the concepts of statistical theory, their substance, and able to apply them to critically evaluate their use

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

Literature and other sources of information:

Mandatory literature and information sources

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

Further reading

1.	Jansons V., Kozlovskis K. (2012). <i>Ekonomiskā prognozēšana SPSS 20 vidē : mācību grāmata</i> . RTU Izdevniecība, Rīga.
2.	Orlovskā, A. (2007) <i>Statistika</i> (mācību līdzeklis). Rīga: RTU.
3.	Slavinskā 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.	<u>Centrālā statistikas pārvalde. Datu bāze. Electronic resource. Available: https://www.csb.gov.lv/lv</u>
2.	<u>Latvijas Banka. Statistika. Electronic resource. Available: https://www.bank.lv/statistika</u>
3.	Ekonomikas Ministrija. Tautsaimniecības attīstība. Electronic resource. Available: https://em.gov.lv/lv/nozares_politika/nacionala_industriala_politika/uznemejdarbibas_vidē/uznemejdarbibas_vidēs_uzabosana/konsulte_vispirms_
4.	Eurostat. Statistics by theme. Electronic resource. Available: https://ec.europa.eu/eurostat
5.	Vītols, J. (1988). <i>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>Statistikaekonomikā 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 sōji.
10.	Schmuller, J. (2013). <i>Statistical Analysis with Excel For Dummies</i> . 3rd Edition, John Wiley & Sons, New Jersey
11.	Елисеева, И.И. (и др.) (2010) <i>Статистика: учебник</i> . Москва: Проспект.
12.	Ефимова, М. Р. (2006) <i>Общая теория статистики: учебник</i> . Москва: ИНФРА-М.
13.	Van Matre Joseph G., Gilbreath Glenn H. (1987) <i>Statistic for Business and economics</i> . Homewood: IRWIN. Illinois 60430

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):	
1. Knows key principles and functions of human resources management 2. Knows the power of management efficiency of human resources management 3. Can find information on topical research in the field of human resources management 4. Can analyse the performance of various human resource management functions in the company 5. Able to choose the human resources selection, evaluation, motivation and training methods for the company's needs 6. Can identify problems in human resource management independently 7. Can develop solutions of identified problems both independently and in a team 8. Is capable of arguing about the current events of the company's human resources management, understanding its connection with the company's performance	
The content of the study course required to attain the results of the study (thematic plan of the course):	
1.	The essence and key concepts of human resources management The human resources role in enterprise development. Interaction of interests in effective implementation of human resources management. Human resources specialist roles and competencies.
2.	Organisational solutions (models) for Human resources management and basic functions in the company. The importance of labour legislation in the implementation of human resources management functions
3.	The nature of the effectiveness of human resources management, its analytical capacity, quantitative and qualitative indicators. Audit of human resources management.
4.	The evolution of human resources management, development phases, transformation of approaches. Major authors and research in the field of human resources management.
5.	The nature and methods of human resources planning Personnel turnover.
6.	Nature and methods of work analysis. Development and updating of job descriptions and requirement profiles. The relationship between work analyses and recruitment, training and evaluation of the personnel.
7.	Search opportunities of the employees in the labour market. Personnel categories and occupational classification.
8.	The recruitment process and the possibilities for its organisation. Personnel selection methods and instruments. Evaluating the results of the recruitment.
9.	Recruiting and personnel involvement in work. Technically organisational and psychological aspects of the adaptation of personnel.
10.	Staff teaching, training and development. Team building. Nature of career management and organisational solutions (models).
11.	Nature and role of personnel evaluation in company development Staff evaluation methods and organisational solutions.

12.	Creating a motivation system for the company Methods and tools to motivate human resources. Effective motivating criteria and role in enterprise development.
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Study course schedule:				
<i>Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics</i>				
No.	Theme	Lectures (t.sk workshops, discussions) number of contact hours		
		full-time studies	part-time studies	part-time studies with e-learning elements*
75.	The essence and key concepts of human resources management The human resources role in enterprise development Interaction of interests in effective implementation of human resources management. Human resources specialist role and competencies.	4	2	1
76.	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
77.	The nature of the effectiveness of human resources management, its analytical capacity, quantitative and qualitative indicators. Audit of human resources management	4	2	1
78.	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
79.	The nature and methods of human resources planning Personnel turnover.	4	2	1
80.	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
81.	Search opportunities of the employees in the labour market Personnel categories and occupational classification.	4	2	1

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

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

	Compulsory reading: 1) Source 1. (Part 1, pp.6 - 22, part 3, pp.36 - 48, part 4, pp.50 – 58, parts 8 - 18, pp.95 -222). 2) Source 2. (Part 3, pp. 295 - 439) 3) Source 3. (part 2, pp. 37 - 74; part 7, pp. 236 - 276; part 13, pp. 407 – 457)	
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Study course organisation and the volume of the course:

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

Course acquisition requirements and evaluation of results:

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

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

No.	Learning outcomes	Evaluation method	Evaluation criteria			
			Minimal level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	With distinction (from 95% to 100%)
1.	Knows key principles and functions of human resources management	Discussion, classroom work, independent work, exam test	Knows carelessly key principles and functions of human resources management	Knows key principles and functions of human resources management in general	Knows key principles and functions of human resources management, can comment on them independently and critically evaluate them	Knows deeply key principles and functions of human resources management, understands their interconnections
2.	Knows the power of management efficiency of human resources management	Discussion, an independent work presentation	Aware of the possibilities for individual HR management efficiency, partially understands their restrictions	Knows the power of management efficiency of human resources management and its restrictions	Good knowledge of the possibilities for determining the effectiveness of human resource management, is able to assess their use in practice	Knows the potential of a diversified human resource management by identifying their specificities
3.	Can find information on topical research in the field of human	Independent work	Can find information on topical research in human	Can find information on topical research in	Can find information on topical research in the field of	Knows how to find information on topical research in

	resources management		resources management, with insufficient evaluation of the range of available information	the field of human resources management	human resources management, exploring and evaluating several sources	human resources management, with sufficient evaluation of the range of available information
4.	Can analyse the performance of various human resource management functions in the company	Independent task, discussion	Can carelessly analyse the performance of various human resource management functions in the company	Can analyse the performance of various human resource management functions in the company, but it is difficult to formulate conclusions	Can analyse the performance of various human resource management functions in the company, formulate reasoned conclusions	Can analyse the implementation of human resources management functions through a variety of methods by formulating conclusions on the causes and consequences
5.	Able to choose the human resources selection, evaluation, motivation and training methods for the company's needs	Classroom work, seminar, discussion	Able to choose the human resources selection, evaluation, motivation and training methods without going into relevance to the company's needs	Able to choose the human resources selection, evaluation, motivation and training methods in part according to the company's needs	Able to choose the human resources selection, evaluation, motivation and training methods according to the company's needs	Able to make a creative choice and justify the human resources selection, evaluation, motivation and training methods according to the company's needs
6.	Can identify problems in human resource management independently	Independent task, discussion	Carelessly identifies the problem of human resource management, without going into an analysis of reasons	Can identify problems in human resource management independently , partly explaining their reasons	Can identify problems in human resource management independently, partly explaining their reasons and ways of resolving them	Can identify problems in human resource management independently, explaining their reasons and ways of resolving them
7.	Can develop solutions of identified problems both independently and in a team	Classroom work, seminar, discussion	Partially justified solutions are developed to address the identified problems, insufficiently analysing their effectiveness	Able to develop semi-reasoned solutions to solve the company's human resource management problems	Able to develop reasoned solutions to solve the company's human resource management problems	Is able to build justified and detailed solutions to address human resource management problems, both independently and in a team
8.	Is capable of arguing about the current events of the company's human resources management, understanding its connection with the company's performance	Seminar, discussion	Is capable of arguing about the current events of the company's human resources management, poorly understanding	Is capable of arguing about the current events of the company's human resources management, understanding their	Is capable of arguing about the current events of the company's human resources management, understanding its connection	Is capable of arguing about the current events of the company's human resources management, deeply understanding

			their connection with the company's performance	connection with the company's performance	with the company's performance	its connection with the company's performance and offering measures for its development
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Literature and other sources of information:

Compulsory literature and other sources of information

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

Recommended literature

1. Clegg, S. R., Kornberger, M., & Pitsis, T. (2015). Managing and organizations: An introduction to theory and practice. Sage.
2. Dombrovska, L.R. (2009) Cilvēkresursu kapitāla vadība:teorija un prakse. Rīga, Zvaigzne ABC.
3. Dubkevičs, L. (2011) Līderība vadīšanā. Rīga, RaKa.
4. Ešenvalde, I. (2008). Personāla vadības mūsdienīgu 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.

Other sources of information

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

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*
87.	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
88.	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
90.	UNIDROIT The international commerce contract principles. E-commerce.	6	2	1
91.	International trade contract INCOTERMS Terms, regulations.	6	3	1
92.	UNCITRAL international commerce contract principles. Aspects of the application of the principles in practice. UNCITRAL recommendations for commercial contract preparation.	6	3	1
93.	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
94.	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
96.	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
97.	Methods of payment in international trade. Dispute resolution in international arbitration.	4	2	1
Total:		48	24	12

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

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

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

Structure of the study course:

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

Evaluation of the study course learning outcomes:

The final evaluation of the course for **full-time students** 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 and obligations of the parties	Know the regulatory framework of the international trade agreements, but there are difficulties to support opinion	Know the regulatory framework of the international trade agreements, the rights and obligations of the parties	Have a good grasp of the regulatory framework of the international trade agreements, the rights and obligations of the parties, able to support opinion
4.	Understand the terms and conditions of the international trade contract INCOTERMS	Independent work, discussion, quiz	Partly able to independently apply terms and conditions of the international trade contracts INCOTERMS	Able to independently apply terms and conditions of the international trade contracts INCOTERMS, however, there are difficulties	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

				to support opinion		
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 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
<i>Other sources of information</i>	
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

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):	
16. Know and understand the substance, methods and concepts of financial mathematics 17. Know the most important theoretical foundations of financial-commercial records 18. Able to apply the acquired knowledge in the practical use of financial algorithms 19. 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. 20. Able to express a well-argued and supported opinion, as well as able to defend it 21. Able to independently carry out calculations related to a financial transaction efficiency 22. Able to analyze the results obtained by calculations and make decisions	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	The theoretical foundations of financial-commercial records. General concepts. Time factor in financial-commercial operations. The present and the future value of financial transactions.
2.	Determination of future value. Basic algorithms of saving operations. Simple interest application scheme. The use of compound interest scheme.
3.	Effective interest rate. The substance of effective interest rate and its application possibilities. Financial transaction comparison using the effective interest rate.
4.	Determination of present value. Discounting operations, their substance. Mathematical discounting. Bank discount operations.
5.	Determining the future and the present value using the financial tables. Financial functions of Excel, their application possibilities.
6.	Payment flows. Payment flow types. Financial rent. Irregular payment flows. Annuity. Prenumerando annuity and postnumerando annuity.
7.	The impact of inflation in financial transactions. The substance of inflation and the need to evaluate it in commercial records. Inflation inclusion methods.
8.	Loan repayment operations. Fixed and variable interest rates. Loan repayment methods. Loan repayment with the payments of equal size. Loan repayment with the payments of equal size of the basic amount.
9.	Investment evaluation. Investment evaluation methods and the principles of their choice. Net present value method. Payback period method. Internal margin norm.
10.	Calculations related to financial instruments (share calculations, bond calculations).

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
98.	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
99.	Determination of future value. Basic algorithms of saving operations. Simple interest application scheme. The use of compound interest scheme.	6	3	2
100.	Effective interest rate. The substance of effective interest rate and its application possibilities. Financial transaction comparison using the effective interest rate.	2	1	1
101.	Determination of present value. Discounting operations, their substance. Mathematical discounting. Bank discount operations.	6	3	2
102.	Determining the future and the present value using the financial tables. Financial functions of Excel, their application possibilities.	4	2	1
103.	Payment flows. Payment flow types. Financial rent. Irregular payment flows. Annuity. Prenumerando annuity and postnumerando annuity.	4	2	1
104.	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
105.	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
106.	Investment evaluation. Investment evaluation methods and the principles of their choice. Net present value method. Payback period method. Internal margin norm.	4	2	1
107.	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
Part-time studies	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	
Part-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.	2 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.	2 quizzes
Part-time studies	3. Practical work - acquiring the knowledge of financial mathematics algorithms for use in security operations by studying the identified sources of educational literature.	

	<p><i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i></p> <p>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</p>	
<p><i>Part-time studies with e-learning elements</i></p>	<p>1. Practical work - acquiring the knowledge of financial mathematics algorithms for use in bank deposit operations by studying the identified sources of educational literature.</p> <p>2. Practical work - acquiring the knowledge of financial mathematics algorithms for use in lending operations by studying the identified sources of educational literature.</p> <p>3. Practical work - acquiring the knowledge of financial mathematics algorithms for use in security operations by studying the identified sources of educational literature.</p> <p><i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i></p> <p>To watch video lectures and complete the tasks given during the lecture. 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</p>	<p>2 independent work assignments; 2 quizzes</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 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>						
N o.	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, 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	Practical work,	Partly know the theoretical	Know the theoretical	Familiar with and able to	Have a good grasp of the theoretical

	foundations of financial-commercial records	quiz	foundations of financial-commercial records	issues of financial-commercial records	explain the theoretical foundations of financial-commercial records	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 transaction efficiency	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
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

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>Финансоваяматематика :учебник и практикумдля СПО</i> / Н. А. Шиловская. — 2-е изд., испр. идоп. М., ИздательствоЮрайт.
Further reading	
1.	Apsītis, Ģ., Aščuks,I.,Cērps, U., Kokorevičs, G., Ozols,Ģ.,Sedlenieks, A., Zuļģis H. (2006). <i>Vērtspapīrutirguszinības / Otraispapild.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>Финансоваяматематика. Электронноеучебноепособие.</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.	Finanšuinstrumentutirguslikums. (20.11.2003) Electronic resource. Available: https://likumi.lv/doc.php?id=81995
2.	Finanšu un kapitālutirguskomisijasnormatīvieakti. 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: Lietišķāsinformācijasdienests. ISSN 1407-5709
4.	iFinanses: [žurnāls]. Rīga: SIA IzdevniecībaiŽurnāls

Logistic Economy

Author/s of the course:	
Mg.oec., Adjunct Lecturer Raitis Apsalons	
Credit points (Latvian):	ECTS credits:
2	3
Final evaluation form:	
Examination	
Study course prerequisites:	
Microeconomics	
Study course aims:	
<ol style="list-style-type: none"> 1. To acquire and master the economic features of logistics, 2. Logistics process modeling 	
Study course learning outcomes (knowledge, skills, competences):	
<ol style="list-style-type: none"> 1. Understand the importance of logistics 2. Know logistic flows and able to make the flow irregularity evaluation 3. Able to understand and manage the formation of order process in logistics 4. Understand the role of transport operations in logistics, their key aspects 5. Know how to operate the shipment flow optimization using the classical transport task 6. Able to assess the risk for various categories of goods, applying the principles of Pareto curve 7. Able to identify Q method parameters and to model it 8. Able to identify a single procurement method parameters and to model it 9. Know the importance and use of customer service in logistics 	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	Logistics in business, its tasks and functions
2.	Logistic flows, the irregularity evaluation
3.	The role and management of order process in logistics
4.	The role and management of transportation process in logistics
5.	Classical transport task - shipment quantity optimization
6.	The role of inventory management and warehouses in logistics, Pareto curve
7.	Stock adjustment methods, Q method application
8.	Single procurement method
9.	Providing customer service in logistics

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.	Logistics in business, its tasks and functions	2	1	0.5
2.	Logistic flows, the irregularity evaluation	2	2	1
3.	The role and management of order process in logistics	2	1	1
4.	The role and management of transportation process in logistics	2	1	1
5.	Classical transport task - shipment quantity optimization	4	3	1
6.	The role of inventory management and warehouses in logistics, Pareto curve	4	2	1
7.	Stock adjustment methods, Q method application	4	3	1
8.	Single procurement method	2	2	1

Study course calendar plan:				
In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
9.	Providing customer service in logistics	2	1	0.5
Total:		24	16	8

Independent work description:		
Study form	Type of independent work	Form of control
All forms of studies	1. Flow fluctuation (irregularity) parameter calculation	Assignments to be submitted in MS Excel format, evaluation with a grade
	2. Single method of procurement, inventory control parameter calculation and modeling	
	3. Pareto curve, the 80/20 rule, and ABC classification	
	Mandatory reading: Mandatory literature from the 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	24	6	2	32	32	16	80
Part-time	16	6	2	24	32	24	80
Part-time studies with e-learning elements*	8	6	2	16	32	32	80

Evaluation of the study course learning outcomes:						
The final evaluation of the course for full-time students consists of successfully passed quizzes, Excel assignments and a successfully passed exam. The final score consists of: 10% evaluation of quizzes, 40% Excel assignments, 50% exam evaluation.						
The final evaluation of the course for part-time students and for part-time students with e-learning elements consists of passed Excel assignments and a successfully passed exam. The final evaluation consists of: 50% Excel assignments, 50% exam evaluation.						
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 logistics	Quiz	Partly familiar with the topic	On average, good knowledge of the topic	Very good knowledge of the topic	Excellent knowledge of the topic
2.	Know logistic flows and able to make the flow irregularity evaluation	Quiz Work in MS Excel	Partly familiar with the topic	On average, good knowledge of the topic	Very good knowledge of the topic	Excellent knowledge of the topic

3.	Able to understand and manage the formation of order process in logistics	Quiz	Partly familiar with the topic	On average, good knowledge of the topic	Very good knowledge of the topic	Excellent knowledge of the topic
4.	Understand the role of transport operations in logistics, their key aspects	Quiz	Partly familiar with the topic	On average, good knowledge of the topic	Very good knowledge of the topic	Excellent knowledge of the topic
5.	Know how to operate the shipment flow optimization using the classical transport task	Quiz Work in MS Excel	Partly familiar with the topic	On average, good topic knowledge while performing the work independently	Very good topic knowledge while performing the work independently	Excellent topic knowledge while performing the work independently
6.	Able to assess the risk for various categories of goods, applying the principles of Pareto curve	Quiz Work in MS Excel	Partly familiar with the topic	On average, good topic knowledge while performing the work independently	Very good topic knowledge while performing the work independently	Excellent topic knowledge while performing the work independently
7.	Able to identify Q method parameters and to model it	Quiz Work in MS Excel	Partly familiar with the topic	On average, good topic knowledge while performing the work independently	Very good topic knowledge while performing the work independently	Excellent topic knowledge while performing the work independently
8.	Able to identify a single procurement method parameters and to model it	Quiz Work in MS Excel	Partly familiar with the topic	On average, good topic knowledge while performing the work independently	Very good topic knowledge while performing the work independently	Excellent topic knowledge while performing the work independently
9.	Know the importance and use of customer service in logistics	Quiz	Partly familiar with the topic	On average, good knowledge of the topic	Very good knowledge of the topic	Excellent knowledge of the topic

Literature and other sources of information:	
Mandatory literature and information sources	
1.	Cristoper, M. (2016). <i>Logistics and Supply Chain Management</i> . 5th edition. FT Press.
2.	Praude, V. (2013). <i>Loģistika</i> . Rīga: BURTENE
3.	Rushon A. Croucher P. Baker P. (2014). <i>The handbook of logistics & distribution management: [understanding the supply chain]</i> . London: Kogan Page.
4.	Sprancmanis, N. (2011). <i>Uzņēmējdarbības loģistikas pamati</i> . Rīga: Burtene
5.	<i>Коммерческая логистика</i> (2019). Москва: КноРус
Further reading	
1.	Apsalons, R. (2012). <i>Loģistikas centrpārvaldība</i> . Rīga: Burtene
2.	Фразелли, Э. (2012). <i>Мировые стандарты складской логистики</i> . Москва: Альпина Паблишер.
3.	Степанов, В. (2017), <i>Логистика</i> . Москва: Проспект
Other sources of information	
1.	Supply Chain measurements or metrics. Electronic source. Available at: www.supplychainmetric.com

International marketing and trade

Author/s of the course:				
Dr.oec., Assistant Professor Ksenijaljevļeva				
Credit points (Latvian):		ECTS credits:		
2		3		
Final evaluation form:				
Examination				
Study course prerequisites:				
Microeconomics, Macroeconomics, Management Basics, Marketing				
Study course aim:				
To provide students with the necessary knowledge, skills and competence acquisition in the field of international marketing and trade.				
Study course learning outcomes (knowledge, skills, competences):				
1. Understand the substance of the concepts "marketing" and "trade" in the context of the international commerce.				
2. Understand the substance of the international division of labor and the reasons of global trade existence.				
3. Able to analyze the company's strategies in order to penetrate the foreign markets.				
4. Able to use pricing methods in foreign markets.				
5. Able to analyze the types of international promotion of products and trade communication.				
The required study course content to achieve the learning outcomes (Study course thematic plan):				
1.	Marketing and trade concepts, functions and their specifics in the international context.			
2.	International market identification and segmentation.			
3.	The company's business strategies in foreign markets.			
4.	Pricing in foreign markets and their impact on the international product positioning.			
5.	Product promotion in international markets and communication with the trade channel representatives.			
Study course calendar plan:				
In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
108.	Marketing and trade concepts, functions and their specifics in the international context. <ul style="list-style-type: none">• The historical development of the concepts "marketing" and "trade" and related concepts and trends.• Marketing and trade interaction within the framework of international business.• International market research methods and basic elements of information systems.• The reasons for a company's business dealings in foreign markets.	2	2	1
109.	International market identification and segmentation. <ul style="list-style-type: none">• International division of labor and global niche formation.• The substance of identifying the target audience and the research methods analyzing demand in foreign markets.• Market segmentation process and methods.• Positioning strategies in external markets.	4	2	1

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*
110.	The company's business strategies in foreign markets. <ul style="list-style-type: none"> • International business environment. • The company's strategies in order to penetrate the foreign markets. • Product development or adaptation strategies. • Digital marketing in external markets. • E-commerce concepts and technologies. 	8	6	4
111.	Pricing in foreign markets and their impact on the international product positioning. <ul style="list-style-type: none"> • Internal and external factors of pricing. • Pricing methods in terms of costs, demand and competitors in external markets. • Pricing strategies according to product positioning. 	4	2	1
112.	Product promotion in international markets and communication with the trade channel representatives. <ul style="list-style-type: none"> • Creation and management of international distribution channels. • Wholesale and retail concept, functions and types in external markets. • Product promotion types and their selection in foreign markets. • The concept of marketing communications mix and the international factors of its building. 	6	4	1
Total:		24	16	8

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

Structure of the study course:				
Study form	Contact hours			

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

Evaluation of the study course learning outcomes:

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

No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			<i>Minimum level (from 40% to 64%)</i>	<i>Average level (from 65% to 84%)</i>	<i>High level (from 85% to 94%)</i>	<i>Excellent level (10) (from 95% to 100%)</i>
1.	Understand the substance of the concepts "marketing" and "trade" in the context of the international commerce.	Discussion	Understand the basic concepts	Understand the key concepts, but there are difficulties with the explanation of concepts	Understand the key concepts and the differences among them in the international context	Freely able to analyze the concepts
2.	Understand the substance of the international division of labor and the reasons of global trade existence.	Discussion, quiz	Understand the basic principles of international division of labor	Understand the basic principles, but there are difficulties with strategies identifying the target audience	Understand the strategies and regularities in foreign markets	Able to draft external market segmentation guidelines
3.	Able to analyze the company's strategies in order to penetrate the foreign markets.	Quiz, seminar, examination.	Able to identify the international business environment characteristics	Able to analyze the entry strategy, but is unable to determine implementation strategies	Able to analyze the entry and implementation strategies	Able to draft entry guidelines according to the specifics of company and external market
4.	Able to use pricing methods in foreign markets.	Discussion	Able to identify influencing factors, but have difficulty discerning regularities	Able to identify regularities, but there are difficulties with the method application	Able to calculate prices for different international markets	Able to anticipate demand changes, depending on the price changes
5.	Able to analyze the types of international promotion of products and trade communication.	Presentation, examination	Able to identify types of promotion, but are unable to clearly formulate	Able to evaluate the need for promotion types in various foreign markets	Able to provide arguments to justify the selection of the type of	Able to develop marketing communication s mix

			the distribution channels		promotion and distribution channels	
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Literature and other sources of information:

Mandatory literature and information sources

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

Further reading

1. Ahenbahs, J., Beļčikovs, J. (1999). *Uzņēmējdarbības tirdzniecībā*. Rīga: Vaidelote.
2. Bax, St., Meyer K., Wilkins, N. (2013). *Cambridge Marketing Handbook: Digital Marketing*. USA: Cambridge marketing press.
3. Godins, S. (2014). *Kā veicināts savāzīmola, produktu un pakalpojumu atpazīstamību*. Rīga: Zolnēra izdevniecība.
4. Grose, V. (2012). *Concept to customer*. Lausanne: AVA Academia.
5. Kotler, K. (2016). *Marketing Management*. London: Pearson Education.
6. Kumar, V., Reinartz, W. (2012). *Customer relationship management: concept, strategy, and tools*. Heidelberg: Springer.
7. Latīševs, V. (2008). *Praktiskā palīdzība izstrādājot tirdzniecības darījumu noformēšanai*. Rīga: Merkūrijs LAT.
8. Oļevskis, G. (2003). *Starptautiskā tirdzniecība*. Rīga: RSEBAA.
9. Praude, V. (2009). *Mārketinga*. Rīga: Izglītības sōļi.
10. Praude, V., Liniņa, I. (2018). *Pārdošanas vadība*. Rīga: Turības mācību centrs.
11. Štālberga, Z. (2007). *Starptautiskā tirdzniecība*. Rīga: BVK.
12. Terpstra, v., Sarathy, R. (1997). *International marketing*. Fort Worth etc.: Dryden Press.

Other sources of information

1. American Marketing Association (2018). What Are the Ethics of Neuromarketing? [viewed on 18.03.2019]. Available at: <https://www.ama.org/marketing-news/what-are-the-ethics-of-neuromarketing/>
2. Armstrong, G., Kotler, Ph., Harker, M., Edition, Th. (2015). *Marketing an Introduction*. London: Pearson Education.
3. Clarke, A. (2018). SEO 2018: Learn search engine optimization with smart internet marketing strategies. Amazon Digital Services. [viewed on 18.03.2019]. Available: <https://www.amazon.com/Search-Optimization-Internet-Marketing-Strateg/dp/1979286973>
4. Godin, S. (2019). Time and money. [viewed on 18.03.2019]. Available at: <https://seths.blog/2019/03/time-and-money/>
5. Jones, R. (2017). *Branding. A very Short Introduction*. UK: Oxford University Press.
6. Kenneth, C.L., Carol, G.T. (2017). *E-Commerce 2017*. London: Pearson.
7. Kotlers, F. (2006). *Mārketingapamati*. Rīga: Jumava.
8. Liniņa, I. (2018). *Kā piesaisīt un noturēt pircēju*. Rīga: Turības mācību centrs.
9. Manns, I. (2013). *Bez budžeta mārketinga: 50 efektīvi instrumenti*. Rīga: Zvaigzne ABC.
10. Mooij, de M. (2011). *Consumer Behavior and Culture*. Los Angeles, London, New Delhi: SAGE.
11. Noel, H. (2009). *Consumer behaviour*. Lausanne: AVA Academia.
12. Praude, V., Šalkovska, J. (2013). *Loģistika: (teorija un prakse)*. Rīga: Burtene.
13. Praude, V., Šalkovska, J. (2015). *Integrētā mārketinga komunikācija 1.sēj.* Rīga: Burtene.
14. Praude, V., Šalkovska, J. (2015). *Integrētā mārketinga komunikācija 2.sēj.* Rīga: Burtene.
15. Reilijs, D., Giboss, D. (2001). *Darījumu attiecības ar pircējiem*. Rīga: Turība.
16. Shimp, T., Anrews, C. (2013). *Advertising, promotion, and other aspects of integrated marketing communications*. Australia: South-Western.
17. Stone, M., McCall, J. (2004). *International strategic marketing: a European perspective*. New York: Routledge.
18. Williams, J. (2016). *Social Media: Marketing Strategies for Rapid Growth Using: Facebook, Twitter, Instagram, LinkedIn, Pinterest and YouTube*. USA: CreateSpace Independent Publishing Platform, 1 edition.

INNOVATION ECONOMICS

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
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

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
7.	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>	1. Innovation process, its formation 2. Innovation processes in the country and in a company 3. Available innovation support tools in Latvia 4. Social entrepreneurship	Group work presentations, discussion, test - a 10-minute quiz, an essay, a special-format presentation, exam
	Independently read sources 1, 2, 3 and 5 from the mandatory list of sources and to prepare a report on the discussion of innovation as a process and an innovation support offer	
<i>Part-time studies</i>	1. Innovation process, its formation 2. Innovation processes in the country and in a company 3. Available innovation support tools in Latvia 4. Social entrepreneurship	Group work presentations, discussion, test - a 10-minute quiz, an essay, a special-format presentation, exam
	Independently read sources 1, 2, 3 and 5 from the mandatory list of sources and to prepare a report on the discussion of innovation as a process and an innovation support offer	
<i>Part-time studies with e-learning elements</i>	1. Innovation process, its formation 2. Innovation processes in the country and in a company 3. Available innovation support tools in Latvia 4. Social entrepreneurship	Essay, independent work, exam
	Independently read sources 1, 2, 3 and 5 from the mandatory list of sources and to prepare a report on the discussion of innovation as a process and an innovation support offer	

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

Evaluation of the study course learning outcomes:

During the study course, 1 quiz and 1 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.	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, the substance and the role of innovation in a company.	Quiz	40-64% of quiz questions are answered correctly	65-84% of quiz questions are answered correctly	85-94% of quiz questions are answered correctly	95- 100% of quiz questions are answered correctly
2.	Know about the available innovation support tools (grant programs, etc.) in Latvia.	Independent work	Know some available innovation support tools in Latvia	Know about the available innovation support tools in Latvia	Know about the available innovation support tools in Latvia and their use	Know about the available innovation support tools in Latvia and the EU and their use
3.	Able to provide an evaluative review of the innovation processes in the country and in the company/organization represented by the student	Essay	Able to provide a general review of the innovation processes in the country and in the company/organization represented by the student	Able to provide a review of the innovation processes in the country and in the company represented by the student, but there is a lack of in-depth analysis	Able to provide a review of the innovation processes in the country and in the company represented by the student	Able to give an overview and to offer practical and innovative proposals for improvement
4.	Able to use creative thinking methods that focus on strengthening the competitiveness of the company	Practical work in teams and the presentation of results	Able to use the methods of creative thinking, but it is difficult to present possible solutions	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

Literature and other sources of information:

Mandatory literature and information sources

- Whittington D. (2018). *Digital Innovation and Entrepreneurship*. Cambridge: Cambridge University Press.
- Govindarajan V., Trimble Ch. (2013). *Beyond the Idea: How to Execute Innovation in Any Organization*. New York: St.Martin,s Press.
- Ilgspējīga attīstība un sociālās inovācijas (2018). Rīga: LU Akadēmiskais apgāds
- Krippendorff, K. (2019). *Driving Innovation from Within: A Guide for Internal Entrepreneurs*. USA: Columbia University Press.
- Kuratko, D.F., Goldsby, M.G., Hornsby, J.S. (2018). *Corporate Innovation*. 1st Edition. UK: Routledge
- Rafinejad, D. (2017). *Sustainable Product Innovation: Entrepreneurship for Human Well-being*. J. Ross Publishing.

Further reading

- Ābeltiņa A. (2008). *Inovācijas – XXI gadsimta fenomēns*. Rīga: Turība
- Banks, K. (2016). *Social Entrepreneurship and Innovation: International Case Studies and Practice*. UK: Kogan Page
- Boļšakovs S. (2008). *Inovatīvā darbība*. Rīga: Jumava
- Dodgson M.&Gann D. (2010). *Innovation: A Very Short Introduction*. UK: Oxford University Press
- Lazzeretti L. (2013). *Creative Industries and Innovation in Europe*. UK: Routledge
- Wang B. (2017). *Creativity and Data Marketing A practical guide to data innovation*. 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/

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*
113.	Visual communication 1.1. Composition and breakdown 1.2. The best examples of visual communications in the world	4	2	1
114.	Visual identity goals 2.1. In terms of user 2.2. In terms of brand 2.3. In terms of marketing	4	2	1
115.	Application of Adobe Illustrator and Adobe Photoshop	6	4	2
116.	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:							
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:						
20% - work during classes, 70% - practical tasks, 10% - exam.						
No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (from 95% to 100%)
1.	Know the 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 trends in 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 of Adobe Illustrator	Able to apply Adobe Illustrator and Photoshop graphic element mock up	Able to apply Adobe Illustrator and Photoshop in graphic print job development phase - prototypes	Able to apply Adobe Illustrator and 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):	
6. Understand the importance of digital marketing in today's marketing communication. 7. Understand the user experience and usability principles. 8. Understand digital marketing methods and channels. 9. Understand social media marketing. 10. Able to plan digital marketing activities, campaigns and budget.	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	Digital marketing functions and channels, e-commerce
2.	Content marketing
3.	Search Engine Optimization (SEO)
4.	Social media management
5.	Paid advertising
6.	Evaluation methods of marketing activities

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements*
117.	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
118.	Content marketing <ul style="list-style-type: none"> Principles, content plan Content types The basic principles of formatting 	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*
119.	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
120.	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
121.	Paid advertising <ul style="list-style-type: none"> • Banner planning • Google Ads • Facebook advertising 	4	3	1.5
122.	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 simplified examples	Able to analyze and understand the importance of user experience, understand its link with meeting the digital	Able to demonstrate practical usability and poor user experience cases, understand the significance of	Able to illustrate the theory with practical examples and point out the main user experience problems, draw

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

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

WORKSHOP "CREATIVE IDEAS"

Author/s of the course:	
Dr.oec. Inga Šīna, Mg.sc.soc. Edgars Čerkovskis	
Credit points (Latvian):	ECTS credits:
2	3
Final evaluation form:	
Examination	
Study course prerequisites:	
N/A	
Study course aim:	
The aim of the course is to raise awareness of the importance of creativity, develop creative thinking skills and their application in search of interdisciplinary solutions, creating innovative ideas, and increasing competitiveness.	
Study course learning outcomes (knowledge, skills, competences):	
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*
123.	Creative thinking: nature and meaning. The notions of intelligence, creativity, and talent. Theories of creativity.	2	0.5	0.5
124.	Creative competence. Creativity as a critical element in the innovation process.	2	0.5	-
125.	Thinking styles, their differences (Myers-Briggs, B. MacCartny etc.).	2	2	1
126.	Expressions of creative thinking and elements of creativity: competence, erudition, creative thinking skills, motivation, spirituality, etc.	2	1	0.5
127.	Creative idea development methods - Brainstorming, Six Thinking Hats, Reverse operation, Innovation walk, etc.	4	2	2
128.	Practical work	12	10	4
		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:

<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:

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

No.	<i>Learning outcome:</i>	<i>Evaluation method/s</i>	<i>Evaluation criteria</i>			
			<i>Minimum level (from 40% to 64%)</i>	<i>Intermediate level (from 65% to 84%)</i>	<i>High level (from 85% to 94%)</i>	<i>Excellent level (from 95% to 100%)</i>
1.	Know 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 problem-solving and decision-making situations	Group work, exam	Able to demonstrate creativity in problem-solving and decision-making situations	Able to demonstrate creativity in problem-solving and decision-making situations	Able to demonstrate creativity in problem-solving and decision-making situations, predicting their possible effectiveness	Able to demonstrate creativity in 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 "Content marketing"

Author/s of the course:				
Mg.sc.soc. Laima Auza				
Credit points (Latvian):		ECTS credits:		
2		3		
Final evaluation form:				
Examination				
Study course prerequisites:				
Marketing				
Study course aim:				
The aim of the course is to provide knowledge about content marketing trends and to develop students' skills in creating content.				
Study course learning outcomes (knowledge, skills, competences):				
1. Understand key content creation and distribution principles.				
2. Understand content creation tools and techniques.				
3. Able to use content creation tools and techniques to reach the target audience.				
The required study course content to achieve the learning outcomes (Study course thematic plan):				
1.	The essence of content marketing: what is content marketing, how it works, content marketing strategy foundations, identifying the target audience and its needs, the most commonly used tools			
2.	Content - why is all this important? Basic principles of messaging			
3.	The message "carriers" and obstacles - efficient and pitched content prerequisites			
4.	Brand storytelling: what it is, the key principles and story concept, examples			
5.	Content creation process management: types of content, acquisition of information, practical tools			
Study course calendar plan:				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Distance learning
129.	The essence of content marketing: what is content marketing, how it works, content marketing strategy foundations, identifying the target audience and its needs, the most commonly used tools	2	0.5	0.5
130.	Content - why is all this important? Basic principles of messaging	2	0.5	0.5
131.	The message "carriers" and obstacles - efficient and pitched content prerequisites	2	1	1
132.	Brand storytelling: what it is, the key principles and story concept, examples	4	2	-
133.	Content creation process management: types of content, acquisition of information, practical tools	2	2	2
134.	Practical task	12	10	4
	Total:	24	16	8

Independent work description:

Study form	Type of independent work	Form of control
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<i>All forms of studies</i>	“View and opinion argumentation as one of the pillars of content marketing”: create a short (up to 500 characters) message on a current, Latvian / world topic, including your own opinion. It is necessary to substantiate the opinion, prepare arguments for the defense of beliefs. Prepare possible questions and answers to them. Prepare a brief (5 slides) presentation with a focused and supported message description, respond to audience questions and objections. The designated topics are available for all ahead of time; each student prepares an opinion and two questions on the topic to be asked during the presentation.	Presentation
	Mandatory reading and/or audio and video material for listening/ watching (brief description)	Get acquainted with the mandatory literature sources

Independent work organization and scope:

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

Evaluation of the study course learning outcomes:

10% - work during classes or independent work, 70% - practical task, 20% - exam.

No.	<i>Learning outcome:</i>	<i>Evaluation method/s</i>	<i>Evaluation criteria</i>			
			<i>Minimum level (from 40% to 64%)</i>	<i>Intermediate level (from 65% to 84%)</i>	<i>High level (from 85% to 94%)</i>	<i>Excellent level (from 95% to 100%)</i>
1.	Understand key content creation and distribution principles	Study, group or individual work	Understand key content creation and distribution principles	Understand key content creation and distribution principles seeing interrelationships	Understand key content creation and distribution principles, able to analyze them	Good grasp of content creation and distribution principles
2.	Understand content creation tools and techniques	Group or individual work, exam	Understand content creation tools and techniques	Understand content creation tools and techniques and their application	Understand content creation tools and techniques and their effectiveness	Good grasp of content creation tool and technique application possibilities
3.	Able to use content creation tools and techniques to reach the target audience	Group or individual work, exam	Able to use content creation tools and techniques to reach the target audience	Able to use content creation tools and techniques using various methods	Able to use content creation tools and techniques predicting its possible effectiveness	Able to use content creation tools and techniques creating innovative solutions

Literature and other sources of information:

<i>Mandatory literature and information sources</i>	
1.	Bly, R.W. (2020). The Content Marketing Handbook: How to Double the Results of Your Marketing Campaigns. Entrepreneur Press
2.	Bly, R.W. (2020). The Copywriter's Handbook: A Step-by-Step Guide to Writing Copy That Sells (4th Edition). St. Martin's Griffin
3.	Rodriguez, M. (2020). Brand Storytelling: Put Customers at the Heart of Your Brand Story. Kogan Page.
4.	Scott, D.M. (2020). The New Rules of Marketing and PR: How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly. Willey.
<i>Further reading</i>	
1.	Deziel, M. (2020). The Content Fuel Framework: How to Generate Unlimited Story Ideas (For Marketers and Creators). StoryFuel Press.
2.	Haddley, A. (2014). Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content . Willey.
3.	Hall, K. (2019). Stories That Stick: How Storytelling Can Captivate Customers, Influence Audiences, and Transform Your Business. HarperCollins Leadership.
4.	Marchetti, K.J. (2020). The Results Obsession: ROI-Focused Digital Strategies to Transform Your Marketing. Bowker.

Consumer behavior in the market

Author/s of the course:	
Dr.oec., Assistant Professor Ksenija Ijevleva	
Credit points (Latvian):	ECTS credits:
2	3
Final evaluation form:	
Examination	
Study course prerequisites:	
Psychology of communication, Branding	
Study course aim:	
To provide students with the necessary knowledge, skills and competence acquisition in the field of consumer behavior in the market.	
Study course learning outcomes (knowledge, skills, competences):	
1. Understand the substance of the concept of "consumer behavior" and related concepts. 2. Able to use the principles of identifying the target audience and their psychographic segmentation models. 3. Understand the factors influencing consumer behavior. 4. Able to analyze consumer purchase decision-making stages.	
The required study course content to achieve the learning outcomes (Study course thematic plan):	
1.	The concept of consumer behavior and the methods and models of its research.
2.	The internal influencing factors of consumer behavior.
3.	The external influencing factors of consumer behavior.
4.	Consumer purchase decision-making process.

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*
135.	The concept of consumer behavior, the methods and models of its research. <ul style="list-style-type: none"> • The historical development of the "consumer behavior" concept and the trends related to it. • The concept of "consumer behavior": related concepts. • Neuromarketing: the methods and key elements of its research. • Models of target audience segmentation in view of its psychographic characteristics. 	4	2	
136.	The internal influencing factors of consumer behavior. <ul style="list-style-type: none"> • Cognitive processes of the consumer. • The social and psychological factors of consumer behavior. • The motivation of consumption behavior. • Personal values, lifestyle and resources of the consumer. • Consumer knowledge and attitudes. 	6	4	

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*
137.	The external influencing factors of consumer behavior. <ul style="list-style-type: none"> • Cultural influence on consumer behavior. • Social stratification of society. • Personal and group influence on consumer behavior. • The situational impact. 	6	4	
138.	Consumer purchase decision-making process. <ul style="list-style-type: none"> • Model of consumer decision-making process. • Type of decision-making process. • The factors influencing the problem solving breadth. 	8	6	
Total:		24	16	

Independent work description:		
Study form	Type of independent work	Form of control
Full-time studies	1. Read the assigned scientific literature and critically analyze consumer behavior research methods and neuromarketing trends. Mandatory literature: 3., 4., 6., 8., 9. Further reading: 3., 6. Other sources of information: 1., 2.	Seminar
	2. Design a product and marketing communication in accordance with the psychographic segments of the target audience Mandatory literature: 1., 2., 5., 7., 10., 11., 12. Further reading: 3., 6.	Quiz
	3. Formulate consumer knowledge and attitude management tasks Mandatory literature: 1., 6., 8. Further reading: 5.	Test
	4. Develop marketing strategy guidelines in accordance with the stages of consumer purchasing decision making process Mandatory literature: 6., 10., 11., 13. Other sources of information: 2., 4.	Presentation
	1. Read the assigned scientific literature and critically analyze consumer behavior research methods and neuromarketing trends. Mandatory literature: 3., 4., 6., 8., 9. Further reading: 3., 6. Other sources of information: 1., 2.	Seminar
	2. Design a product and marketing communication in accordance with the psychographic segments of the target audience Mandatory literature: 1., 2., 5., 7., 10., 11., 12. Further reading: 3., 6.	Quiz
	3. Formulate consumer knowledge and attitude management tasks Mandatory literature: 1., 6., 8. Further reading: 5.	Test
	4. Develop marketing strategy guidelines in accordance with the process of consumer purchase decision-making stages Mandatory literature: 6., 10., 11., 13. Other sources of information: 2., 4.	Presentation

<i>Part-time studies with e-learning elements</i>		

Structure of the study course:

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

Evaluation of the study course learning outcomes:

During the study course, 3 independent work assignments have to be successfully completed, 1 seminar has to be participated in, at least 50% of the lectures have to be attended and the exam passed. The final grade for the course is formed as the mean of combined average grades for the independent work assignments and the exam.

No.	<i>Learning outcome:</i>	<i>Evaluation method/s</i>	<i>Evaluation criteria</i>			
			<i>Minimum level (from 40% to 64%)</i>	<i>Average level (from 65% to 84%)</i>	<i>High level (from 85% to 94%)</i>	<i>Excellent level (10) (from 95% to 100%)</i>
1.	Understand the substance of the concept of "consumer behavior" and related concepts.	Seminar, examination	Understand the basic concepts	Understand the key concepts, but there are difficulties with the explanation of research methods	Understand the key concepts and consumer behavior research methods	Have a good grasp of consumer behavior research methods
2.	Able to use the principles of identifying the target audience and their psychographic segmentation models.	Quiz, discussion	Able to identify psychographic characteristics	Able to analyze the psychographic characteristics, but there are difficulties with the choice of the segmentation model	Able to choose the segmentation model and, on the basis of which, develop a questionnaire	Able to design a product and marketing communications on the basis of the results of the questionnaire
3.	Understand the factors influencing consumer behavior.	Test	Able to distinguish between internal and external influencing factors, but	Understand the impact of cognitive processes and culture on consumer behavior	Understand the cycle stages of the consumer life	Able to formulate consumer knowledge and attitude management tasks

			have difficulty discerning regularities			
4.	Able to analyze consumer purchase decision-making stages.	Presentation, discussion, excursion	Able to identify the stages of consumer purchase decision-making process	Able to analyze the types of decision-making process	Able to assess the factors influencing the breadth of problem solving	Able to develop marketing strategy guidelines in accordance with the process stages

Literature and other sources of information:

Mandatory literature and information sources

1. Armstrong, G., Kotler, Ph., Harker, M., Edition, Th. (2015). *Marketing an Introduction*. London: Pearson Education.
2. Grose, V. (2012). *Concept to customer*. Lausanne: AVA Academia.
3. Hayden, N. (2009). *Consumer behaviour*. Lausanne: AVA Academia.
4. Hawkins, I., Best, R., Coney, A. (1989). *Consumerbehavior: implicationsformarketingstrategy*. Boston: BPI/Irwin.
5. Kotler, K. (2016). *Marketing Management*. London: Pearson Education.
6. Kumar, V., Reinartz, W. (2012). *Customer relationship management: concept, strategy, and tools*. Heidelberg: Springer.
7. Liniņa, I. (2018). *Kā piesaisīt un noturēt pircēju*. Rīga: Turības mācību centrs.
8. Mooij, de M. (2011). *Consumer Behavior and Culture*. Los Angeles, London, New Delhi: SAGE.
9. Noel, H. (2009). *Consumer behaviour*. Lausanne: AVA Academia.
10. Praude, V., Šalkovska, J. (2015). *Integrētā mārketinga komunikācija 1.sēj.* Rīga: Burtene.
11. Praude, V., Šalkovska, J. (2015). *Integrētā mārketinga komunikācija 2.sēj.* Rīga: Burtene.
12. Praude, V., Šalkovska, J. (2018). *Satura mārketinga internetā*. Rīga: Burtene.
13. Shimp, T. , Anrews, C. (2013). *Advertising, promotion, and other aspects of integrated marketing communications*. Australia: South-Western.

Further reading

1. Garleja, R. (2001). *Sociālā uzvedība patērētāja izveides vadīšanā*. Rīga: Raka.
2. Godins, S. (2014). *Kā veicināt sava zīmola, produktu un pakalpojumu atpazīstamību*. Rīga: Zoldnera izdevniecība.
3. Jones, R. (2017). *Branding. A very Short Introduction*. UK: Oxford University Press.
4. Manns, I. (2013). *Bezbudžeta mārketinga: 50 efektīvi instrumenti*. Rīga: Zvaigzne ABC.
5. Reilijs, D., Giboss, D. (2001). *Darījumu attiecības ar pircējiem*. Rīga: Turība.
6. Voronovs, V., Grišins, A., Krasko, V. (2002). *Patērētāju noskaņojums ekonomikā*. Daugavpils: Saule.

Other sources of information

1. American Marketing Association (2018). What Are the Ethics of Neuromarketing? [viewed on 18.03.2019]. Available at: <https://www.ama.org/marketing-news/what-are-the-ethics-of-neuromarketing/>
2. Blackwell, R.D., Miniard, P.W., Engel, J.F. (2006). *Consumer Behavior*. The University of Wisconsin - Madison: Thomson/South-Western.
3. Godin, S. (2019). Time and money. [viewed on 18.03.2019]. Available at: <https://seths.blog/2019/03/time-and-money/>
4. Williams, J. (2016). *Social Media: Marketing Strategies for Rapid Growth Using: Facebook, Twitter, Instagram, LinkedIn, Pinterest and YouTube*. USA: CreateSpace Independent Publishing Platform, 1 edition.
5. Гантер, Б. , Фернхам, А. (2001). *Типыпотребителей :введение в психографику : [сегментированиярынкаосновестияжизни, поведения и установокпотребителя]*. Санкт-Петербург:Питер.
6. Статт, Д. (2003). *Психологияпотребителя*. Москва-С.Петербург: Питер.

PROFESSIONAL FOREIGN LANGUAGE I (ENGLISH)

Author/-s of the study course:	
Assistant professor Zane Veidenberga, mg.edu.mgmt., PhD candidate	
Credits (Latvian):	ECTS:
4	6
Final evaluation form:	
Examination	
Study course prerequisites:	
-	
Study course aim:	
To provide the possibility to acquire the skills, knowledge and competence in the English language in line with B2 level requirements of the <i>Common European Framework of Reference for language proficiency</i> .	
Study course learning outcomes (Knowledge, Skills, Competencies):	
<ul style="list-style-type: none"> Students know management branch related terminology (e.g. international markets, human resources management, change management etc.) in English Students can apply business related terminology and business communication skills, including reading, speaking listening and writing skills to communicate in English on management related issues in different communicative situations (telephone conversations, job interviews, negotiations, business correspondence etc.) Students can find the required information in English and analyse it independently for performing assignments and producing written and oral end products Students can analyse management related cases and problems and support their opinion in English, applying the knowledge of terminology, acquired word stock and grammar Students can present their viewpoint in English, arguing and supporting it in line with business ethics and intercultural communication norms 	
Study course thematic plan:	
1.	Introducing oneself. CV. Motivational letter
2.	Business travel.
3.	People and organizations. Types of organizations and management styles. Career opportunities
4.	Human Resources: recruitment and management
5.	Intercultural and interpersonal communication. Communication management. Negotiating
6.	Advertising and brands
7.	Marketing
8.	Money and finance
9.	International markets, production and trade
10.	Business ethics and cultures
11.	Management and leadership
12.	Effective business communication: oral and written (telephoning, letter and email writing, formal presentations), incl., grammar issues
13.	Student presentations
14.	Revision

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
139.	Introducing oneself. CV. Motivational letter	6		
140.	Business travel.	4		
141.	People and organizations. Types of organizations and management styles. Career opportunities	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
142.	Human Resources: recruitment and management	4		
143.	Intercultural and interpersonal communication. Communication management. Negotiating	6		
144.	Advertising and brands	4		
145.	Marketing	4		
146.	Money and finance	6		
147.	International markets, production and trade	6		
148.	Business ethics and cultures	4		
149.	Management and leadership	4		
150.	Effective business communication: oral and written (telephoning, letter and email writing, formal presentations), incl., grammar issues	6		
151.	Student presentations	4		
152.	Revision	2		
Total:		64		

Independent work description:

Study form	Type of independent work	Form of control
full-time studies	Write your CV following Europass CV format and a cover/ motivational letter	Submission in Moodle – marking, grading
	Write a formal email and business letter (following the given instructions in Moodle)	Submission in Moodle – marking, grading
	Do a set of vocabulary development exercises provided by the lecturer (written assignment)	Peer assessment, classroom discussion
	Prepare a 5 minute presentation (PowerPoint + free speech) on a management related issue or problem (e.g., I as a future manager; My dream company; Human resource policy issues in my future company; Management style/ structure in my future company; Business culture specifics in my country etc.). The presentation shall - follow a formal presentation style and structure, including standard presentation phrases - contain professional vocabulary covered during this course (business, finance, communication, organizations, advertising etc.).	Presentation, discussion
part-time studies		
part-time studies with e -learning elements		

Structure of the study course:							
<i>Study form</i>	Contact hours				<i>Individual work (hours)</i>	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	64	12	4	80	48	32	160
part-time studies							
part-time studies with e-learning elements							

The evaluation of the study course learning outcomes:						
<p><i>Students shall:</i></p> <ul style="list-style-type: none"> - attend at least 70% of contact classes and take an active participation in classroom activities; - complete successfully 4 independent work assignments (see <i>Independent work description</i> table) meeting the requirements for B2 level; - deliver a successful presentation on one of the topics of this course (see <i>Independent work description</i> table for general requirements for the presentation) and participate in a discussion meeting the requirements for B2 level; - pass interim test and final test. <p>The final grade for the course is formed by successful completion of the 4 above mentioned requirements, each of them constituting 25% of the total evaluation.</p>						
No.	<i>Learning outcome</i>	<i>Evaluation method/-s</i>	<i>Evaluation criteria</i>			
			<i>Minimum level (40% till 64%)</i>	<i>Average level (65% till 84%)</i>	<i>High level (85% till 94%)</i>	<i>Excellent level (95% till 100%)</i>
1.	Students know and understand management branch related terminology (e.g. international markets, human resources management, change management etc.) in English	Individual, pair and group work during classroom activities, test, examination	40-64% test questions answered and tasks completed correctly	65-84% test questions answered and tasks completed correctly	85-94% test questions answered and tasks completed correctly	95-100% test questions answered and tasks completed correctly
2.	Students can apply business related terminology and business communication skills, including reading, speaking listening and writing skills to communicate in English on management related issues in different communicative situations (telephone conversations, job interviews, business correspondence etc.)	Individual, pair and group work during classroom activities and discussions, test, examination	40-69% of discussion questions answered and activities completed using grammatically correct English and relevant business vocabulary	70-89% of discussion questions answered and activities completed using correct English	90-100% of discussion questions answered and activities completed using grammatically correct English and relevant business vocabulary	95-100% test questions and tasks completed correctly
3.	Students can find the required information in English and analyse it independently for performing assignments and	Independent work, presentation	40-64% of the written and oral end product is performed	65-84% of the written and oral end product is performed	85-94% of the written and oral end product is performed	95-100% of the written and oral end

	producing written and oral end products		using grammatically correct English and relevant business vocabulary	using grammatically correct English and relevant business vocabulary	using grammatically correct English and relevant business vocabulary	product is performed using grammatically correct English and relevant business vocabulary
4.	Students can analyse management related cases and problems and support their opinion in English, applying the knowledge of terminology, acquired word stock and grammar	Case studies, classroom discussions, pair and group work, presentation	40-64% of the written and oral end product is performed using grammatically correct English and relevant business vocabulary	65-84% of the written and oral end product is performed using grammatically correct English and relevant business vocabulary	85-94% of the written and oral end product is performed using grammatically correct English and relevant business vocabulary	95-100% of the written and oral end product is performed using grammatically correct English and relevant business vocabulary
5.	Students can present their viewpoint, arguing and supporting it in line with business ethics and intercultural communication norms	Case studies, classroom discussions, presentation	40-64% of the written and oral end product is performed using grammatically correct English and relevant business vocabulary	65-84% of the written and oral end product is performed using grammatically correct English and relevant business vocabulary	85-94% of the written and oral end product is performed using grammatically correct English and relevant business vocabulary	95-100% of the written and oral end product is performed using grammatically correct English and relevant business vocabulary

Literature and information sources:

Compulsory literature and information sources

- | | |
|----|--|
| 1. | Cotton D., Falvey D., Kent S., (2013). <i>Market Leader. Intermediate. Business English Course Book</i> . Pearson Education Ltd. |
| 2. | Hughes,J., White, L. (2017). <i>Business Result: Intermediate: Student's Book</i> and DVD. Oxford University Press. |

Additional literature and information sources

- | | |
|----|--|
| 3. | Hughes,J., White, L. (2017). <i>Business Result: Intermediate: Teacher's Book</i> and DVD. Oxford University Press. |
| 4. | Mascull.B (2017). <i>Business Vocabulary in Use: Intermediate Book with Answers: Self-Study and Classroom Use</i> , 3rd Revised edition. Cambridge University Press. |
| 5. | Rodgers J. (2013). <i>Market Leader. Intermediate. Business English. Practice File</i> . Pearson Education Ltd. |

Other information sources

6.	British Council's website for adult learners of English. [Accessed 14.11.2018.]. Available at: http://learnenglish.britishcouncil.org
7.	Internet news portal BBC News [Accessed 14.02.2018.]. Available at: http://www.bbc.co.uk/news
8.	Online business information service about the EU. [Accessed 14.08.2018.]. Available at: www.eubusiness.com

Marketing Management

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

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

Study course calendar plan:

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

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

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

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

Evaluation of the study course learning outcomes:

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

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

Literature and other sources of information:

Mandatory literature and information sources

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

Further reading

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

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

INTELLECTUAL CAPITAL MANAGEMENT

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

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

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

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

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

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

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

Literature and information sources:

Compulsory literature and information sources

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

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

HUMAN RESOURCES AND LEADERSHIP

Author/-s of the study course:	
Dr. sc. pol. I. Āboliņa	
Credits (Latvian):	ECTS:
4	6
Final evaluation form:	
Exam	
Study course prerequisites:	
-	
Study course aim:	
Provide knowledge and understanding of human resource management, its functions and leadership within an organization and raise awareness of systemic, coordinated and targeted approaches to human resource management and leadership.	
Study course learning outcomes (Knowledge, Skills, Competencies):	
1. Know Human Resource management models, functions and their implementation in organizations.	
2. Is able to evaluate the efficiency of Human Resource management in the company by determining its improvement possibilities according to the needs of the company.	
3. Is able to choose and use different methods of Human Resource planning, selection, work analysis, motivation and evaluation.	
4. Leadership skills and competencies.	
Study course thematic plan:	
1.	Introduction to the course. Aspects and tasks of Human Resource Management. Company strategy, mission and vision. Human Resource policy. Strategic Human Resource management.
2.	Human Resource planning. Employee search and selection process. Functions and types of Human Resource planning. Job analysis and evaluation. Competency Model development. Employee search methods. Employee selection and evaluation.
3.	Development of employee motivation and remuneration system.
4.	Employee evaluation, its role in ensuring the competitiveness of the company.
5.	Human resource development and process management. Leadership. Leadership skills and competences.

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

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

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

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

The evaluation of the study course learning outcomes:

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

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

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

Literature and information sources:

Compulsory literature and information sources

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

Additional literature and information sources

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

Other information sources

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

STRATEGIC AND CHANGE MANAGEMENT

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

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

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

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

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

The evaluation of the study course learning outcomes:						
<p>The final grade of the course will be calculated as follows:</p> <ul style="list-style-type: none"> grade for strategic management case study x 0.20 + grade for change management case study x 0.20 + grade for review x 0.25 + grade essay x 0.10 + average grade of two tests x 0.10 + grade for the exam x 0.15 <p>All assignments must be graded “4” or more – that allows to pass the exam. All assignments must be passed by the deadline otherwise they will receive – 2 points. Participation at 75% of all lectures and seminars is mandatory.</p>						
No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1.	To know main concepts of strategic and change management theories	Essay, presentation, test, exam	Demonstrates a superficial understanding of strategic and change management theoretical guidelines and definitions, and is able to appraise gaps in the knowledge	Demonstrates a superficial understanding of strategic and change management theoretical guidelines and definitions, and understands their correlations in a wider context	Demonstrates an in-depth understanding of strategic and change management theoretical guidelines and definitions, and understands their correlations in a wider context	Demonstrates an in-depth understanding of strategic and change management theoretical guidelines and definitions. Has an understanding of its historical development and its contemporary trends
2.	To know analysis of strategic direction and its elements	Report, presentation	An analysis has been carried out only with some conditions	An analysis has been carried out with all conditions being	An in-depth analysis is performed with all of the	An in-depth analysis is performed with all of the

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

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

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

MANAGEMENT THEORIES

Author/-s of the study course:	
Dr.oec., assistant professor Anna Svirina	
Credits (Latvian):	ECTS:
4	6
Final evaluation form:	
Exam	
Study course prerequisites:	
-	
Study course aim:	
To ensure the course outcomes, which include in-depth theoretical knowledge and research skills development in the field of management theories	
Study course learning outcomes (Knowledge, Skills, Competencies):	
1. Knowledge of contemporary management theories and approaches 2. Knowledge of the limitations for management theories implementation in practice of management 3. Ability to distinguish system and process management approaches 4. Ability to assess managerial decisions on the basis of management theories 5. Ability to implement decision-making algorithm 6. Ability to assess the quality of management functions performance 7. Ability to assess managerial situation and define key factors 8. Competence to independently define the core research question in management research, and to acquired and evaluate relevant information 9. Competence in managerial situation analysis and tactics/strategy creation on the basis of factor evaluation 10. Competence is choosing appropriate management style and tools	
Study course thematic plan:	
1	gement
2	Management theory deveopment directions
3	System management approach
4	Process management approach
5	Management culture and art
6	Management system research
7	Management levels
8	Management styles, management tools
9	Decisions, decision-making process
10	Management functions: planning, organization, motivation, control
11	Manager
12	Psycology of organizations
13	Information management process
14	Conflict management

Study course calendar plan:				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e -learning elements
173.	gement	4		
174.	Management theory deveopment directions	4		
175.	System management approach	2		
176.	Process management approach	2		
177.	Management culture and art	2		
178.	Management system research	4		

Study course calendar plan:

No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements
179.	Management levels	2		
180.	Management styles, management tools	4		
181.	Decisions, decision-making process	4		
182.	Management functions: planning, organization, motivation, control	8		
183.	Manager	2		
184.	Psychology of organizations	2		
185.	Information management process	4		
186.	Conflict management	4		
Total:		48		

Independent work description:

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

Structure of the study course:

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

The evaluation of the study course learning outcomes:

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

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

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

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

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

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

INTEGRATED MANAGEMENT SYSTEMS

Author/-s of the study course:	
Asoc.prof. Dr. oec. Oksana Lentjusenкова, Lecturer Mg.sc.soc. Edgars Cerkovskis	
Credits (Latvian):	ECTS:
4	6
Final evaluation form:	
Exam	
Study course prerequisites:	
Management theories	
Study course aim:	
To provide students with the necessary knowledge, skills and competences in the field of integrated management system.	
Study course learning outcomes (Knowledge, Skills, Competencies):	
1. Understands the concepts and nature of integrated management. 2. Understands management systems and how they work. 3. Understands the integration process and its influencing factors. 4. Able to analyze organizational processes. 5. Able to prepare process descriptions and diagrams. 6. Able to reasonably discuss the main issues of integrated management.	
Study course thematic plan:	
1.	Introduction to Quality Management Systems.
2.	CAF self-assessment system.
3.	ISO standards and their interpretation.
4.	OHSAS 18001 Occupational Safety and Health Standard.
5.	EFQM Excellence Model.
6.	5- Method S.
7.	LEAN method.
8.	Integration of management systems and processes into a common organization management system. Sustainability aspects and the stakeholder and holistic approach to the integrated management system.

Study course calendar plan:

No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e - learning elements
187.	Introduction to Quality Management Systems. <ul style="list-style-type: none"> • Origin of management systems • The concept of processes • The essence of process management • Modern quality management • Development of quality management system in Latvia 	6		
188.	CAF self-assessment system. <ul style="list-style-type: none"> • Valuation and its principles • Evaluation methods and process 	6		
189.	ISO standards and their interpretation. <ul style="list-style-type: none"> • ISO 9000 series standards • ISO quality models 	6		
190.	OHSAS 18001 Occupational Safety and Health Standard. <ul style="list-style-type: none"> • General requirements • Implementation methodology 	6		
191.	EFQM Excellence Model. <ul style="list-style-type: none"> • The concept of excellence • Deciphering the Excellence • Model Criteria • Criteria coefficients 	6		
192.	5 –S system. <ul style="list-style-type: none"> • The concept and essence of System • Organization process and structure 	6		
193.	LEAN method. <ul style="list-style-type: none"> • The operating principle of LEAN • Maintenance and continuous improvement of LEAN • LEAN - internal culture of the company • LEAN thinking 	6		

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
194.	Integration of management systems and processes into a common organization management system. Sustainability aspects and the stakeholder and holistic approach to the integrated management system.	6		
	Total:	48		

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

Structure of the study course:							
Study form	Contact hours				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 concepts and nature of integrated management.	Presentation , seminar, group work, exam.	Understands basic concepts.	Understands basic concepts and terms, but there are difficulties in formulating definitions.	Understands the most important concepts, terms and definitions.	Freely orientated in essence, concepts, terms and definitions.
2.	Understands management systems and how they work.	Group work, exam.	Understands basic principles.	Understands the basic principles, but there are difficulties with the formulation of the systems.	Understands the most important systems and how they work.	Freely orientated in systems and their working principles.
3.	Understands the integration process and its influencing factors.	Group work, exam.	Understands operating environment.	Understands the integration process, however, there are difficulties in formulating factors.	Understands the integration process and its influencing factors.	Freely orientates in the integration process and easily formulates influencing factors.
4.	Able to analyze organizational processes.	Essay, seminar, presentation , group work.	Can analyze the obtained information, however, it is difficult to see regularities.	Can analyze the obtained information, however, it is difficult to form conclusions.	Can critically analyze the obtained information, formulate conclusions.	Can critically analyze the obtained information, formulate conclusions and propose solutions.
5.	Able to prepare process descriptions and diagrams	Group work.	Able to produce process descriptions and diagrams, but there are gaps in the descriptions.	Able to produce process descriptions and diagrams, but there are gaps in process integration.	Able to prepare process descriptions and diagrams.	Able to produce process descriptions and diagrams justifying the need for and benefits of integration.
6.	Is able to discuss reasonably the main issues of integrated management.	Discussion.	Can discuss basic issues of integrated management.	Can discuss the issues of integrated management reasonably but is not always aware of regularities.	Able to reasonably discuss integrated management issues, sees regularities.	Can discuss the issues of integrated management reasonably and freely orientates on the issues to be discussed.

Literature and information sources:

Compulsory literature and information sources

1.	Barrie, G., D., Bamford, D., Wiele, T. (2016). <i>Managing quality: an essential guide and resource gateway</i> . Chichester, United Kingdom: Wiley.
2.	Kepczynski, R., Jandhyala, R., Sankaran, G., Dimofte, A. (2018). <i>Integrated Business Planning: How to Integrate Planning Processes, Organizational Structures and Capabilities, and Leverage SAP IBP Technology</i> . Springer International Publishing AG.
3.	Sartor, M., Orzes, G. (2019). <i>Quality Management: tools, methods and standards</i> . Bingley: Emerald Publishing
4.	Sroufe, R. (2018). <i>Integrated Management: How Sustainability Creates Value for Any Business</i> . Emerald Publishing Group.
Additional literature and information sources	
1.	Asif, M., Searcy, C., Zutshi, A. and Fisscher, O.A.M. (2013). "An integrated management systems approach to corporate social responsibility", <i>Journal of Cleaner Production</i> , Vol.56 pp.7-17.
2.	Danilova, K.B. (2019). "Process owners in business process management: a systematic literature review", <i>Business Process Management Journal</i> , Vol.25 No.6, pp.1377-1412.
3.	Gonsalez-Lopez, F., Bustos, G. (2019). „Business process architecture design methodologies – a literature review”, <i>Business Process Management Journal</i> , Vol.25 No.6, pp.1317-1334.
4.	Jeston, J. (2018), <i>Business Process Management: Practical Guidelines to Successful Implementations</i> , Routledge, London and New York.
5.	Klute-Wenig, S. and Refflinghaus, R. (2015). Integrating sustainability aspects into an integrated management system”, <i>The TQM Journal</i> , Vol.27 No.3, pp.303-315.
6.	Malinova, M., and Mendling, J. (2018). "Identifying do's and don'ts using the integrated business process management framework", <i>Business Process Management Journal</i> , Vol. 24 No.4, pp.882-899.
7.	Yahya, F., Boukadi, K., Ben-Abdallah, H. (2019), "Improving the quality of Business Process Models: Lesson learned from the State of the Art", <i>Business Process Management Journal</i> , Vol.25 No.6, pp.1357-1376.
Other information sources	
1.	Integrated Reporting Framework. Electronic resource [accessed 26.09.2019]. Available at: https://integratedreporting.org/resource/international-ir-framework/

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):	
195.	Stereotypes. Understanding of intercultural divergence and diversity.
196.	Other hierarchies, individualism, age, women and men roles, families, distance issues.
197.	Multiplicity of communication. The techniques of persuasion and influence across cultures.
198.	Different cultures' attitude to time.
199.	Tact and sensitivity in regards of religion, success and priorities.
200.	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
	Lecture hours (incl. seminars, discussion)	<i>Consultations, guest lectures, conferences, study tours, applied games, etc.</i>	<i>Final Test (exam, test, defence)</i>	Total			
<i>Full-time</i>	48	12	4	64	64	32	160

Course acquisition requirements and evaluation of results:

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

No.	<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.	<i>International Journal of Communication</i> . Electronic source. Available at: http://ijoc.org .
2.	DuPraw M. E. and Axner M. <i>Working on Common Cross-cultural Communication Challenges. Toward a More Perfect Union in an Age of Diversity</i> . Electronic source. Available at: http://www.pbs.org/ampu/crosscult.html
3.	Lewis R. (2006). <i>When Cultures Collide: leading across cultures</i> . 3rd ed., ISBN -13. 9781904838029.
4.	<i>Cross-Cultural Communication InterNations Magazine</i> . Electronic source. Available at: https://www.internations.org/magazine/11-cross-cultural-communication
5.	Thill J., Courtland B. (2007). <i>Excellence in business communication</i> . Upper Saddle River, N.J.: Pearson Prentice Hall. 2007-1 vol. (split pagination). ISBN: 0131870769.
6.	<i>Cross-Cultural Communication</i> . Communication Journals. Electronic source. Available at: www.questia.com/library/p436938/cross-cultural-communication
7.	Finnegan R. Communicating. (2002). <i>The multiple modes of human interconnection</i> . London and New York: Routledge, 2002. 306 pp. ISBN: 0-415
8.	FitzPatrick L., Valskov K. and Mounter P. <i>Internal Communications</i> . (2014). A manual for practitioners. London: Kogan Page. 2014. 272 pp. ISBN13: 9780749469320
9.	Warren T. (2017). <i>Cross-cultural communication</i> . 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

RESEARCH METHODS AND ORGANIZATION OF ACADEMIC WORK

Author/-s of the study course:	
Associate Professor, Dr.oec., Jelena Titko	
Credits (Latvian):	ECTS:
4	6
Final evaluation form:	
Exam	
Study course prerequisites:	
-	
Study course aim:	
To provide students with knowledge, skills and competences to conduct a research and properly apply research methods	
Study course learning outcomes (Knowledge, Skills, Competencies):	
1. Understands the core issues regarding research ethics 2. Understands the principles of research planning and structuring 3. Is able to properly apply data collection methods for a selected research topic 4. Is able to properly apply data processing methods to analyse collected data 5. Is able to analyse the research results 6. Is able to develop a qualitative research report	
TOStudy course thematic plan:	
1.	Introduction. Research ethics.
2.	Research process and its planning
3.	Research design
4.	Data collection methods
5.	Data processing methods
6.	Analysis and interpretation of the research results. Reliability of the research results
7.	Development of the research report

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

Study course calendar plan:

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

Independent work description:

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

Structure of the study course:

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

The evaluation of the study course learning outcomes:

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

			structure it properly	some core report's elements		
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Literature and information sources:	
<i>Compulsory literature and information sources</i>	
1	Fisher, C. (2010). <i>Researching and Writing Dissertation: An Essential Guide for Business Students</i> . Harlow: Pearson Education Ltd.
2	Kothari, C. R. (2004). <i>Research Methodology: Methods and Techniques</i> . New Delhi: New Age International
3	Ragin, C.C. & Amoroso, L.M. (2019). <i>Constructing Social Research: The Unity and Diversity of Methods</i> . Thousand Oaks: Sage Publication
<i>Additional literature and information sources</i>	
1	Walliman, N. (2006). <i>Social Research Methods</i> . New Delhi: SAGE Publications
2	Gill, J. & Johnson, P. (2010). <i>Research Methods for Managers</i> . Los Angeles: SAGE Publications
<i>Other information sources</i>	
1	CLES (2011). <i>Research Methods Handbook: Introductory guide to research methods for social research</i> . [viewed 03.05.2019]. Available: http://www.cles.org.uk/wp-content/uploads/2011/01/Research-Methods-Handbook.pdf
2	Flynn, D. (n. d.) <i>Student Guide to SPSS</i> . [viewed 03.05.2019]. Available: https://barnard.edu/sites/default/files/inline/student_user_guide_for_spss.pdf

Labor, environmental and civil protection

Author/s of the course:				
Mg.da.,ing., guess lect. Mārtiņš Pužuls				
Credit points (Latvian):		ECTS credits:		
2		3		
Final evaluation form:				
Examination				
Study course prerequisites:				
Secondary education requirements in physics, mathematics, biology, anatomy				
Study course aim:				
To provide students with the necessary knowledge, skills and competence acquired in the field of labor, environmental and civil protection.				
Study course learning outcomes (knowledge, skills, competences):				
<div>1. Understand labor protection system in the EU and the country.</div> <div>2. Understand basic principles of the environmental and civil protection system.</div> <div>3. Able to create a labor protection system in the company.</div> <div>4. Able to perform the environmental risk assessment of their profession.</div> <div>5. Able to manage labor protection training processes in the company.</div>				
The required study course content to achieve the learning outcomes (Study course thematic plan):				
1.	Labor protection laws and regulations. Situation in the country regarding the field of labor protection.			
2.	The internal monitoring of work environment. Identification and assessment of risks related to work environment.			
3.	Action plan. Accidents at work and occupational diseases.			
4.	Electric safety. Fire protection.			
5.	Civil protection and disaster management.			
6.	Environmental protection basics.			
Study course calendar plan:				
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 *
208.	Labor protection laws and regulations. Situation in the country regarding the field of labor protection.	4	2	
209.	The internal monitoring of work environment. Determination and assessment of risks related to work environment.	12	6	
210.	Action plan. Accidents at work and occupational diseases.	2	2	
211.	Electric safety. Fire protection.	2	1	
212.	Civil protection and disaster management.	3	2	
213.	Environmental protection basics.	1	1	
	Total:	24	16	

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

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

Full-time studies	Independent / Practical assignment’s brief description: 1. Labor protection situation in the student's chosen field or business or company. 2. Identifying risk factors in a particular work environment.				Essay Independent work		
	Mandatory reading and/or audio and video material for listening/ watching brief description: Study the 1st, the 2nd, the 3rd sources from the mandatory source list and 1.-5. from the other sources of information list of specific topics.						
Part-time studies	Independent / Practical assignment’s brief description: 1. Labor protection situation in the student's chosen field or business or company. 2. Description and analysis of possible disasters in the student's place of residence.				Essay Description		
	Mandatory literature reading and/or audio and video material for listening/ watching brief description: Study the 1st, the 2nd, the 3rd sources from the mandatory source list and 1.-5. from the other sources of information list of specific topics.						
Structure of the study course:							
Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material watching/ listening	Total hours of the course
	Lecture contact hours (including seminars, discussions)	Consultations, guest lectures, conferences, field trips, business games, etc.	Final evaluation (exam, test, defense)	Total			
Full-time	24	6	2	32	32	16	80
Part-time	16	6	2	24	32	24	80

Evaluation of the study course learning outcomes:						
Students, during the study course, successfully have to complete two independent work assignments, have to participate in two seminars, have to attend 70% of the lectures and have to pass the exam. The final score is a combination of: <ul style="list-style-type: none"> 30% of the total exam evaluation consisting of the average evaluation of the independent work done during the semester; 70% of the total exam evaluation consists of the exam score. 						
No.	<i>Learning outcome:</i>	<i>Evaluation method/s</i>	<i>Evaluation criteria</i>			
			<i>Minimum level (from 40% to 64%)</i>	<i>Average level (from 65% to 84%)</i>	<i>High level (from 85% to 94%)</i>	<i>Excellent level (10) (from 95% to 100%)</i>
1.	Understand labor protection system in the EU and the country.	Essay. Practical work.	Partly understand labor protection system.	Have mastery of the key system operating principles.	Able to understand the key processes of the labor protection system. This is reflected in practical work.	Excellently done practical work. Completely understand the formation of labor protection system and the performance differences in the EU.
2.	Able to create a labor protection system in the company.	Discussion.	Partly understand labor protection system in the company.	Have mastery of the key labor protection system	Able to understand the key processes of the labor protection	Excellently done practical work. Completely understand the formation of labor

				operating principles in the company.	system. This is reflected in practical work.	protection system in the company.
3.	Able to perform the environmental risk assessment of their profession.	Practical work. Seminar.	Partly understand work environment risk nature and their evaluation.	Have mastery of the main conditions to identify risks in work environment.	Understand the work environment risk assessment processes. Can explain the substance of these processes.	Understand the work environment risk detection techniques. Able to analyze and explain with supporting details the work environment risk assessment results.
4.	Able to manage labor protection training processes in the company.	Practical work. Discussion.	Partly understand the need for training in the field of labor protection.	Have mastery of the main principles of creating labor protection training system.	Able to organize and write labor protection instructions for certain jobs.	Have mastery of training system's designing principles. Able to analyze flexibly and with supporting details the elements of the system.
5.	Understand the basic principles of the environmental and civil protection system.	Discussion. Practical work.	Partially understand civil protection and disaster management principles and environmental principles.	Have understanding of civil protection processes. Have understanding of the basic principles of environmental protection.	Understand the basic principles of the civil protection system formation. Understand the basic principles of environmental protection.	Have mastery of civil protection system formation and its operational procedures in the country. Can clarify with supporting details the operation of elements of the system.

Literature and other sources of information:	
<i>Mandatory literature and information sources</i>	
1.	Kaļķis V., Roja Ž., Kaļķis H. (2015). Arodveselība un riski darbā. Medicīnas apgāds. Rīga, 533
2.	Darba drošība.(2010). LBAS.LM.,278
3.	Ergonomika darbā.(2010). LBAS.LM.190
4.	Kusiņš J., Kļava G. Civilā aizsardzība. (2011) SIA Drukātava, 124
5.	Nikodemus O., Brumelis G. Dabas aizsardzība.(2015) LU Akadēmiskais apgāds, 288
<i>Further reading</i>	
1.	Darba higiēna.(2010) LBAS.LM., Rīga, 179
2.	Psihosociālā darba vide.(2010) LBAS, LM,Rīga, 156
3.	Darba apstākļi un veselība darbā. (2010) LBAS, LM,Rīga, 167
4.	Darba aizsardzība uzņēmumā. Palīgs jaunajam komersantam.(2013) LDDK, Rīga, 48.lpp CD komplektā.
<i>Other sources of information</i>	
1.	Darba aizsardzības likums (spēkā esošā redakcija). Passed: 20.06.2001. Published: Latvijas Vēstnesis, 06.07.2001. Nr.105(2492)
2.	Likums "Civilās aizsardzības un katastrofas pārvaldīšanas likums" (spēkā esošā redakcija) Passed: 05.05.2016. Published: Latvijas Vēstnesis 25.05.2016. Nr. 100(5672)
3.	Ministru kabineta noteikumi Nr.238 "Ugunsdrošības noteikumi" (spēkā esošā redakcija) Passed: 19.04.2016. Published: Latvijas Vēstnesis 22.04.2016. Nr.78(5650)
4.	www.osha.lv

5.	www.vdi.gov.lv
6.	www.lm.gov.lv
7.	www.vugd.gov.lv
8.	www.varam.gov.lv

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):	
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*
214.	Animation history 1.1. Animation development 1.2. Animation styles and techniques	4		
215.	Animation basics 2.1. Learning the essential functions of Adobe After Effects 2.2. Introduction in animation making	8		
216.	Informative animation 3.1. Text animation 3.2. Form animation 3.3. Creating an infographic	12		
217.	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*
218.	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:	
Mandatory literature and information sources	
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
Further reading	
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.
Other sources of information	
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*
219.	Adobe Photoshop basics, practical work	8		
220.	Adobe Illustrator basics, practical work	8		
221.	Introduction into brand graphic design	2		
222.	Differences between digital and printed graphic design	4		
223.	Basic tools of brand graphic design (logo, color, typeface, graphic elements)	10		
224.	Photography basics	6		
225.	Studio lighting and its application	6		
226.	Photo equipment and its application	6		
227.	Editing photos	6		
228.	Brand book development basics	4		
229.	World brand graphic design case studies	4		

Study course calendar plan:				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
230.	Establishing brand graphic design development estimates	4		
231.	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:						
<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.	Understand the importance of graphic design in company's (business) marketing.	Discussion, Examination	Understand the importance of graphic design in company's	Understand the importance of graphic design in company's	Understand the importance of graphic design in company's	Understand the importance of graphic design in company's

			(business) marketing.	(business) marketing and image making.	(business) marketing, its application opportunities.	(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, but with mistakes	Able to develop a brand-specific graphic design, but practical work performed in a messy way	Able to develop a brand-specific graphic design, the work is performed neatly with an obvious contribution	Able to develop a brand-specific graphic design, the work is performed neatly 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,	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	Able to evaluate the use of graphic design analytically in relation to brand values, apply the knowledge

			albeit unconvincingly		knowledge convincingly	convincingly offering innovative solutions
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Literature and other sources of information:	
Mandatory literature and information sources	
1.	Adams, S. (2018). <i>The Field Guide to Supergraphics: Graphics in the Urban Environment</i> . THAMES & HUDSON 2018
2.	Caldell, C. (2019). <i>Graphic Design for Everyone: Understand the Building Blocks so You can Do It Yourself</i> . DK
3.	Hirsh, R. (2018). <i>Light and Lens: Photography in the Digital Age</i> 3rd Edition. Routledge.
4.	Malhotra, M. (2017). <i>The Brand Photography Playbook: The Insider's Guide to Planning Your Photo Shoot and Building a Stand-Out Brand</i> . MikiFoto + Co.
5.	Shaoqiang, W. (2018). <i>Portfolio Design & Self-promotion: My Graphic DNA</i> . 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). <i>Why Fonts Matter</i> . London, Virgin Books.
5.	Points, S. (2015). <i>Information Made Beautiful</i> . SendPoints.
6.	Hellers, S., Andersone, A. (2016). <i>Grafiskā dizaina rokasgrāmata</i> . Rīga, Jāņa Rozes apgāds.
7.	Kerols, H. (2014). <i>Gribi iemācīties fotografēt? Izlasi šo!</i> (V. Holma, Trans.) Rīga: Jāņa Roze apgāds.
8.	Sontāga, S. (2008). <i>Par fotogrāfiju</i> (Laikmetīgās mākslas centrs.).
9.	Fancher, N. (2015). <i>Studio anywhere: A Photographer's Guid to Shooting in unconventional Locations</i> . Peachpit press
10.	Fancher, N. (2017). <i>Studio anywhere 2 Hard Light: A Photographer's Guid to Shaping Hard Light</i> . 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.alexcohen.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/

BRAND VISUAL IDENTITY

Author/-s of the study course:	
Mg.art. Ksenija Miļča	
Credits (Latvian):	ECTS:
8	12
Final evaluation form:	
Exam	
Study course prerequisites:	
Basic knowledge of arts, social sciences, design and photography.	
Study course aim:	
The course aims to introduce to theoretical and practical principles of generating brand visual identity. During the course a high quality, original brand visual identity is created considering knowledge and skills obtained while studying graphic design and photography.	
Study course learning outcomes (Knowledge, Skills, Competencies):	
<ol style="list-style-type: none"> 1. Knows newest trends of brand visual identity 2. Is able to differentiate the goals that need to be achieved while working on brands visual identity 3. Is able to interpret goals of brands visual identity for every audience 4. Is able to explain the way his/her portfolio is created 5. Is able to create certain brands visual identity 6. Is able to create a design brief 7. Is able to create original graphics for a certain brand visual identity project. 	
Study course thematic plan:	
1.	What is brand visual identity
2.	Structure of a brands visual identity – components and typology
3.	Visual communication – structure and division
4.	Aims of visual identity
5.	Design brief – development and usage
6.	History of print
7.	Creation of original ornaments using Adobe Illustrator
8.	Usage of appropriate photographs for brand visual identity
9.	Product design and its meaning in brands visual identity
10.	Web page design – a part of brands visual identity
11.	Creating your own portfolio
12.	Yearly trends in graphic design
13.	Practical exercise – designing brands visual identity

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
232.	What is brand visual identity? 1.1.Excersise – starting on brands visual identity	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
233.	Structure of brands visual identity – components and typology 2.1.Logo, sign 2.2.Colour, type 2.3.Brands graphic parts(brief, business cards, blanks, folders etc.) 2.4.Exercise – working on a brands logo, choosing brands colours, creating a logo book	8		
234.	Visual communication 3.1.Structure and division 3.2.Best visual communication examples in the world 3.3.Exercise – creating visual communication in a city	6		
235.	Goals of brands visual identity 4.1.For a user 4.2.For a brand 4.3.For marketing	8		
236.	Design brief 4.1.Exercise – creating a personal design brief	8		
237.	History of print, different types of print, it's usage	6		
238.	Creation of original ornaments using Adobe Illustrator Exercise – creating graphics for your visual identity	10		
239.	Usage of the right photographs for your visual identity	8		
240.	Product design and its meaning in brands visual identity 9.1.Specifics of packaging design 9.2.Print of packaging design	10		
241.	Web page design – a part of brands visual identity	6		
242.	Creating your own portfolio	6		
243.	Trends of graphic design	6		
244.	Semesters practical exercise – creating a visual identity for a brand X	10		
	Total:	96		

Independent work description:		
Study form	Type of independent work	Form of control
full-time studies	<p>Semesters practical exercise – creating brands visual identity while taking into account the research on brands needs, target audience and clients needs(design brief).</p> <p>The student submits a project folder, that consists of brands guidelines, target audience analysis, brands goals and development. Graphical part – brands colours, logo book, business cards, blanks, folders, gift certificates, envelopes, corporative gifts, design proposal of a webpage. The student also describes what kind of print was used(the structure of the exercise can change depending on what kind of brand the design is created for). Also two A2 or one A1 posters are submitted(with students designs) and prototypes of the project(printed business cards, flyers, proofs). The design is original – using students own photographs and graphics.</p>	Valuation

	Exercise "Starting on brands visual identity". Collect and systemize the data needed for the beginning of creation of brands visual identity.	Valuation
	Exercise "Working on a brands logo, choosing brands colours, creating a logo book". Create an offer for a certain brand.	Valuation
	Exercise "Creating visual communication in a city". The student is given certain exterior space and budget and has to create visual communication using techniques appropriate to given space – sculptures, outside advertising, installations, video, sound.	Valuation
	Exercise "Creating a design brief". A design brief suitable for client needs is created.	Valuation
	Exercise "Creating graphics for your visual identity". Different original graphic creation using Adobe Illustrator.	Valuation
	Analysis of given material: https://99designs.com/blog/logo-branding/visual-identity/ https://graphicmama.com/blog/stong-brand-visual-identity/ Filma "Helvetica" Filma "Objectified" Filma "Urbanized"	Valuation of summary
	Main components and guidelines designers need to know about people: Book "100 Things Every Designer Needs to Know about People", Susan Weinschenk , 2020, 256 lpp.	Valuation of summary

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	96	24	8	128	128	64	320

The evaluation of the study course learning outcomes:

No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1.	Knows newest trends of brand visual identity	Discussions	Knows newest trends of brand visual identity	Is able to explain the creation of newest trends based on cultural and historical context	Demonstrates main regularities appearing in graphic design based on newest trends	Is able to explain the usage of newest trends in his/her project
2.	Is able to differentiate the goals that need to be achieved while	Discussions	Classifies the goals that need to be achieved while working	Provides an overview of	Differentiates certain projects target audience	Is able to express hypotheses why certain projects

	working on brands visual identity		on brands visual identity	certain brands target audience		targets a certain audience
3.	Is able to interpret goals of brands visual identity for every audience	Exercise valuation	Differentiate visual identity's goals for needed audience	Provide an overview of visual identity's goals for every audience	Is able to visualize certain audiences' needs in his/her project	Foresees graphical strategies needed to achieve certain brands visual identity's goals
4.	Is able to explain the way his/her portfolio is created	Discussions	Is able to describe the usage of certain style in ones portfolio	Test the effectiveness of ones portfolio on certain target audience	Interpret results obtained about portfolios effectiveness	Is able to display improvements needed in ones portfolio
5.	Is able to create certain brands visual identity	Exercise valuation	Work with output data for brands visual identity	Create a logo book, choose colours for certain brand, choose typefaces	Create business cards, folders, gift certificates etc.	Create a logo book, choose colours for certain brand, choose typeface. Create business cards, folders, gift certificates etc. and offer innovations
6.	Is able to create a design brief	Exercise valuation	Use tools needed to create a design brief	Create a design brief	Modify the design brief according to certain clients needs	Use created design brief during a certain project
7.	Is able to create original graphics for a certain brand visual identity project	Exercise valuation	Use Adobe Illustrator main tools to create graphic elements for brands visual identity	Use Adobe Illustrator and Photoshop to create finer designs for a project(mock up)	Use Adobe Illustrator and Photoshop to create prototypes	Use Adobe Illustrator and Photoshop to create innovative solutions of brands visual identity

Literatūra un citi informācijas avoti:

Obligātā literatūra un informācijas avoti

1.	Weinschenk S.(2020). <i>100 Things Every Designer Needs to Know about People</i> . United States, Pearson Education.
2.	Airey D.(2019). <i>Identity Designed : The Definitive Guide to Visual Branding</i> . Rockport, United States, Rockport Publishers Inc.
3.	Matīss K.(2015). <i>Saskarņu māksla</i> . Rīga, Autora izdevums
4.	Wheeler A.(2017). <i>Designing Brand Identity: An Essential Guide for the Whole Branding Team</i> . New York, United States, John Wiley & Sons Inc.
5.	Schumate M.A.(2020). <i>Logo Design Theory : How Branding Design Really Works</i> . Elfstone Press
6.	Victionary (2019). <i>Material Matters 04: Paper : Creative interpretations of common materials</i> . North Point, Hong Kong, Victionery.
7.	Victionary (2019). <i>TYPE FOR TYPE : Custom typeface solutions for modern visual identities</i> . Hong Kong, Viction Workshop Ltd.

Papildliteratūra

1.	Jhonson M.(2016). <i>Logo Design Theory : How Branding Design Really Works</i> . London, United Kingdom, Thames & Hudson Ltd.
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2.	Slade-Brooking C.(2016). Creating a Brand Identity: A Guide for Designers. London, United Kingdom, Laurence King Publishing
3.	Miller D.(2017). Building a Story Brand: Clarify Your Message So Customers Will Listen. Nashville, United States, Harpercollins Focus
4.	<u>Эйсмэн Л., Рекер К. (2020., История пантона. XX век в цвете. Москва, Эксмо</u>
<i>Citi informācijas avoti</i>	
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"

Contemporary art

Author/-s of the study course:	
Mg.art., Kitija Almane	
Credits (Latvian):	ECTS:
4	6
Final evaluation form:	
Paper report	
Study course prerequisites:	
Basic knowledge in art history.	
Study course aim:	
To provide theoretical knowledge about contemporary art, its representatives and the most of art in the 20th and 21st centuries.	
Study course learning outcomes (Knowledge, Skills, Competencies):	
<ol style="list-style-type: none"> 1. Knows the main directions and differences of 20th and 21st century art. 2. Knows and is able to name several contemporary artists and their contribution to contemporary art and design. 3. Is able to explain the term "Contemporary art" and knows its origins. 4. Can critically evaluate and analyze contemporary artworks. 	
Study course thematic plan:	
1.	Introduction to contemporary art.
2.	Contemporary art and artists in 50's.
3.	Contemporary art and artists in 60's.
4.	Contemporary art and artists in 70's.
5.	Contemporary art and artists in 80's.
6.	Students presentation about conceptual artist.
7.	Contemporary art and artists in 90's.
8.	Contemporary art and artists in 21 st century.
9.	Interviews of contemporary artists, basics of generating ideas.

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
245.	Introduction to contemporary art.	4		
246.	Contemporary art and artists in 50's.	4		
247.	Contemporary art and artists in 60's.	4		
248.	Contemporary art and artists in 70's.	6		
249.	Contemporary art and artists in 80's.	6		
250.	Students presentation about conceptual artist.	2		
251.	Contemporary art and artists in 90's.	6		
252.	Contemporary art and artists in 21 st century.	8		
253.	Interviews of contemporary artists, basics of generating ideas.	8		

Study course calendar plan:				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e - learning elements
	Total:	48		

Independent work description:		
Study form	Type of independent work	Form of control
full-time studies	Report, choosing one of the topics offered by the teacher.	Valuation with grade
	Students presentation about a representative of contemporary art and his creative work.	

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:						
25% - Work in lectures; 25% - Students presentation about a representative of contemporary art; 50% - Independent work (paper) developed during the semester.						
No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1.	Knows the main directions and differences of 20 th and 21 st century art.	Task evaluation	General knowledge of 20 th and 21 st century fine arts.	Knows the basic trends and differences of 20 th and 21 st century fine arts.	Knows accurately the trends and differences of 20 th and 21 st century fine arts. Is able to objectively compare the directions.	Knows accurately the trends and differences of 20 th and 21 st century fine arts. Knows the contemporary changes of each direction. Is able to compare the unique features of 20 th and 21 st century fine arts.
2.	Knows and is able to name several contemporary artists and their contribution to	Task evaluation	Knows and is able to name several contemporary artists, but not	Knows and is able to name several contemporary artists and how	Knows and is able to name several contemporary artists how their work influenced	Knows and is able to name several contemporary artists how their work influenced the period

	contemporary art and design.		their contribution to the field of art.	their work influenced the period.	the period and art and design in nowadays.	and art and design in nowadays. Is able to connect them with other artists and representatives of that period.
3.	Student is able to explain the term – “Contemporary art” and knows its origins.	Task evaluation	Knows the definition of contemporary art.	Is able to explain the term- contemporary art and knows its origins and main features.	Is able to explain the term- contemporary art and knows its origins and main features and general dates of each art style.	Is able to explain the term- contemporary art and knows its origins and main features and is able to name the dates of different direction and their representatives.
4.	Can critically evaluate and analyze contemporary artworks.	Usage evaluation	Can critically evaluate contemporary works of art, but does that subjectively.	Is able to objectively evaluate and analyze contemporary artworks.	Is able to objectively evaluate and analyze contemporary artworks, explaining his/ her position.	Is able to objectively evaluate and analyze contemporary artworks, explaining his/ her position. Is able to borrow a base from contemporary works to create new ideas.

Literatūra un citi informācijas avoti:

Obligātā literatūra un informācijas avoti

1. Bonham-Carter, C., Goodman, D.H. (2011). *The Contemporary Art Book*. Goodman Illustrated edition.
2. Berecz, A. (2019). *100 Years, 100 Artworks: A History of Modern and Contemporary Art*. Prestel.
3. Hodge, S. (2012). *Why Your Five Year Old Could Not Have Done that: Modern Art Explained*. Prestel
4. Esplund, L. (2018). *The Art of Looking: How to Read Modern and Contemporary Art*. Basic Books.
5. Godfrey, T. (2020). *The Story of Contemporary Art*. The MIT Press.
6. Smith, T. (2019). *Art to Come: Histories of Contemporary Art*. Duke University Press Books.

Papildliteratūra

1. Astrahovska, I. (2010). *90tie. Laikmetīgā māksla Latvijā/Nineties*. Contemporary Art in Latvia. Laikmetīgās mākslas centrs
2. Archer, M. (2002). *Art Since 1960 (World of Art)*. Thames & Hudson; 2nd edition
3. Harrison, C., Wood, P.J. (2002). *Art in Theory 1900 - 2000: An Anthology of Changing Ideas 2nd Edition*. Blackwell Publishing
4. Hunter, S. , Jacobus, J., Wheeler, D. (2020). *Modern Art, Revised and Updated 3rd Rev and Expanded ed*. Edition.
5. Hopkins, D. (2000). *After Modern Art 1945-2000 (Oxford History of Art)* 1st Edition. Oxford University Press

Citi informācijas avoti

1. <https://satori.lv/>
2. <https://lcca.lv/lv/>
3. <https://www.moma.org/>
4. <https://www.centrepompidou.fr/en/>
5. <https://www.moca.org/>
6. <http://www.lnmm.lv/en>
7. <https://contemporaryartdaily.com/>

WEB PROGRAMMING II

Author/-s of the study course:	
Mg.sc.ing., Mg.math., docent, Patriks Morevs	
Credits (Latvian):	ECTS:
4	6
Final evaluation form:	
Examination	
Study course prerequisites:	
Web programming I, Programming	
Study course aim:	
To provide knowledge about website creation methods and user interface creation principles, and also to provide acquisition of practical skills in creation of websites.	
Study course learning outcomes (Knowledge, Skills, Competencies):	
<ol style="list-style-type: none"> 1. Knows PHP language syntax and operators. 2. Is able to write PHP scripts to access database and use such scripts for creation of website content. 3. Is able to write PHP scripts for using cookies. Is able to use server session parameters. 4. Is able to demonstrate own grounded opinion when creating website server scripts, data model and functionality. 5. Is able to find, select, evaluate and fully use the information for fulfilment of website creation tasks. 	
Study course thematic plan:	
1.	Introduction into server script based website development technologies.
2.	PHP script language syntax, operators, constructions.
3.	Paradigms of Object Oriented Programming of PHP script language. Classes, properties, methods.
4.	Application of database technologies in the process of website creation.
5.	Use of cookies and sessions when developing websites.
6.	Server-client interaction and implementation in websites.
7.	Principles of website content and design localization and implementation using PHP scripts

Study course calendar plan:				
<i>Taking into account the needs of the group/students, interests, previous and existing level of knowledge and understanding, the number of contact hours and sequence of topic can be adjusted in the plan</i>				
No	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	distance learning
254.	Introduction into server script based website development technologies.	4	2	1
255.	PHP script language syntax, operators, constructions.	8	4	2
256.	Paradigms of Object Oriented Programming of PHP script language. Classes, properties, methods.	8	4	2
257.	Application of database technologies in the process of website creation.	10	4	2
258.	Use of cookies and sessions when developing websites.	6	4	2

Study course calendar plan:				
Taking into account the needs of the group/students, interests, previous and existing level of knowledge and understanding, the number of contact hours and sequence of topic can be adjusted in the plan				
No	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	distance learning
259.	Server-client interaction and implementation in websites.	8	4	2
260.	Principles of website content and design localization and implementation using PHP scripts	4	2	1
Total:		48	24	12

Independent work description:		
Study form	Type of independent work	Form of control
<i>full-time studies</i>	1) Elaboration of an object oriented data model of a website in PHP language.	Written project
	Compulsory reading according to the topic. Reading of the indicated internet resources.	
	2) Development of websites with database support: database creation according to indications, embedding database API in the Object Oriented Model of the site, creation connections to the database, data processing and mapping in websites.	Written project
	Compulsory reading according to the topic. Reading of the indicated internet resources.	
	3) Development of website forms. Data uploading to the server, saving in a database, validation of data. The task according to specifications.	Written project
<i>part-time studies</i>	1) Elaboration of an object oriented data model of a website in PHP language.	Written project
	Compulsory reading according to the topic, reading of the indicated internet resources.	
	2) Development of websites with database support: database creation according to indications, embedding database API in the Object Oriented Model of the site, creation connections to the database, data processing and mapping in websites.	Written project
	Compulsory reading according to the topic. Reading of the indicated internet resources.	
	3) Development of website forms. Data uploading to the server, saving in a database, validation of data. The task according to specifications.	Written project
	Compulsory reading according to the topic. Reading of the indicated internet resources.	
<i>distance learning</i>	1) Elaboration of an object oriented data model of a website in PHP language.	Written project
	Compulsory reading according to the topic. Reading of the indicated internet resources.	
	2) Development of websites with database support: database creation according to indications, embedding database API in the Object Oriented Model of the site, creation connections to the database, data processing and mapping in websites.	Written project

	Compulsory reading according to the topic. Reading of the indicated internet resources.	Written project
	3) Development of website forms. Data uploading to the server, saving in a database, validation of data. The task according to specifications.	
	Compulsory reading according to the topic. Reading of the indicated internet resources.	

Structure of the study course:

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

The evaluation of the study course learning outcomes:

During the course it is necessary to fulfil 3 independent works, attendance shall be not less than 50% (e-lectures) and examination shall be passed.

The final grade is composed in the same manner for all study forms: full-time studies, part-time studies and e-learning. It is composed of marks for two independent works and the examination with such weights:

- The first independent work – 20%
- The second independent work – 20%
- The third independent work – 20%
- Examination – 40%

All works shall be passed (at least at the minimum level).

No	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1.	Knows PHP language syntax and operators.	Independent works, examination	Shows weak orientation in PHP language operators and application. There is an understanding of the principles of Object Oriented Programming.	Understands application of various PHP functions, knows syntax and operators. Knows basics of Object Oriented Programming.	Understands application of various PHP functions well, knows syntax and nuances of application of operators. Knows and understands paradigms of Object Oriented Programming.	Is able to use various PHP language constructions freely. Freely created object hierarchies, excellently understands paradigms of object oriented programming.

2.	1. Is able to write PHP scripts to access database and use such scripts for creation of website content.	Independent works, seminars	With some difficulties is able to use PHP scripts in order to access the database.	Is able to use PHP scripts in order to access the database. Is able to perform simple operations with the database.	Is able to use PHP scripts to access database and use such scripts for website content. Is able to use the website data model.	Freely uses database technologies with PHP language opportunities. Is able to use the website data model.
3.	2. Is able to write PHP scripts for using cookies. Is able to use server session parameters.	Independent works	With difficulties is able to use PHP scripts for working with the server session.	Is able to develop the simplest PHP scripts for using cookies. Is able to use server session parameters for the simplest tasks.	Is able to write PHP scripts for using cookies. Is able to use server session parameters.	Is able to write complicated PHP scripts for using cookies and server session parameters.
4.	Is able to demonstrate own grounded opinion when creating website server scripts, data model and functionality.	Independent works, discussion	Not sufficient ability to substantiate own opinion when creating website server scripts data model and functionality.	Partially is able to substantiate own opinion when creating website server scripts data model and functionality.	Is able to substantiate own opinion when creating website server scripts data model and functionality.	Is able to substantiate and defend own opinion when creating website server scripts data model and functionality.
5.	Is able to find, select, evaluate and fully use the information for fulfilment of website creation tasks.	Independent works, discussion	Is able to find, but is not able to critically evaluate and fully use the information for fulfilment of website creation tasks.	Is able to find and use information for fulfilment of website creation tasks. There are difficulties in evaluation of the found information.	Is able to find, select, evaluate and fully use the information for fulfilment of website creation tasks.	Is able to find, select, evaluate and fully use the information for fulfilment of non-standard website creation tasks.

Literature and information sources:

Compulsory literature and information sources

- | | |
|----|--|
| 1. | Kevin Tatroe, Peter MacIntyre, (2020), Programming PHP, 4th Edition, Publisher(s): O'Reilly Media, Inc., ISBN: 9781492054139 |
| 2. | Robin Nixon, (2021), Learning PHP, MySQL & JavaScript, 6th Edition, Publisher(s): O'Reilly Media, Inc., ISBN: 9781492093824 |
| 3. | Jon Duckett, (2022), PHP & MySQL: Server-side Web Development, Wiley; 1st edition, 672 pages, ISBN-10 : 1119149223 |

Additional literature and information sources

- | | |
|----|---|
| 1. | Jon Duckett, (2022), Front-End Back-End Development with HTML, CSS, JavaScript, jQuery, PHP, and MySQL, Wiley, 1824 pages, ISBN-10:1119813093 |
|----|---|

Other information sources

1.	w3schools, [seen 06.2022]. Available: https://www.w3schools.com/php/
2.	w3schools, [seen 06.2022], https://www.tutorialspoint.com/php/index.htm
3.	PHP net, [seen 06.2022], https://www.php.net/manual/en/tutorial.php

HIGHER MATHEMATICS

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

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

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

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

	Computations - Integral	Solving tasks
	Compulsory literature: sources	

Structure of the study course:

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

The evaluation of the study course learning outcomes:

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

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

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

PROGRAMMING I

Author/s of Study course:	
Mg.sc.comp., docent, Andrejs Liepiņš	
Credit points:	Credit score in the ECTS system:
4	6
Test form:	
Examination	
Study course prerequisites:	
None	
Course objectives are:	
To acquire basic knowledge of algorithms, the process of program development, as well as to acquire skills and competences in program development in the programming language C++.	
Course outcomes (knowledge, skills, competencies):	
10. Knows the syntax of the programming language C++ 11. Able to practically develop simple programs in C++, debug them and analyse the program code even if the program has not been developed by him/ her. 12. Able to find and justify a solution to the problem according to the wording of the task 13. Able to independently find, evaluate and creatively use information for the implementation of tasks and solutions to problems	
The content of the study course required to attain the results of the study (thematic plan of the course):	
1.	Introduction. Programming environment.
2.	C++ basics. The structure of a simple C++ program. Compilation and execution of the program, correction of errors. Comments.
3.	Algorithms. Descriptions of algorithms.
4.	Branching. Branching operators
5.	Loops. Types of loops and syntax.
6.	Random number generator
7.	Functions. Arguments and parameters for the function.
8.	References, types of variables, structured variables.
9.	Arrays. Multidimensional arrays.
10.	Strings of symbols. Functions that manipulate strings of symbols.
11.	Modules. Definition and use of modules.
12.	Files. Operations on files.

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

<i>Distance learning</i>	3) 5 programming independent works: <ol style="list-style-type: none"> 1. Use of basic operators 2. Solving tasks using functions. 3. Using two-dimensional arrays 4. Using string type variables 5. File based, simple database implementation 5-10 additional programming tasks for each topic.	Written work, discussion Tasks of self-testing
	Compulsory reading according to the topics of the study course	

Study course organisation and the volume of the course:

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

Course acquisition requirements and evaluation of results:

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

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

Literature and other sources of information:

Compulsory literature and other sources of information

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

Recommended literature

- | | |
|----|---|
| 1. | Stroustrup B. (2014). Programming - Principles and Practice Using C++. Addison-Wesley Professional. |
|----|---|

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

DATABASE TECHNOLOGIES I

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

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

Study course schedule:				
Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics				
No.	Theme	Lectures (incl. workshops, discussions) number of contact hours		
		full-time studies	part-time studies	distance learning
280.	SQL Language Basics	4	2	1
281.	Aggregate functions.	4	2	1
282.	Table joins.	4	2	1
283.	Subqueries.	4	2	1
284.	Data operations. Modifying DB content.	4	2	1
285.	Creating and modifying DB objects.	6	3	2
286.	DB design basics.	4	2	1
287.	Development of the DB structure and interface.	10	5	2
	Total:	48	24	12
Description of the independent tasks:				
Study form	Type of independent assignment		Type of control	
Full-time studies	4 independent works 6. Basics of using the SQL language 7. Creating and modifying DB objects. 8. Development of the DB structure and interface. 9. Design and implementation of a simple database		Practical work, discussion Tasks of self-testing	
	Compulsory reading according to the topics of the study course			
Part-Time Studies	4 independent works 1. Basics of using the SQL language 2. Creating and modifying DB objects. 3. Development of the DB structure and interface. 4. Design and implementation of a simple database		Practical work, discussion Tasks of self-testing	
	Compulsory reading according to the topics of the study course			
Distance learning	4 independent works 1. Basics of using the SQL language 2. Creating and modifying DB objects. 3. Development of the DB structure and interface. 4. Design and implementation of a simple database		Practical work, discussion Tasks of self-testing	
	Compulsory reading according to the topics of the study course			

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

<i>Full-time</i>	48	12	4	64	64	32	160
<i>Part-time</i>	24	18	6	48	64	48	160
<i>Distance learning</i>	12	16	4	32	64	64	160
Course acquisition requirements and evaluation of results:							
No.	Learning outcomes	Evaluation method	Evaluation criteria				
			Minimal level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	With distinction (from 95% to 100%)	
1.	Knows and is able to explain the basics of the structure and functioning of relational DBMS.	DBMS use, DB design and formation tasks, exam.	Knows and understands the basics of the structure and functioning of DBMS, but does not know how to apply them.	Knows and understands the basics of the structure and functioning of DBMS, has difficulties with their application.	Knows and understands the basics of the construction and functioning of DBMS, and knows how to apply them.	Perfectly understands the basics of the structure and functioning of the DBMS, and knows how to apply them.	
2.	Knows the stages of database development.	DBMS use, DB design and formation tasks, exam.	There are difficulties with understanding and using the stages of database development.	Knows the stages of database development, however, there are difficulties with understanding the individual stages.	Knows the stages of database development.	Freely orients himself at the stages of database development, is able to apply them in practice.	
3.	Is able to collect and apply the acquired knowledge by designing and implementing the structure of a simple database in accordance with the requirements of the project.	DBMS use, DB design and formation tasks, exam.	There are difficulties with the design and implementation of DB structures.	Able to design and implement the DB structure, but not always completely in accordance with the requirements of the project.	Able to design and implement the DB structure in accordance with the requirements of the project.	Able to design and implement the DB structure in accordance with the requirements of the project, taking into account the possibilities of expanding the project.	
4.	Able to practically develop the structure of a simple database using the SQL language or graphical user interface.	DBMS use, DB design and formation tasks, exam.	There are difficulties with assessing the problem, choosing the	Able to assess the problem and choose the right DB	Able to assess the problem and choose the right DB	Able to practically develop complex databases.	

			right structures and elements, practical use of DB objects.	construction s and elements.	construction s and elements. Able to develop simple databases.	Demonstrates excellent knowledge of SQL language and DBMS interface.
5.	Able to engage in software development projects, with the use of DBMS.	DBMS use, DB design and formation tasks, exam.	There are difficulties with engaging in software development projects with the use of DBMS.	Able to participate in software development projects with the use of DBMS, but there are problems with the use of individual components .	Able to engage in software development projects with the use of DBMS.	Able to engage in software development projects with the use of DBMS. Able to offer options for improving the structure and implementation of the project.

Literature and other sources of information:

Compulsory literature and other sources of information

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

Recommended literature

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

Other sources of information

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

COMPUTER NETWORKS I

Study course author (s):	
Mg.sc.ing., visiting teacher, Maksims Žigunovs	
Credit points:	Number of credits in the ECTS system:
3	4.5
Evaluation form:	
Exam	
Required prior knowledge:	
Applications, Operating systems, Computer system structure and computer architecture	
Aim/s of the study course:	
To provide practical work skills and knowledge of computer network technologies, principles of computer network operation.	
Study course results (Knowledge , skills , competences):	
<ol style="list-style-type: none"> 1) Understands the general principles of computer network functioning, computer network technologies, computer network terminology and regulatory acts of industry law, 2) Understands computer network standardization and protocols, 3) Knows computer network addressing and routing, 4) Knows the use of passive and active computer network hardware, 5) Knows the use of computer network monitoring and management software, computer network security solutions, 6) Can install and configure simple computer network services. 	
The content of the study course necessary to achieve the study results (thematic plan of the study course):	
1	Basic concepts of computer networks. General characteristics, definition and classification of computer networks according to criteria. The need for computer networks, the general principles of their operation, benefits and threats. Normative regulation in computer networks (international and LR laws, standards, organizations - ISO, IEEE). Laws governing the operation of Internet Service Providers (IPS). Computer network related concepts: architecture, technology, topology (logical and physical), class, organization, etc
2	Standardization in computer networks, protocols. Standards, protocols (IP, TCP, UDP, FTP, ARP, RARP, HTTP, SMTP, DHCP, POP, IMAP, DNS, NetBIOS, IPX/SPX, etc.) OSI model. Data formats and their change in the process of data circulation (at the levels of the OSI model). Units of data transfer speed, measurement methodology.
3	Computer network addressing, routing, technologies. Addressing in computer networks: MAC, IP. Protocols ARP and IP. Reserved IP addresses, their use. Subnet routing. Ethernet, FDDI, WiFi , ISDN, 2G-5G, etc
4	Passive and active computer network hardware. Cables (BASE standards), connections, contact connections, etc. Connectors, multipliers, switches, concentrators, routers, amplifiers, etc.
5	Computer network monitoring and management. Computer network monitoring and management solutions included in hardware software and Operating Systems (OS utilities: ping, ipconfig, arp , tracert , netstat , nslookup , route print , Remote Desktop , etc.) Specialized computer network management programs (Winbox , Dude, CiscoNetwork *, nmap , tcpview , NetTools , etc.)
6	Computer network services. Web services (IIS, Apache), FTP, CMS, VPN, Cloud Disks, etc

Study course calendar plan:				
Taking into account the needs, interests, previous existing knowledge and level of understanding of the study group/students, the plan may adjust the number of contact hours and the sequence of topics				
No.	Topic	Number of contact hours of lectures (including seminars, discussions).		
		full time studies	part-time studies	distance learning
288.	Basic concepts of computer networks.	4	2	1
289.	Standardization in computer networks, protocols.	4	2	1
290.	Computer network addressing, routing, technologies.	6	4	2
291.	Passive and active computer network hardware.	6	4	2
292.	Computer network monitoring and management.	8	4	2
293.	Computer network services.	8	4	2
Together:		36	20	10

Characteristics of independent tasks:		
Study form	Type of self-employment	Type of control
Full time studies	Working with video/text material	Test, practical/homework
Part-time studies	Working with video/text material	Test, practical/homework
Distance learning	Working with video/text material	Test, practical/homework

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

Study course requirements and evaluation of results:						
No.	The result of the study course	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent (from 95% to 100%)
1.	Understands the general principles of computer network functioning, computer network	Practical/ homework/ test	40-64% of tasks	65-84% of tasks	94-95% of tasks	95-100% of tasks

	technologies, computer network terminology and regulatory acts of industry law.		performed correctly	performed correctly	performed correctly	performed correctly
2.	Understands computer network standardization and protocols,	Practical/ homework/ test	40-64% of tasks performed correctly	65-84% of tasks performed correctly	94-95% of tasks performed correctly	95-100% of tasks performed correctly
3.	Knows computer network addressing and routing,	Practical/ homework/ test	40-64% of tasks performed correctly	65-84% of tasks performed correctly	94-95% of tasks performed correctly	95-100% of tasks performed correctly
4.	Knows the use of passive and active computer network hardware,	Practical/ homework/ test	40-64% of tasks performed correctly	65-84% of tasks performed correctly	94-95% of tasks performed correctly	95-100% of tasks performed correctly
5.	Knows the use of computer network monitoring and management software, computer network security solutions,	Practical/ homework/ test	40-64% of tasks performed correctly	65-84% of tasks performed correctly	94-95% of tasks performed correctly	95-100% of tasks performed correctly
6.	Can install and configure simple computer network services	Practical/ homework/ test	40-64% of tasks performed correctly	65-84% of tasks performed correctly	94-95% of tasks performed correctly	95-100% of tasks performed correctly

Literature and other sources of information:

Mandatory literature and sources of information

- | | |
|----|---|
| 1. | Olifer V., Olifer N., Computer Networks: Principles Technologies and Protocols for Network Design, ISBN: 978-0-470-86982-6, Wiley, 2006 |
| 2. | Olifer V., Olifer N., Computer networks : principles , technologies , protocols , 5th edition , ISBN: 978-5-496-01967-5, Peter , 2016 |
| 3. | O'Reilly , TCP/IP Network Administration , ISBN 1-56592-322-7, 630 pages , 1997 |

Additional literature

- | | |
|----|--|
| 1. | Information Society Services Law: Law of the Republic of Latvia. Adopted on 04.11.2004. Published: www.likumi.lv |
| 2. | Information Technology Security Law: Law of the Republic of Latvia. Adopted on 28.10.2010. Published: www.likumi.lv 3. Electronic Communications Law: Law of the Republic of Latvia. Adopted on 28.10.2004. Published: www.likumi.lv |
| 3. | The law on the processing of data of natural persons: the law of the Republic of Latvia. Adopted on 21.06.2018 Published: www.likumi.lv |
| 4. | Behrouz A. Forouzan . TCP/IP protocol suite - 4th ed . 2010 |
| 5. | Tutorialspoint.com e-book, Data communication and computer network, 2014. |
| 6. | Hunt C., TCP/IP Network Administration. Third Edition, O'Reilly & Associates. 2008. |

Other sources of information

- | | |
|----|--|
| 1. | Learning materials, links and directions to Internet resources [viewed 14.06.2022]
Available: http://www.glis.lv/p/computer-networks.html |
| 2. | Mikrotik computer network training course [viewed 10.06.2022]
Available: https://mikrotik.com/training/academy |
| 3. | Cisco Networking Training Resource [viewed 22.03.2022]
Available: http://www.freeccnastudyguide.com |
| 4. | Software and hardware user instructions and tutorials. |

THE OPERATING SYSTEMS

Author/-s of the study course:	
Mg.sc.ing., Mg.math., docent, Patriks Morevs	
Credits (Latvian):	ECTS:
4	6
Final evaluation form:	
Examination	
Study course prerequisites:	
Computer Science and Informatics Course in the Secondary School, the course Computer System Organization and Architecture	
Study course aim:	
To provide students with the necessary information, knowledge, skills and competences when working with operating systems, starting from choosing the operating system, finishing with installation, practical use and configuration thereof.	
Study course learning outcomes (Knowledge, Skills, Competencies):	
<div>6. Knows modern operating systems, types, principles thereof, file systems, licensing</div> <div>7. Knows principles of hardware and drivers, is able to install operating systems and configure them, knows software applications and how they interact with the operating systems</div> <div>8. Is able to configure user and group policies, is able to install operating systems</div> <div>9. Is able to look for errors, determine problems in operating systems and eliminate them by cooperating with other colleagues</div> <div>10. Is able to independently configure and adjust operating systems and to evaluate efficiency thereof, is able to perform system audit and compose documents on such audit</div>	
Study course thematic plan:	
1.	Operating system classification and development tendencies
2.	Conditions for usage of operating systems, licences and installation, hardware drivers
3.	Software and applications, interaction thereof with the OS, file systems, data management and organization
4.	Users of operating systems, user environment and policies, user management
5.	Maintenance of operating systems, security and audits Energy efficiency.

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

Study course calendar plan:				
Taking into account the needs of the group/students, interests, previous and existing level of knowledge and understanding, the number of contact hours and sequence of topic can be adjusted in the plan				
No	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	distance learning
295.	Conditions for usage of operating systems, licences and installation, hardware drivers <ul style="list-style-type: none"> • Usage conditions • OS installation • OS structure • OS licences • Hardware drivers • Driver installation • Basic computer components • Problems with drivers 	10	5	2
296.	Software and applications, interaction thereof with the OS, file systems, data management and organization <ul style="list-style-type: none"> • System memory • OS structure • File systems • Data management • Data organization • Parameters 	10	5	2
297.	Users of operating systems, user environment and policies, user management <ul style="list-style-type: none"> • User policies • User rights • User registration tools • User management • Quotas • Problems • Maintenance 	10	5	3
298.	Maintenance of operating systems, security and audits Energy efficiency <ul style="list-style-type: none"> • OS maintenance • Connection of external devices • Parameters • Energy efficiency • Workstations and servers, mainframes and supercomputers • Adjustment of the OS to the computer 	10	5	3
	Total:	48	24	12

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

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

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

Structure of the study course:

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

The evaluation of the study course learning outcomes:

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

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

Literature and information sources:

Compulsory literature and information sources

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

Additional literature and information sources

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