

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

**Courses for Erasmus+ students**

**Academic year 2025/2026, Spring semester 2026**

Dear incoming Erasmus+ students,

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

If you have any questions, please do not hesitate to contact me at [erasmus@eka.edu.lv](mailto:erasmus@eka.edu.lv) .

Kind regards,

Marina Tihomirova  
EKA University of Applied Sciences  
Institutional Erasmus+ coordinator

Spring Semester 02.02.2026-28.06.2026

Exam period 01.06.2025 - 28.06.2026

**Courses joining student groups (in English)**

<b>B_Vz_P_Eng_1</b>	
<b>Management - first year (Bachelor)</b>	<b>ECTS</b>
Latvian Language	3
Digital marketing	3
Macroeconomics	6
Branding	3
Research Methodology	6
Accounting	6
Philosophy	3

<b>B_Vz_P_ENG_1_Z</b>	
<b>Management - first year (Bachelor)</b>	<b>ECTS</b>
Management	9
Microeconomics	6
Sociology	3
Legal Regulation of Entrepreneurship	9
Work, Environment and Civil Safety	3

<b>B_Vz_P_ENG_2</b>	
<b>Management - second year (Bachelor)</b>	<b>ECTS</b>
Business Economics and Planning	9
Statistics	6
Human Resources Management	6
Conflict management and alternative dispute resolution	6

<b>B_Vz_P_ENG_3</b>	
<b>Management - third year (Bachelor)</b>	<b>ECTS</b>
Intellectual Property Rights	6
International Marketing and Trade	3

<b>B_M_P_Eng_1</b>	
<b>Marketing - first year (Bachelor)</b>	<b>ECTS</b>
Workshop "Visual Communication"	3
Workshop "Digital marketing"	3
Workshop "Creative ideas"	3

<b>B_M_P_Eng_2</b>	
<b>Marketing - second year (Bachelor)</b>	<b>ECTS</b>
Workshop "Content Marketing"	3
Consumer Behavior in the Market	6

Professional Foreign Language I (English)	6
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B_Ek_P_Eng_1	
Business Economics - first year (Bachelor)	ECTS
Financial mathematics	6

B_Ek_P_Eng_2	
Business Economics - second year (Bachelor)	ECTS
Logistics economics	3
Innovation economy	6

M_Bv_P_Eng_Z_1	
Business Administration (Master)	ECTS
Cross-Cultural Communication	6
Intellectual Property Protection	6
Business Value Management	6
Integrated Management systems	6
Start-ups Management	6
Design thinking	6

M_Bv_P_Eng_Z_2	
Business Administration (Master)	ECTS
Research Methods and Organization of Academic Work	6
Corporate Finance Management	6
Digital Economy	6
International Law	6

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

M_AE_P_Eng_1	
Circular economy and social entrepreneurship (Master)	ECTS
Legal Framework for Circular Economy and Social Responsibility	6
Social Entrepreneurship	6

M_PV_P_Eng_1	
International cultural project management (Master)	ECTS
International Etiquette and Protocol	6
Leadership and Personal Branding	6

Project Financing 2	6
Labor, Environmental, and Civil Protection	3
Digital Transformation	3

M_Pv_P_Eng_Z_2	
International cultural project management (Master)	ECTS
Project financing	9
Leadership and self-positioning	6
International etiquette and protocol	6

PB_It_P_Eng_1	
Information Technologies - (Bachelor)	ECTS
Higher Mathematics	5
Programming I	6
Database technologies I	6
Computer Networks I	4
The Operating Systems	6

PB_It_P_Eng_2	
Information Technologies - (Bachelor)	ECTS
WEB Programming II	6
Information Technologies - (Bachelor)	ECTS
Artificial intelligence	5
Probability Theory and Mathematical Statistics	6
Computer systems organization and architecture	5
WEB Programming I	3
Programming III	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):				
<div>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.</div> <div>2. Students can understand familiar names, words and very simple sentences.</div> <div>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.</div> <div>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.</div>				
Study course thematic plan:				
1.	Greeting and addressing. Introducing yourself. Contact details (Alphabet. Verbs <i>būt, nebūt</i> . Numbers 1-20. Pronouns.)			
2.	People, countries, languages and nationalities (Verbs <i>dzīvot, runāt, strādāt, studēt</i> .)			
3.	In a town and in the country (Verbs <i>redzēt, apmeklēt</i> + nouns in the relevant case.)			
4.	My home and my family (Verbs <i>dzīvot, īrēt</i> + nouns in the relevant case.)			
5.	Travelling and transport (Verbs <i>iet, braukt, lidot</i> + nouns in the relevant case.)			
6.	Daily routines (Times of the day, verbs <i>ēst, dzert, lasīt, gulēt, darīt</i> + nouns in the relevant case.)			
7.	In a shop and bank (Verbs <i>pirkt, pārdot, maksāt</i> + nouns in the relevant case.)			
8.	Food and meals (Verbs <i>cept, vārīt, garšot, negaršot</i> + nouns in the relevant case.)			
Study course calendar plan:				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e - learning elements
1.	Greeting and addressing. Introducing yourself Contact details (Alphabet. Verbs <i>būt, nebūt</i> . Numbers 1-20. Pronouns.)	4		

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

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	32	6	2	40	24	16	80

studies							
part-time studies							
part-time studies with e-learning elements							

**The evaluation of the study course learning outcomes:**

Students shall:

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

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

No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1.	Students can recognise familiar words and very basic phrases concerning oneself, one's family and immediate concrete surroundings when people speak slowly and clearly.	Practical reading exercises and listening tasks, question – answer sessions	Students can recognise 40%-64% of familiar words and very basic phrases	Students can recognise 65%-84% of familiar words and very basic phrases	Students can recognise 85%-94% of familiar words and very basic phrases	Students can recognise 95%-100% of familiar words and very basic phrases
2.	Students can understand familiar names, words and very simple sentences.	Practical reading exercises and listening tasks, individual and pair work, question – answer sessions	Students can understand 40%-64% of familiar names, words and very simple sentences	Students can understand 65%-84% of familiar names, words and very simple sentences	Students can understand 85%-94% of familiar names, words and very simple sentences	Students can understand 95%-100% of familiar names, words and very simple sentences
3.	Students can interact in a simple way provided the other person is prepared to repeat or rephrase things at a slower rate of speech and help them formulate what they are trying to say. They can ask and answer simple questions in areas of immediate need or on very familiar topics.	Practical speaking and listening tasks in pairs and groups, presentation	Students can ask simple questions, partially understand what is said/asked, but have difficulties with providing answers	Students can ask simple questions, fully understand what is said/asked, but have difficulties with providing relevant answers due	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

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

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



<b>Author/s of the course:</b>	
MBA, guest lecturer, Edgars Korņevskis	
<b>Credit points (Latvian):</b>	<b>ECTS credits:</b>
2	3
<b>Final evaluation form:</b>	
Examination	
<b>Study course prerequisites:</b>	
Marketing	
<b>Study course aim:</b>	
Provide students with the acquisition of appropriate digital marketing knowledge and practical skills.	
<b>Study course learning outcomes (knowledge, skills, competences):</b>	
<ol style="list-style-type: none"> <li>1. Understand the importance of digital marketing in culture field.</li> <li>2. Understand the user experience and usability principles.</li> <li>3. Understand digital marketing methods and channels.</li> <li>4. Understand social media marketing.</li> <li>5. Able to plan digital marketing activities, campaigns and budget.</li> </ol>	
<b>The required study course content to achieve the learning outcomes (Study course thematic plan):</b>	
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

<b>Study course calendar plan:</b>				
<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"> <li>• Business objectives and target audiences</li> <li>• Digital marketing planning, budget</li> <li>• Methods and channels</li> <li>• User experience, usability</li> </ul>	4	3	1.5
10.	Content marketing <ul style="list-style-type: none"> <li>• Principles, content plan</li> </ul>	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*
	<ul style="list-style-type: none"> <li>Content types</li> <li>The basic principles of formatting</li> </ul>			
11.	Search Engine Optimization (SEO) <ul style="list-style-type: none"> <li>SEO basics</li> <li>SEO strategy and plan</li> <li>Tool usage: Google webmasters, Google My Business</li> </ul>	4	2	1
12.	Social media management <ul style="list-style-type: none"> <li>Social media communication plan</li> <li>The most popular channels: Facebook, Instagram, YouTube etc.</li> <li>Content creation for social media networks</li> </ul>	4	2	1
13.	Paid advertising <ul style="list-style-type: none"> <li>Banner planning</li> <li>Google Ads</li> <li>Facebook advertising</li> </ul>	4	3	1.5
14.	Evaluation methods of marketing activities <ul style="list-style-type: none"> <li>Google Analytics</li> <li>Social media statistical tools</li> </ul>	4	3	1.5
	<b>Total:</b>	<b>24</b>	<b>16</b>	<b>8</b>

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
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Structure of the study course:

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

Evaluation of the study course learning outcomes:

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 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	Seminar, examination	Able to list the most popular	Able to list and describe in	Able to describe a	Able to compare, in a

	and channels.		forms of digital marketing	detail the various forms of digital marketing, able to describe their advantages and disadvantages	significant number of the digital marketing methods, describing in detail the advantages and interaction of the channels	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:

##### **Mandatory literature and information sources**

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 māketings internetā. Rīga, Latvija.

##### **Further reading**

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). Māketings no A līdz Z. Jumava, Rīga.

5.	Praude, V. (2011). Mārketings 1.grāmata. Burtene, Rīga.
<b><i>Other sources of information</i></b>	
1.	<a href="https://digitalmarketinginstitute.com/">https://digitalmarketinginstitute.com/</a>
2.	<a href="https://digijourney.com/">https://digijourney.com/</a>

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

<b>Study course calendar plan:</b>				
<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"> <li>• The object of macroeconomics.</li> <li>• Macroeconomic methodology.</li> <li>• The basic problem and aims of macroeconomics.</li> </ul>	4	2	1
16.	Key indicators of macroeconomics. <ul style="list-style-type: none"> <li>• Gross National Product and Gross Domestic Product.</li> <li>• The methods of calculating Gross Domestic Product.</li> <li>• Other macroeconomic indicators.</li> <li>• Nominal and real Gross Domestic Product. Price indices.</li> <li>• Gross Domestic Product and population welfare. Economic growth.</li> </ul>	8	4	2
17.	Macroeconomic instability. <ul style="list-style-type: none"> <li>• Production cycles as macroeconomic instability manifestation.</li> <li>• The substance of inflation and its forms of expression.</li> </ul>	6	3	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*
	<ul style="list-style-type: none"> <li>The substance, types and socioeconomic consequences of unemployment.</li> </ul>			
18.	Monetary system. <ul style="list-style-type: none"> <li>Money demand and supply.</li> <li>Two-tier banking system.</li> <li>Monetary policy.</li> </ul>	8	4	2
19.	Aggregate demand and supply. <ul style="list-style-type: none"> <li>Aggregate demand - its structure and factors.</li> <li>Aggregate supply: Keynesian and classical approach.</li> <li>Aggregate supply changes.</li> <li>Macroeconomic balance and changes.</li> <li>Demand and supply shocks. Automatic process and regulatory measures.</li> </ul>	6	3	1
20.	Income – expenditure model component analysis. <ul style="list-style-type: none"> <li>Consumption, savings, investment.</li> <li>Income–expenditure balance and multiplication effects.</li> </ul>	4	2	1
21.	Fiscal framework. <ul style="list-style-type: none"> <li>Government expenditure structure.</li> <li>Taxes: functions, principles.</li> <li>The state budget, its deficit and public debt.</li> </ul>	6	3	2
22.	International economic relations. <ul style="list-style-type: none"> <li>International trade - substance and policy.</li> <li>International capital movement.</li> <li>The international labor movement.</li> <li>International Monetary System.</li> </ul>	6	3	2
<b>Total:</b>		<b>48</b>	<b>24</b>	<b>12</b>

Independent work description:		
Study form	Type of independent work	Form of control
All forms of studies	1. The acquisition of macroeconomic theory issues. 2. Find a solution for a given macroeconomic problem/task, to support the chosen solution with macroeconomic theory conclusions. 3. Prepare discussion report on a certain macroeconomic theory question, support opinion and critically substantiate the statements.	Presentation 2 quizzes 2 seminars
	Independently read sources 1, 2 and 3 from the mandatory literature list, and prepare a discussion report on the given issue of macroeconomic theory.	

Structure of the study course:						
Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material
	Lecture contact hours (including seminars,	Consultations, guest lectures, conferences, field trips,	Final evaluation (exam, test, defense)	Total		

	<i>discussions)</i>	<i>business games, etc.</i>				<i>watching/ listening</i>	
<i>Full-time</i>	48	12	4	<b>64</b>	64	32	<b>160</b>
<i>Part-time</i>	24	18	6	<b>48</b>	64	48	<b>160</b>
<i>Part-time studies with e-learning elements</i>	12	16	4	<b>32</b>	64	64	<b>160</b>

#### Evaluation of the study course learning outcomes:

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

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

#### Literature and other sources of information:

**Mandatory literature and information sources**



1.	Krugman, P., Wells R. (2018). Macroeconomics. N.-Y: Macmillan Education, p. 561.
2.	Bikse, V. (2015). Makroekonomika: teorija un politika. Liepāja, LiepULiePA, 269 lpp.
3.	Šenfelde, M. (2012). Makroekonomika. Rīga, RTU izdevniecība, 244 lpp.
<b>Further reading</b>	
1.	Baumol, W., J. Blinder, A., S. (2012). Economics: Principles & Policy, 12 <sup>th</sup> 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 <a href="http://www.fm.gov.lv/lv/sadalas/tautsaimniecibas_analize/">http://www.fm.gov.lv/lv/sadalas/tautsaimniecibas_analize/</a>
6.	Makroekonomikas ikmēneša apskats <a href="http://www.fm.gov.lv/lv/sadalas/tautsaimniecibas_analize/tautsaimniecibas_analize/ikmenesas_makroekonomikas_un_budzeta_apskats/">http://www.fm.gov.lv/lv/sadalas/tautsaimniecibas_analize/tautsaimniecibas_analize/ikmenesas_makroekonomikas_un_budzeta_apskats/</a>
7.	Nodokļi <a href="http://www.fm.gov.lv/lv/sadalas/nodoklu_politika/">http://www.fm.gov.lv/lv/sadalas/nodoklu_politika/</a>
8.	Starptautiskā sadarbība <a href="https://www.em.gov.lv/lv/nozares_politika/starptautiska_sadarbiba/">https://www.em.gov.lv/lv/nozares_politika/starptautiska_sadarbiba/</a>
<b>Other sources of information</b>	
1.	Centrālā statistikas pārvalde <a href="http://www.csb.gov.lv">www.csb.gov.lv</a>
2.	Latvijas Ekonomikas ministrija <a href="http://www.em.gov.lv">www.em.gov.lv</a>
3.	Latvijas Finanšu ministrija <a href="http://www.fm.gov.lv">www.fm.gov.lv</a>
4.	Latvijas Banka <a href="http://www.bank.lv">www.bank.lv</a>
23.	Zinātnisko žurnālu datubāze EBSCO <a href="http://www.search.ebscohost.com">www.search.ebscohost.com</a>

## Branding

<b>Author/s of the course:</b>	
Dr.phil., Professor Velga Vēvere	
<b>Credit points (Latvian):</b>	<b>ECTS credits:</b>
2	3
<b>Final evaluation form:</b>	
<b>Examination</b>	
<b>Study course prerequisites:</b>	
Management	
<b>Study course aim:</b>	
To provide students with the necessary knowledge, skills and competence acquisition in the field of branding.	
<b>Study course learning outcomes (knowledge, skills, competences):</b>	

1. Understand the substance of the concept of "branding" and related concepts.
2. Understand the steps of branding process and necessary data mining methods used for its implementation.
3. Able to analyze brands, to determine their value.
4. Able to analyze consumer purchasing decision-making stages.

**The required study course content to achieve the learning outcomes (Study course thematic plan):**

1.	The essence and meaning of branding in a company's (organization's) activities
2.	Branding development (directions and authors)
3.	Branding in various kinds of businesses
4.	External identifiers of a brand
5.	Brand building and management
6.	Brand portfolio management
7.	Place branding
8.	Brand promotion

**Study course calendar plan:**

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

No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
24.	The role of brand in an organization's activities: <ul style="list-style-type: none"> <li>• Brand definitions</li> <li>• Branded and non-branded products</li> <li>• Brand analysis models</li> </ul>	3	2	1
25.	The development of branding: <ul style="list-style-type: none"> <li>• Brand creation, history</li> <li>• The development stages of branding</li> </ul>	3	1	1
3.	Branding in various industries: <ul style="list-style-type: none"> <li>• Manufacturer's brand</li> <li>• Service brand</li> <li>• Co-brand</li> <li>• Retail brand</li> </ul>	4	3	1
27.	External identifiers of a brand <ul style="list-style-type: none"> <li>• Name</li> <li>• Logo</li> <li>• Advertising slogan</li> <li>• Packaging</li> </ul>	4	3	1
28.	Brand development: <ul style="list-style-type: none"> <li>• Strategic</li> <li>• Administrative</li> <li>• Operational</li> </ul>	3	2	1
29.	Brand portfolio management: <ul style="list-style-type: none"> <li>• The concept of brand portfolio</li> <li>• Brand distribution and expansion</li> <li>• Segmentation and positioning</li> </ul>	3	2	1
30.	Place branding: <ul style="list-style-type: none"> <li>• Concept</li> <li>• Nation branding</li> <li>• City branding</li> </ul>	2	1	1
31.	Brand promotion: <ul style="list-style-type: none"> <li>• Marketing communication</li> <li>• Promotion strategy</li> </ul>	2	2	1
<b>Total:</b>		<b>24</b>	<b>16</b>	<b>8</b>

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

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

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

Evaluation of the study course learning outcomes:						
During the course, students have to prepare 2 independent assignments and participate in 1 seminar, as well as to attend at least 50% of lectures and pass a written examination. The final evaluation is the average grade of 3 assessments (2 independent work assignments and the exam)						
No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (10) (from 95% to 100%)
1.	Know about the substance of branding, its principles and	Seminar, discussion, examination	Able to name key branding concepts, describe them	Know the key branding concepts, able to identify and	Excellent understanding of brand essence and brand	Freely discusses branding concepts and terminology, able to analyze and

	methods			describe the types of brand	typology, understand the brand's role in society	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: <a href="https://www.researchgate.net/publication/283720522_Corporate_brands_and_corporate_marketing_Emerging_trends_in_the_big_five_eco-system">https://www.researchgate.net/publication/283720522_Corporate_brands_and_corporate_marketing_Emerging_trends_in_the_big_five_eco-system</a>
2	Brito, M. (2013). <i>Your brand, the next media company: how a social business strategy can enable better content, smarter marketing and deeper customer relationships</i> . Indianapolis, IN : QuePub.
3	Ghernev A. (2018). <i>Strategic Brand Management</i> . Evanston: Northwestern University.
4	Godins, S. (2014). <i>Violetā govs : [kā veicināt sava zīmola, produktu un pakalpojumu atpazīstamību]</i> . Jelgava : 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 <a href="https://hrcak.srce.hr/file">https://hrcak.srce.hr/file</a>
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: OxfordUniversityPress.
<b>Further reading</b>	
1	Anholt, S. Competitiveldentity. (2007). <i>The New Brand Management for Nations, Cities and Regions</i> . London: PalgraveMacmillan.
3	Cocoran I. (2007). <i>The Art of Digital Branding</i> . New York: Allworth Press.
2	Kornberger, M. (2010). <i>BrandSociety. 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 : PalgraveMacmillan, [2019]
5	Steenkamp, J.-B. (2017). <i>Global brand strategy : world-wise marketing in the age of branding</i> . London : Palgrave Macmillan.
<b>Other sources of information</b>	
1	<a href="https://www.adweek.com/brand-marketing/">https://www.adweek.com/brand-marketing/</a>
2	<a href="https://brandstruck.co/blog/">https://brandstruck.co/blog/</a>
3	<a href="https://identitydesigned.com/">https://identitydesigned.com/</a>
4	<a href="https://www.thebrandingjournal.com/">https://www.thebrandingjournal.com/</a>

## RESEARCH METHODOLOGY

<b>Author/-s of the study course:</b>	
Assistant professor Mg.Psych. Jekaterina Bierne	
<b>Credits (Latvian):</b>	<b>ECTS:</b>
4	6
<b>Final evaluation form:</b>	
Exam	
<b>Study course prerequisites:</b>	
no	
<b>Study course aim:</b>	
To provide students with the necessary knowledge, skills and competences in the field of research methodology	
<b>Study course learning outcomes ( Knowledge, Skills, Competencies):</b>	

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, 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	4	2	1

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

<b>Independent work description:</b>		
Study form	Type of independent work	Form of control
All study forms	<ol style="list-style-type: none"> <li>1. Creating the Bibliography including at least 15 literature and information sources of different types, in accordance with the Guidelines.</li> <li>2. Creating the research paper Introductions including research topicality (relevance), aim, tasks, object and subject, data mining</li> </ol>	Written task submission and evaluation, presentation and discussion, control work

	<p>and processing methods, research limitations in accordance with the Guidelines.</p> <p>3. Creating the introduction based research work presentations in accordance with the Guidelines.</p> <p>4. Analysis of the two different published scientific researches in the field of management, including research question, methodology, validity, findings and significance level.</p>	
	<p>Mandatory reading:</p> <p>1) 3rd source (full text),</p> <p>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</p> <p>3) 1st source (section 2; pp.63 – 126)</p>	

#### Structure of the study course:

Study form	Contact hours				Individual work (hours)	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
	Lecture contact hours (incl. seminars, discussions etc.)	Consultations, guest lectures, conferences, study visits, workshops, business games and simulations etc.	Final evaluation in the course	Total			
full-time studies	48	8	4	<b>64</b>	64	32	<b>160</b>
part-time studies	24	18	6	<b>48</b>	64	48	<b>160</b>
part-time studies with e-learning elements	12	16	4	<b>32</b>	64	64	<b>160</b>

#### The evaluation of the study course learning outcomes:

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

No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1.	Understand the main research methodology concepts and research principles	Discussion, control work	Understand the main research principles, but there are difficulties with methodology	Correct understanding of the main research methodology concepts and	Correct understanding of and free operating with the main research	Correct and detailed understanding and reasoning on the research



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

			statistical reasoning	reflects the research results		statistical conclusions on research results
6.	Able to analyze the required information in order to gain understanding of the particular subject of research in the field of economics and management science	Independent work, discussion	Able to analyze minimal amount of required information in order to gain understanding of the particular subject of research in the field	Able to analyze the required information in order to gain partial understanding of the particular subject of research in the field	Able to analyze the required information in order to gain understanding of the particular subject of research in the field	Able to confidently and sophisticatedly analyze the required information in order to gain understanding of the particular subject of research in the field
7.	Able to present the results of the study	Discussion	Able to present the results of the study partially as required, with lack of confidence	Able to consequently present the results of the study with some minor mistakes	Able to consequently and confidently present the results of the study as required	Able to confidently and impressively present the results of the study as required
8.	Able to reasonably discuss the conclusions of the study and application possibilities	Discussion	Able to the conclusions of the study and application possibilities, with lack of appropriate reasoning and confidence	Able to reasonably discuss the conclusions of the study and application possibilities with some difficulties	Able to reasonably discuss the conclusions of the study and application possibilities	Able to reasonably and confidently discuss the conclusions of the study and application possibilities

#### Literature and information sources:

##### Compulsory literature and information sources

1. Bryman, A. (2016). *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). <i>Research methods for managers</i> . LA: Sage
6.	Wilson, J. (2010). <i>Essentials of business research: a guide to doing your research project</i> . LA:Sage Publications.
<b>Other information sources</b>	
1.	EBSCO HOST data base. Electronic source. Available at: <a href="http://web.b.ebscohost.com/">http://web.b.ebscohost.com/</a>
2.	EMERALD Insight database. Electronic source. Available at: <a href="https://www.emerald.com/insight/">https://www.emerald.com/insight/</a>
3.	Google Scholar database. Electronic source. Available at: <a href="https://scholar.google.com/">https://scholar.google.com/</a>
4.	Information Research. Electronic source. Available at: <a href="http://informationr.net/ir/">http://informationr.net/ir/</a>

## ACCOUNTING

<b>Author/s of the course:</b>	
Professor, Dr.oec. Vita Zariņa	
<b>Credit points (Latvian):</b>	<b>ECTS credits:</b>
4	6
<b>Final evaluation form:</b>	
Examination	
<b>Study course prerequisites:</b>	
Microeconomics, Legal regulation of business	
<b>Study course aim:</b>	
To provide students with the necessary knowledge, skills and competence acquisition in the field of accounting.	
<b>Study course learning outcomes (knowledge, skills, competences):</b>	

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:**

*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*
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
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
<b>Total:</b>		<b>48</b>	<b>24</b>	<b>12</b>

**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 independent work assignments; 2 quizzes

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

Evaluation of the study course learning outcomes:
The final evaluation of the course for <b>full-time students</b> 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 <b>part-time students</b> is formed from successfully completed two independent work assignments, two passed quizzes, active participation in discussions (seminar) during the classes and passed exam covering the studied topics of the course.

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

			of economic processes		processes, but there are errors in solving specific problems	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: <a href="https://likumi.lv/ta/id/277779-gada-parskatu-un-konsolideto-gada-parskatu-likums">https://likumi.lv/ta/id/277779-gada-parskatu-un-konsolideto-gada-parskatu-likums</a>
3.	Gadapārskatu un konsolidēto gadapārskatu sagatavošanas noteikumi, LR MK noteikumi nr. 775. Spēkā no 22.10.2015 no 22.12.2015. Electronic resource. Available: <a href="https://likumi.lv/ta/id/278844-gada-parskatu-un-konsolideto-gada-parskatu-likuma-piemerosanas-noteikumi">https://likumi.lv/ta/id/278844-gada-parskatu-un-konsolideto-gada-parskatu-likuma-piemerosanas-noteikumi</a>
4.	Leibus, I. (2016). Pirmesolojkomercdarbībā: 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: <a href="https://likumi.lv/doc.php?id=80418">https://likumi.lv/doc.php?id=80418</a>
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 avotu uzskaites un novērtēšana. Mācību grāmata. Rīga: RTU Izdevniecība.
7.	Ābika L., Brūna I., Būmane I., Kasale M. (2008). Praktiskodarbū uzdevumi grāmatvedības teorijā. 2. papildināts izdevums. Rīga: SIA Izglītības sōļi.
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 kārtības budžeta iestādēs, LR MK noteikumi Nr. 87. Spēkā no 13.02.2018. . Electronic resource. Available: <a href="https://likumi.lv/ta/id/297134-gramatvedibas-uzskaites-kartiba-budzeta-iestades">https://likumi.lv/ta/id/297134-gramatvedibas-uzskaites-kartiba-budzeta-iestades</a>
2.	Bilance: [žurnāls] – Rīga: SIA Lietišķās informācijas dienests
3.	iFinances: [žurnāls] – Rīga: SIA Izdevniecība iŽurnāls

## PHILOSOPHY

<b>Author/s of the course:</b>	
Dr.phil., Professor VelgaVēvere	
<b>Credit points (Latvian):</b>	<b>ECTS credits:</b>
2	3
<b>Final evaluation form:</b>	
<b>Examination</b>	
<b>Study course prerequisites:</b>	
Secondary school level knowledge of the history of culture and literature	
<b>Study course aim:</b>	
To provide students with the necessary knowledge, skills and competence acquisition in the field of philosophy.	
<b>Study course learning outcomes (knowledge, skills, competences):</b>	
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	
<b>The required study course content to achieve the learning outcomes (Study course thematic plan):</b>	
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:

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

\* 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</i>	Quiz

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

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

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

	analysis of current socio-economic and cultural problems	discussion	of the current socio-economic and cultural challenges, provide insight from the perspective of philosophy	socio-economic and cultural problems, make their philosophical description	socio-economic and cultural problems, perform their philosophical analysis	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 arguments, discuss	Able to creatively use philosophical argumentation methods, make counter arguments, discuss, moderate discussions
7.	Able to collect and evaluate information	Independent work, discussion	Able to find the necessary sources in libraries and online databases with the help of the instructor	Able to independently find the necessary sources in libraries, online databases, select and evaluate them	Able to independently find the necessary sources in libraries, online databases, evaluate them and use in research	Able to independently find the necessary sources in libraries and online databases, creatively use them in scientific research and make original conclusions
8.	Able to practically present the results of research, write pointed essays	Independent work	Able to report the results of the research in an essay	Able to report the results of the research in an essay and present them to an audience	Able to report the results of the research in a well-argued, pointed essay, support findings and present the results to an audience	Able to report the results of the research, argue its conclusions very well, present them in front of an audience, as well as moderate student discussions

#### Literature and other sources of information:

**Mandatory literature and information sources**

1.	Delēzs, Ž., Gvatarī, F. (2010). <i>Kas ir filozofija?</i> Rīga : Jāņa Rozes apgāds.
2.	Dirāns, V. (2010). <i>Filozofijas stāsts : pasaules izcilāko filozofu dzīve un atziņas</i> . Rīga : Zvaigzne ABC.
3.	Evans S. (2018). <i>A history of Western philosophy</i> . Downers Grove, Illinois, Inter Varsity Press.
4.	<i>Filozofijas vēsture : no antīkās pasaules līdz mūsdienām</i> . (2006). Rīga Jāņa Rozes apgāds.
5.	Kūle, M. (sast.). (2016). <i>Fenomenoloģijāmūsdienpasaule</i> . Rīga: LU FSI
6.	Pazuhina, N., Štolls, P., Šuvajevs, I. (2018). <i>Bezvarīgova: Masariks, Patočka, Havel</i> . Rīga: LU FSI.
7.	Platons. (2015). <i>Dialogi</i> . Rīga: Zinātne.
8.	Rasels, B. (2008). <i>Filozofijas problēmas</i> . Rīga : Jāņa Rozes apgāds.
9.	Rufinga, M. (2016). <i>Kants, Šopenhauers un Nīče</i> . LU FSI: Rīga.
	Stūre-Stūriņa, I. (2016). <i>Totēms un tabu: toreiz un tagad</i> . Rīga: LU FSI
<b>Further reading</b>	
1.	Barts, R. (2008). <i>Camera lucida: piezīme par fotogrāfiju</i> . Rīga: Laikmetīgās mākslas centrs.
2.	Blekbērnis, S. (2007). <i>Domā : neatvairāms ievads filozofijā</i> . Rīga: 1/4 Satori.
3.	Debors, G. (2017). <i>Izrādē sabiedrība</i> . Rīga: Laikmetīgās mākslas centrs.
4.	Freids. (2017). <i>Viņpustikmes principa</i> . Rīga: Zvaigzne ABC.
5.	Jankovskis, Ģ. & Jankovska, M. (2017). <i>Being There and Together</i> . Rīga: Creative Media Baltic.
6.	Kūle, M. (sast.) (2016). <i>Fenomenoloģijāmūsdienpasaule</i> . Rīga: FSI.
7.	<i>Memory Access Denied</i> . (2019). Rīga: Zinātne
8.	Safranski, R. (2010). <i>Nīče : viņa domāšanas biogrāfija</i> . Rīga : Dienas Grāmata.
9.	Vējš, J. N. (2017). <i>Četraseses par Berlinu</i> . Rīga: FSI.
10.	Vēvere, V. S(2011). <i>Sērens Kirkegors: būt un vēstīt</i> . Rīga: FSI.
11.	Vēvere, V. (sast.). (2014). <i>Kirkegoriskie lasījumi</i> . Rīga: FSI.
<b>Other sources of information</b>	
1.	Punctum. Literatūras un filozofijas žurnāls. Electronic resource [viewed on 25.09.2019]. Available: <a href="http://www.punctummagazine.lv">www.punctummagazine.lv</a>
2.	<i>Rīgas Laiks</i> . Rīga : Rīgas Laiks.
3.	Satori. Electronic resource [viewed on 25.09.2019]. Available: <a href="http://www.satori.lv">www.satori.lv</a>
4.	Stanford Encyclopedia of Philosophy. Electronic resource [viewed on 25.09.2019]. Available: <a href="http://www.plato.stanford.edu">www.plato.stanford.edu</a>

## MANAGEMENT

<b>Author/s of Study course:</b>	
Docent Mg.Psych. Jekaterina Bierne	
<b>Credit points:</b>	<b>Credit score in the ECTS system:</b>
6	9
<b>Test form:</b>	
<b>Examination</b>	
<b>Study course prerequisites:</b>	
None	
<b>Course objectives are:</b>	
To provide the students the necessary knowledge, skills and competence in management.	
<b>Course outcomes (knowledge, skills, competencies):</b>	
1. Knows the key principles of organisation management and management theories 2. Knows the choice of strategies, their economic preconditions, the feasibility of determining suitability and performance, the decision-making criteria 3. Knows how to apply management science terminology to academic and professional needs 4. Can find information on topical research in the field of management 5. Knows how to obtain data on the management process and their quantitative and qualitative characteristics 1.        6. Capable of identifying problems independently in the area of business management  2.        7. Can develop solutions of identified problems both independently and in a team  8. Is capable of arguing about the current events of the company's management, understanding its connection with the company's performance	
<b>The content of the study course required to attain the results of the study (thematic plan of the course):</b>	
1.	The nature and role of management in the function of the organisation, its main principles and processes. The nature of the organisation, its functional and developmental relationships.
2.	The concept of efficiency of management, the nature of internal and external environmental analysis. Organisation management audit.
3.	Management idea evolution and key authorities. Current trends in today's business environment.
4.	The planning process in the company. Organisation and business strategy. Planning philosophy in a changing environment and its hierarchical levels.

5.	The organising process in the company. Conceptual organisation and coordination of organisational resources. Forms and parameters of organisation structure. The size and life cycle of the organisation in its construction.
6.	Motivation in the company, its importance, principles and methods. The essence and concepts of motivation. The essence of the motivation system and its analysis company X
7.	The role of control and assessment processes in management, their nature, their organizational forms and methods. The target management approach.
8.	The company's external environment, its elements and models. Outside business, external environmental research opportunities and company adaptation mechanisms.
9.	The evolution of strategic leadership, strategy development phases and strategic decision parameters. The process of developing the strategy. Transforming strategy into the operational objectives.
10.	The types of company's strategies, their advantages and risks, suitability detection options. Economic prerequisites for the competition and development strategy. Assessing business feasibility and perspectives. Analysis of market trends, supply and demand, price and cost analysis, risk assessment, success forecast.
11.	Target programme method. Goals tree. The principles and performance indicators of the targets. The decision tree. Decision making under conditions of uncertainty and probability, calculation of anticipated value. Network planning, its principles, development technique and graphical solution.
12.	Company internal environment, analysis and management of its elements. Power, ethics and policy in organisations, their main research.
13.	Manager's role in management. Leadership theories Management styles. The manager's more relevant competencies, functions and roles in the organisation.
14.	Organisational culture role in organisation functioning. The organization's cultural typologies, levels and elements, their research and management options.
15.	The role of communication in managing the company. Communication modes, channels and tools. Patterns of internal communication, typical shortcomings and ways to prevent them. Organisation structure from the perspective of information movements.
16.	Team role in company management. The team types, principles for building and managing, and the criteria for effective functioning. The role of conflicts in organisations, their types, management and resolution options.
17.	Managing time and stress in organisations. Stress reasons, phases and mitigation options. The nature and prevention of professional burn-out. Time management traditional and modern concepts, their features and effectiveness.
18.	Organisation development and management of change. The strategic importance of change, its types, levels and phases. Organisational and communicative aspect of change, evaluation of their results.

#### Study course schedule:

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

No.	Theme	Lectures (t.sk workshops, discussions) number of contact hours		
		full-time studies	part-time studies	part-time studies with e-learning elements*
62.	The nature and role of management in the function of the organisation, its main principles and processes. The nature of the organisation, its functional and developmental relationships.	4	2	1
63.	The concept of efficiency of management, the nature of internal and external environmental analysis. Organisation management audit.	4	2	1
64.	Management idea evolution and key authorities. Current trends in today's business environment.	4	2	1
65.	The planning process in the company. Organisation and business strategy. Planning philosophy in a changing environment and its hierarchical levels.	4	2	1

Study course schedule:				
Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics				
No.	Theme	Lectures (t.sk workshops, discussions) number of contact hours		
		full-time studies	part-time studies	part-time studies with e-learning elements*
66.	The organising process in the company. Conceptual organisation and coordination of organisational resources. Forms and parameters of organisation structure. The size and life cycle of the organisation in its construction.	4	2	1
67.	Motivation in the company, its importance, principles and methods. The essence and concepts of motivation. The essence of the motivation system and its analysis company X	4	2	1
68.	The role of control and assessment processes in management, their nature, their organizational forms and methods. The target management approach.	4	2	1
69.	The company's external environment, its elements and models. Outside business, external environmental research opportunities and company adaptation mechanisms.	4	2	1
70.	The evolution of strategic leadership, strategy development phases and strategic decision parameters. The process of developing the strategy. Transforming strategy into the operational objectives.	4	2	1
71.	The types of company's strategies, their advantages and risks, suitability detection options. Economic prerequisites for the competition and development strategy. Assessment of business feasibility and perspectives. Analysis of market trends, supply and demand, price and cost analysis, risk assessment, success forecast.	4	2	1
72.	Target programme method. Goals tree. The principles and performance indicators of the targets. The decision tree. Decision making under conditions of uncertainty and probability, calculation of anticipated value. Network planning, its principles, development technique and graphical solution.	4	2	1
73.	Company internal environment, analysis and management of its elements. Power, ethics and policy in organisations, their main research.	4	2	1
74.	Manager's role in management. Leadership theories Management styles. The manager's more relevant competencies, functions and roles in the organisation.	4	2	1
75.	Organisational culture role in organisation functioning. The organization's cultural typologies, levels and elements, their research and management options.	4	1	0.5
76.	The role of communication in managing the company. Communication modes, channels and tools. Patterns of internal communication, typical shortcomings and ways to prevent them. Organisation structure from the perspective of information movements.	4	1	0.5

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*
77.	Team role in company management. The team types, principles for building and managing, and the criteria for effective functioning. The role of conflicts in organisations, their types, management and resolution options.	4	1	0.5
78.	Managing time and stress in organisations. Stress reasons, phases and mitigation options. The nature and prevention of professional burn-out. Time management traditional and modern concepts, their features and effectiveness.	4	1	0.5
79.	Organisation development and management of change. The strategic importance of change, its types, levels and phases. Organisational and communicative aspect of change, evaluation of their results.	4	2	1
<b>Total:</b>		<b>72</b>	<b>32</b>	<b>16</b>

Description of the independent tasks:		
Study form	Type of independent assignment	Type of control
Full-time studies	1) Analysis of an enterprise's internal and external environment in a real case with 3 strategic management tools	Presentation, discussion
	2) Audit of management processes following pre-defined parameters to one real case	Presentation, discussion
Full-time studies	3) Goal tree development	Submitting a task in a written form
	4) Analysis of problematic case in strategic management	Presentation, discussion
Full-time studies	5) Analysis of the current article from electronic databases in management (topic by student's choice)	Presentation, discussion
	Compulsory reading: 1) Source 1. (part 1, pp. 7 - 27; part 2, pp. 36 - 56; part 3, pp. 68 - 88; part 4, pp. 100 - 130, part 7, pp. 210 - 230) 2) Source 2 (part 1, pp. 4 - 37; part 7, pp. 243 - 281; part 13, pp. 498 - 533) 3) Source 3. (Section 1, pp. 1 -25, section 2, pp. 30 - 55, section 3, pp. 57 - 95, section 5, pp.124 - 157, section 6, pp. 161 - 181, section 7, pp. 184 - 205, section 8, pp. 208 - 228, section 9, pp. 230 - 255, section 13, pp. 359 - 397)	Quiz, test
Part-time studies	1) Analysis of an enterprise's internal and external environment in a real case with 3 strategic management tools	Presentation, discussion
	2) Audit of management processes following pre-defined parameters to one real case	Presentation, discussion
Part-time studies		Submitting a task in a written



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

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	72	18	6	96	96	48	240

<i>Part-time</i>	36	30	6	<b>72</b>	96	72	<b>240</b>
<i>Part-time studies with e-learning elements</i>	18	24	6	<b>48</b>	96	96	<b>240</b>

#### Course acquisition requirements and evaluation of results:

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

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

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

No.	Learning outcomes	Evaluation method	Evaluation criteria			
			Minimal level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	With distinction (from 95% to 100%)
1.	Knows the key principles of organisation management and management theories	Discussion, quiz, exam test	Knows the key principles of organisation management, but weak knowledge of management theories	Mostly knows the key principles and theories of company management, demonstrating slight shortcomings in their understanding	Knows the key principles and theories of company management, demonstrating their correct understanding	Understands in detail the principles of company management, can discuss the issues and aspects of historical development
2.	Knows the choice of strategies, their economic preconditions, the feasibility of determining suitability and performance, the decision-making criteria	Discussion, quiz, exam test	Knows the choice of scientific strategies, with a negligently understanding of their economic preconditions, the possibilities for determining suitability and effectiveness,	In general, knows the choice of strategies, their economic preconditions, the feasibility of identifying suitability and effectiveness, the decision-making criteria	Knows the choice of strategies, their economic preconditions, the feasibility of determining suitability and performance, the decision-making criteria	Knows the details of the choice of strategies, their economic preconditions, the feasibility of determining suitability and performance, the decision-making criteria

			the decision-making criteria			
3.	Knows how to apply management terminology to academic and professional needs	Independent work, classroom discussion, test, exam	Applies management terminology, allowing errors within the meaning of the individual concepts	Mainly is able to use the knowledge of management terminology, negligent understanding of some terms is noticed	Knows how to use management terminology, can identify the incorrect application of it	Knows how to correctly use management terminology, demonstrating a rich and detailed understanding of terms
4.	Can find information on topical research in the field of management	Independent work	Can partially find out the information on current research in the field of management, with insufficient focus on the range of potential sources	Knows how to find out about current research in the field of management , based on well-known sources and considering the range of available information carelessly	Knows how to find information about current research in the field of management, based on different sources available and critically evaluating the range of available information and its quality	Knows how to find information about current research in the field of management, by expanding broad search and demonstrating a deep understanding of the range of available information and its quality
5.	Is able to obtain data on the management processes of the company and on its quantitative and qualitative characteristics	Independent work	Is able to obtain data on the management processes of the company and on its quantitative and qualitative characteristics with difficulty, negligently judging their sufficiency	Is able to obtain data on the management processes of the company and on its quantitative and qualitative characteristics, without deep understanding of their meaning	Is able to obtain data on the management processes of the company and on its quantitative and qualitative characteristics	Is able to obtain and analyse data on the management processes of the company and on its quantitative and qualitative characteristics
6.	Capable of identifying problems independently in the area of business management	Independent task, discussion	Can carelessly identify problems in company management without going into their deep analysis	Partly able to identify problems in the management of the company	Can identify problems in company management independently, partly explaining their reasons and ways of resolving them	Can identify problems in company management independently, explaining their reasons and ways of resolving them

7.	Can develop solutions of identified problems in company management both independently and in a team	Independent task, discussion	Can partly develop solutions of identified problems in company management	Can develop partly justified solutions of identified problems in company management both independently and in a team	Can develop justified solutions of identified problems in company management	Is able to build justified and detailed solutions to address company management problems, both independently and in a team
8.	Is capable of arguing about the current events of the company's management, understanding its connection with the company's performance	Discussion	Can discuss topical issues of company management, but cannot provide arguments to justify own opinion	Can discuss topical issues of company management, but provides negligent arguments to justify own opinion	Is able to reason in discussing the current events of the company management by providing reasonable questions and answers	Is able to reason convincingly in discussing the current events of the company management by putting forward reasoned questions and providing extended answers

#### Literature and other sources of information:

##### **Compulsory literature and other sources of information**

- |    |  |
|----|--|
| 1. | Daft, R. L. (2015). <i>Organization theory and design</i> . Cengage learning.                    |
| 2. | Mullins, L.J. (2016). <i>Management and organisational behaviour</i> . Pearson.                  |
| 3. | Pitt, M., Koufopoulos, D. (2012). <i>Essentials of Strategic Management</i> . Sage Publications. |

##### **Recommended literature**

- |     |  |
|-----|--|
| 1.  | Adizes, I.(2018). <i>Prāsmīga pārmaiņu vadība</i> . Rīga, Zvaigzne ABC.  |
| 2.  | Adler, R., (2018). <i>Strategic performance management : accounting for organizational control</i> . NY, Routledge                   |
| 3.  | Brunsson, N., & Olsen, J. P. (2018). <i>The Reforming organization: making sense of administrative change</i> . Routledge.           |
| 4.  | Caune, J.,Dzedons A. (2009). <i>Stratēģiskā vadīšana</i> . Rīga: Lidojošā zivs.  |
| 5.  | Clegg, S. R., Kornberger, M., & Pitsis, T. (2015). <i>Managing and organizations: An introduction to theory and practice</i> . Sage. |
| 6.  | Cunliffe, A. L. (2008). <i>Organization theory</i> . Sage.   |
| 7.  | Handbook of organizations (2015) Ed.March J., London, Routledge.   |
| 8.  | Hodgkinson, G.P., Starbuck, W.H. (2008) <i>Organizational Decision Making</i> . Oxford University Press.                             |
| 9.  | Jeston, J. (2014). <i>Business Process Management</i> . Routledge.   |
| 10. | Jones, G. R. (2013). <i>Organizational theory, design, and change</i> . Upper Saddle River, NJ: Pearson,.                            |

11.	Lasserre, P. (2017). <i>Global strategic management</i> . Macmillan International Higher Education.
12.	Praude, V. (2012) <i>Menedžments (2.sejums)</i> . Rīga, Burtene.
13.	Ruperte, I. (2010) <i>Uzņēmuma vadīšana :īsi par galveno teorijā un praksē</i> . Rīga, Jumava.
<b>Other sources of information</b>	
1.	Kurt, A., & Zehir, C. (2016). The relationship between cost leadership strategy, total quality management applications and financial performance.
2.	Mphahlele, A., & Schachtebeck, C. (2018, September). Organisational structure and management style: Perceived effects on employee productivity at an urban university. In 30TH ANNUAL CONFERENCE OF THE SOUTHERN AFRICAN INSTITUTE OF MANAGEMENT SCIENTISTS (SAIMS) (p. 281).
3.	EBSCO HOST data base
4.	RESEARCHGATE data base
5.	EMERALD data base
6.	Google Scholar data base

## Microeconomics

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

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

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

<i>All forms of studies</i>	1. The acquisition of microeconomic theory issues. 2. Find a solution for a given microeconomic problem/task, support the chosen solution with microeconomic theory conclusions. 3. Prepare discussion report on a certain microeconomic theory question, support opinion and critically substantiate the statements.	Presentation  2 quizzes  2 seminars
	Read independently sources 1, 2, 3 from the mandatory literature list, and prepare a discussion report on the given issue of microeconomic theory.	

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

Evaluation of the study course learning outcomes:

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

<i>No.</i>	<i>Learning outcome:</i>	<i>Evaluation method/s</i>	<i>Evaluation criteria</i>			
			<i>Minimum level (from 40% to 64%)</i>	<i>Average level (from 65% to 84%)</i>	<i>High level (from 85% to 94%)</i>	<i>Excellent level (10) (from 95% to 100%)</i>
1.	Understand the essence and basic concepts of microeconomics.	Independent work Seminar Examination	Understand basic concepts.	Understand the basic concepts and terms, but there are difficulties in the formulation of regularities.	Understand the basic concepts, terms and regularities.	Have a good grasp of the substance, concepts and able to analyze the regularities
2.	Understand key microeconomic indicators.	Independent work Seminar Examination	Understand the substance of key indicators.	Understand the substance of key indicators, but there are difficulties in the formulation of regularities.	Understand and able to apply key microeconomic indicators in problem-solving.	Have a good grasp of key microeconomic indicators



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

#### Literature and other sources of information:

##### Mandatory literature and information sources

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

##### Further reading

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

##### Other sources of information

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

## Sociology

<b>Author/s of the course:</b>	
Lecturer, MBA Jeļena Budanceva	
<b>Credit points (Latvian):</b>	<b>ECTS credits:</b>
2	3
<b>Final evaluation form:</b>	
Examination	
<b>Study course prerequisites:</b>	
Knowledge in cultural history and philosophy at the secondary school level	
<b>Study course aim:</b>	
To provide students with the necessary knowledge, skills and competence acquisition in the field of sociology	
<b>Study course learning outcomes (knowledge, skills, competences):</b>	
16. Know and understand the emergence of sociology and its basic theories 17. Know and able to operate with the basic concepts of sociology 18. Know the problems and development processes of modern society 19. Able to obtain the necessary information and analyze it, developing independent work or research studies 20. Able to independently develop sociological research study	
<b>The required study course content to achieve the learning outcomes (Study course thematic plan):</b>	
1.	Sociology as the scientific study of society. The emergence of sociology and its founders.
2.	Classic, modern and postmodern theories of sociology.
3.	Making of society. Social structures. Social problems.
4.	Personality as a public relations subject and object. Socialization.
5.	Stratification, social mobility. Inequality. Deviation, control.
6.	Studies in sociology - the study types and specifics. Research methods and selection.

<b>Study course calendar plan:</b>				
<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*
86.	Sociology as the scientific study of society. The emergence and founders of sociology.	2	2	1
87.	Classical theories of sociology - Marx, Weber, Durkheim.	2	2	1
88.	Society creation. Social structures. social problems.	4	2	1
89.	Modern sociological theories.	4	3	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*
90.	Personality as a public relations subject and object. Socialization.	2	2	1
91.	Stratification, social mobility. Deviation, control.	2	1	1
7.	Studies in sociology - types and specifics.	4	2	1
8.	Research methods and selection.	4	2	1
		24	16	8

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

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

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:						
<p>The final score is formed as the arithmetic average of all submitted and evaluated assignments during the semester and final test (examination) grade.</p> <p>The final evaluation of the course for <b>full-time students</b> is formed from completed <b>one</b> independent work assignment, <b>two</b> presentations, active participation in discussions during the classes, lecture attendance (at least 70% of the classes must be attended) and passed exam covering the studied topics of the course;</p> <p>The final evaluation of the course for <b>part-time students</b> is formed from completed <b>two</b> independent work assignments, <b>one</b> presentation, active participation in discussions during the classes, lecture attendance (at least 50% of the classes must be attended) and passed exam covering the studied topics of the course;</p>						
No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (10) (from 95% to 100%)
1.	Know and understand the emergence of sociology and basic theories	Presentation	Know and understand the substance and significance of sociological theories at the basic level	Know and understand the substance and significance of the most important sociological theories	Know and understand the substance and significance of the most important sociological theories, able to discuss	Know and understand the substance, significance and development trends of sociological theories, able to discuss them with supported arguments
2.	Know and able to operate with the basic concepts of sociology	Quiz	Know and understand the concepts of sociology at the basic level	Know and understand the concepts of sociology and their role in	Know and understand the basic concepts, their substance and significance in sociology,	Know and understand the substance, significance and development

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

#### Literature and other sources of information:

##### Mandatory literature and information sources

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

##### Further reading

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

11.	Bauman, Z. (2007). <i>Consuming Life</i> . Cambridge: Polity.
12.	Beck, U. (1986). <i>Risikogesellschaft: auf dem Weg in eine andere Moderne</i> . Frankfurt a.M.: Suhrkamp.
13.	Burdjē, P. (2004). <i>Praktiskā jēga</i> . Rīga: Omnia Mea.
14.	Ritzer, G. (2011). <i>The McDonaldization of society</i> . 6th ed. Sage Publications.
15.	Baudrillard, J. (1998). <i>The Consumer Society: Myths and Structures</i> . SAGE.
16.	Baudrillard, J. (1994). <i>Simulacra and Simulation</i> . University of Michigan Press.
17.	Fuko, M. (2001). <i>Uzraudzīt un sodīt</i> . Tulk. I. Geile-Sīpolniece. Rīga: Omnia Mea.
18.	Castells, M. (1996). <i>The Rise of the Network Society</i> . Cambridge, Massachusetts; Oxford, UK: Blackwell.
19.	Sennett, R. (2006). <i>The Culture of the New Capitalism</i> , Yale books.
20.	Mazika S. (2008). <i>Jaunā institucionālisma pazīmes kultūrā</i> . Liepāja.
21.	Jones, A. (2006). <i>Dictionary of globalization</i> . Polity.
22.	Fulcher, J., Scott, J. (2003). <i>Sociology</i> . Oxford University Press.
<b>Other sources of information</b>	
1.	Žurnāls „Biznesa psiholoģija”
2.	Žurnāls „Социологический журнал
3.	Žurnāls „Социологические исследования”

## LEGAL REGULATION OF ENTREPRENEURSHIP

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

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

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



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

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

**Structure of the study course:**

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

**The evaluation of the study course learning outcomes:**

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

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

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

No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40%till64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till100%)
1.	Be able to draw up and prepare, analyse and use documents	Individual work	In general is able to draw up and prepare	Able to draw up, analyse and prepare	Able to draw up, analyse in details and	Able to draw up, analyse in details and

	and also electronic documents. Be able to use computer programs and other information technologies.		documents, but difficult to analyse documents, also electronic documents. Difficult to use computer programs and other information technologies.	documents, also electronic documents. Able to use computer programs and other information technologies.	prepare documents, also electronic documents. Able to use computer programs and other information technologies.	prepare documents, also electronic documents. Very high level of digital competences (using computer programs and other information technologies).
2.	Understand the essence of introduction into Law, principles of law, methods and content. Understand the peculiarities of the translation of legal norms and their practical application in the legal field.	Tasks, team work, discussions	In general understand the essence of introduction into Law, able to name principles of law, methods and content, but difficult to understand the peculiarities of the translation of legal norms and their practical application in the legal field.	Good understanding of the essence of introduction into Law, principles of law, methods and content. Good understanding of the peculiarities of the translation of legal norms and their practical application in the legal field.	Very good understanding of the essence of introduction into Law, principles of law, methods and content. Very good understanding of the peculiarities of the translation of legal norms and their practical application in the legal field.	Perfect understanding of the essence of introduction into Law, principles of law, methods and content. Perfect understanding of the peculiarities of the translation of legal norms and their practical application in the legal field.
3.	Be able to realize the essence of introduction into labour and social law, principles, methods and content. Understand the peculiarities of the translation of legal labour and social norms and their practical application in the legal field.	Tasks, discussions test	In general able to realize the essence of introduction into labour and social law, principles, methods and content, but difficult to understand the peculiarities of the translation of legal labour and social norms and their practical application in the legal field.	Able to realize the essence of introduction into labour and social law, principles, methods and content. Understand the peculiarities of the translation of legal labour and social norms and their practical application in the legal field.	Able to realize the essence of introduction into labour and social law, principles, methods and content. Very good understanding of the peculiarities of the translation of legal labour and social norms and their practical application in the legal field.	Able to realize the essence of introduction into labour and social law, principles, methods and content. Perfect understanding of the peculiarities of the translation of legal labour and social norms and their practical application in the legal field.
4.	Understand the essence of commercial law, principles, methods and content. Be able to analyse, select and	Report (presentation) Test Seminar	In general understands the essence of commercial law, principles, methods and	Good understanding of the essence of commercial law, principles, methods and	Very good understanding of the essence of commercial law, principles, methods and	Perfect understanding of the essence of commercial law, principles, methods and

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

#### Literature and information sources:

##### Compulsory literature and information sources

1.	Baikovs A. Introduction into law: lectures outline and control assignments for the non-law students (part-time and distance learning)/ A. Baikov, N. Nikiforov; Baltic International Academy.Riga: Baltic International Academy, 2007 (210 pages).
2.	Daniels K. Introduction to employment law. CIPD: Kogan Page, 2019 (287 pages).

3.	English and European perspectives on contract and commercial law. Oxford and Portland,Oregon: Bloomsbury, 2017 (498 pages).
4.	Flogaitis S. Oxford and Portland,Oregon: Hart Publishing, 2017 (105 pages).
5.	Jones L. Introduction to business law. Oxford: University press, 2015 (680 pages).
6.	Shirley T. Model business letters, e-mails & other business documents =Lietišķovēstuļu, e-pasta un citulietišķodokumentuparaugi. Rīga: Zvaigzne ABC, 2006 (496 pages).
7.	Tāre I. Labour law in Latvia. 2nd edition. The Netherlands: Kluwer Law International, 2012 (130 pages).
8.	Zasova A., Meļihovs A. Assessment of labour market elasticity in Latvia. Rīga, Latvijasbanka, 2005 (59 pages).

#### **Additional literature and information sources**

1.	Bingham T. The role of law. Penguin UK: Reprint edition, 2011 (213 pages).
2.	Burrows A. A casebook on contract. 6th Revised edition. Oxford, United Kingdom: <u>Bloomsbury Publishing PLC</u> , 2018 (968 pages).
3.	Glanville W. Learning the Law. Sweet & Maxwell; 16th edition, 2016 (304 pages).
4.	Heredero, Ana Gómez. Social security as a human right: the protection afforded by the European Convention on Human Rights. Strasbourg: Council of Europe Publishing, 2007 (67 pages).
5.	Heredero, Ana Gómez. Social security: protection at the international level and developments in Europe. Strasbourg: Council of Europe Publishing, 2009 (241 pages).
6.	Kelsen H. General Theory of Law and State. Aldine Transaction, 2005 (556 pages).
7.	Labour law reforms in Eastern and Western Europe/TomassDavulis. Brussels, Belgium: P.I.E. Peter Lang, 2017 (501 pages).
8.	Reddy J., Canavan R. Commercial law. New edition. London, United Kingdom: <u>Taylor &amp; Francis Ltd</u> , 2015 (207 pages).
9.	Social security and the rule of law: [General Survey concerning social security instruments in light of the 2008 Declaration on Social Justice for a Fair Globalization: third item on the agenda: information and reports on the application of conventions and recommendations: report of the Committee of Experts on the Application of Conventions and Recommendations (articles 19, 22 and 35 of the Constitution)]. Geneva: International Labour Office, 2011 (279 pages).
10.	The law of social security. 5 <sup>th</sup> edition. London: Butterworths, 2002 (805 pages).

#### **Latvian normative legal acts**

1.	13.04.2000. Commercial Law. Available: <a href="https://likumi.lv/ta/en/id/5490-the-commercial-law">https://likumi.lv/ta/en/id/5490-the-commercial-law</a>
2.	14.10.1998. Civil Procedure Law. Available: <a href="https://likumi.lv/ta/en/en/id/50500">https://likumi.lv/ta/en/en/id/50500</a>
3.	31.10.2002. Electronic Documents Law. Available: <a href="https://likumi.lv/ta/en/en/id/68521">https://likumi.lv/ta/en/en/id/68521</a>
4.	04.11.1950. European Convention on Human rights. Available: <a href="https://www.echr.coe.int/Documents/Convention_ENG.pdf">https://www.echr.coe.int/Documents/Convention_ENG.pdf</a>
5.	23.03.2000. Group of Companies Law. Available: <a href="https://likumi.lv/ta/en/en/id/4423">https://likumi.lv/ta/en/en/id/4423</a>
6.	20.06.2001. Labour Law. Available: <a href="https://likumi.lv/ta/en/id/26019-labour-law">https://likumi.lv/ta/en/id/26019-labour-law</a>
7.	26.09.2002. Labour Dispute Law. Available: <a href="https://likumi.lv/ta/en/en/id/67361">https://likumi.lv/ta/en/en/id/67361</a>
8.	07.12.1984. Latvian Administrative Violations Code. Available: <a href="https://likumi.lv/ta/en/en/id/89648">https://likumi.lv/ta/en/en/id/89648</a>
9.	15.12.1992. Law On Judicial Power. Available: <a href="https://likumi.lv/ta/en/en/id/62847">https://likumi.lv/ta/en/en/id/62847</a>
10.	06.05.2010. Law On Legal Force of Documents. Available: <a href="https://likumi.lv/ta/en/en/id/210205">https://likumi.lv/ta/en/en/id/210205</a>
11.	31.05.2012. Law On Official Publications and Legal Information. Available: <a href="https://likumi.lv/ta/en/en/id/249322">https://likumi.lv/ta/en/en/id/249322</a>
12.	07.09.1995. Law On Social Security. Available: <a href="https://likumi.lv/ta/en/en/id/36850">https://likumi.lv/ta/en/en/id/36850</a>
13.	31.10.2002. Law On State Social Allowances. Available: <a href="https://likumi.lv/ta/en/en/id/68483">https://likumi.lv/ta/en/en/id/68483</a>
14.	01.10.1997. Law On State Social Insurance. Available: <a href="https://likumi.lv/ta/en/en/id/45466">https://likumi.lv/ta/en/en/id/45466</a>
15.	20.11.1990. Law On the Enterprise Register of the Republic of Latvia. Available: <a href="https://likumi.lv/ta/en/en/id/72847">https://likumi.lv/ta/en/en/id/72847</a>
16.	06.04.2006. Ombudsman Law. Available: <a href="https://likumi.lv/ta/en/en/id/133535">https://likumi.lv/ta/en/en/id/133535</a>
17.	06.11.1995. On Maternity and Sickness Insurance. Available: <a href="https://likumi.lv/ta/en/en/id/38051">https://likumi.lv/ta/en/en/id/38051</a>
18.	28.01.1937. The Civil Law. Available: <a href="https://likumi.lv/ta/en/en/id/225418">https://likumi.lv/ta/en/en/id/225418</a>
19.	15.02.1922. The Constitution of the Republic of Latvia. Available: <a href="https://likumi.lv/ta/en/en/id/57980">https://likumi.lv/ta/en/en/id/57980</a>
20.	17.06.1998. The Criminal Law. Available: <a href="https://likumi.lv/ta/en/en/id/88966">https://likumi.lv/ta/en/en/id/88966</a>

<b>Other information sources</b>	
1.	Council Directive 91/383/EEC of 25 June 1991 supplementing the measures to encourage improvements in the safety and health at work of workers with a fixed- duration employment relationship or a temporary employment relationship.
2.	Council Directive 91/533/EEC of 14 October 1991 on an employer's obligation to inform employees of the conditions applicable to the contract or employment relationship.
3.	Council Directive 92/85/EEC of 19 October 1992 on the introduction of measures to encourage improvements in the safety and health at work of pregnant workers and workers who have recently given birth or are breastfeeding (tenth individual Directive within the meaning of Article 16 (1) of Directive 89/391/EEC).
4.	Council Directive 94/33/EC of 22 June 1994 on the protection of young people at work.
5.	Directive 2014/67/EU of the European Parliament and of the Council of 15 May 2014 on the enforcement of Directive 96/71/EC concerning the posting of workers in the framework of the provision of services and amending Regulation (EU) No 1024/2012 on administrative cooperation through the Internal Market Information System ('the IMI Regulation').
97.	Directive 2014/54/EU of the European Parliament and of the Council of 16 April 2014 on measures facilitating the exercise of rights conferred on workers in the context of freedom of movement for workers.
7.	Eleventh Council Directive 89/666/EEC of 21 December 1989 concerning disclosure requirements in respect of branches opened in a Member State by certain types of company governed by the law of another State.
8.	Proposal for a DIRECTIVE OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL on single-member private limited liability companies.
9.	Failure of a Member State to fulfil obligations - Directive 2005/56/EC - Cross-border mergers of limited liability companies - Failure to transpose within the prescribed period.
10.	Directive 2001/29/EC of the European Parliament and of the Council of 22 May 2001 on the harmonisation of certain aspects of copyright and related rights in the information society.
11.	Directive 2001/84/EC on the resale right for the benefit of the author of an original work of art.
12.	Directive 2004/48/EC of the European Parliament and of the Council of 29 April 2004 on the enforcement of intellectual property rights.
13.	Directive 2011/77/EU of the European Parliament and of the Council of 27 September 2011 amending Directive 2006/116/EC on the term of protection of copyright and certain related rights.
14.	Directive 2012/28/EU of the European Parliament and of the Council of 25 October 2012 on certain permitted uses of orphan works Text with EEA relevance.
15.	Directive 2014/26/EU of the European Parliament and of the Council of 26 February 2014 on collective management of copyright and related rights and multi-territorial licensing of rights in musical works for online use in the internal market Text with EEA relevance.
16.	Directive 95/46/EC of the European Parliament and of the Council of 24 October 1995 on the protection of individuals with regard to the processing of personal data and on the free movement of such data.
17.	Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).
18.	Labour law: its role, trends and potential, source: <a href="https://www.ilo.org/wcmsp5/groups/public/@ed_dialogue/@actrav/documents/publication/wcms_111442.pdf">https://www.ilo.org/wcmsp5/groups/public/@ed_dialogue/@actrav/documents/publication/wcms_111442.pdf</a>
19.	Perspectives on labour economics for development, source: <a href="https://www.ilo.org/wcmsp5/groups/public/@dgreports/@dcomm/@publ/documents/publication/wcms_190112.pdf">https://www.ilo.org/wcmsp5/groups/public/@dgreports/@dcomm/@publ/documents/publication/wcms_190112.pdf</a>
20.	Shaw Malcolm N. International law. 5 <sup>th</sup> edition. <a href="http://pc-freak.net/international_university_college_files/Cambridge%20University%20Press%20-%20Malcolm%20N.%20Shaw%20-%20International%20Law,%205th%20Edition.pdf">http://pc-freak.net/international_university_college_files/Cambridge%20University%20Press%20-%20Malcolm%20N.%20Shaw%20-%20International%20Law,%205th%20Edition.pdf</a>
21.	Termination of employment instruments, source: <a href="https://www.ilo.org/wcmsp5/groups/public/---ed_norm/---normes/documents/meetingdocument/wcms_153602.pdf">https://www.ilo.org/wcmsp5/groups/public/---ed_norm/---normes/documents/meetingdocument/wcms_153602.pdf</a>

### Labor, environmental and civil protection

<b>Author/s of the course:</b>	
Mg.da.,ing., adjunct lecturer Mārtiņš Pužuls	
<b>Credit points (Latvian):</b>	<b>ECTS credits:</b>
2	3
<b>Final evaluation form:</b>	
<b>Examination</b>	
<b>Study course prerequisites:</b>	
Secondary education requirements in physics, mathematics, biology, anatomy	
<b>Study course aim:</b>	
To provide students with the necessary knowledge, skills and competence acquired in the field of labor, environmental and civil protection.	
<b>Study course learning outcomes (knowledge, skills, competences):</b>	
<ol style="list-style-type: none"> <li>1. Understand labor protection system in the EU and the country.</li> <li>2. Understand basic principles of the environmental and civil protection system.</li> <li>3. Able to create a labor protection system in the company.</li> <li>4. Able to perform the environmental risk assessment of their profession.</li> <li>5. Able to manage labor protection training processes in the company.</li> </ol>	
<b>The required study course content to achieve the learning outcomes (Study course thematic plan):</b>	
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 *
98.	Labor protection laws and regulations. Situation in the country regarding the field of labor protection.	4	2	
99.	The internal monitoring of work environment. Determination and assessment of risks related to work environment.	12	6	
100.	Action plan. Accidents at work and occupational diseases.	2	2	
101.	Electric safety. Fire protection.	2	1	
102.	Civil protection and disaster management.	3	2	
103.	Environmental protection basics.	1	1	
<b>Total:</b>		<b>24</b>	<b>16</b>	

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

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

Structure of the study course:							
Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material	Total hours of the course
	Lecture contact hours	Consultations, guest lectures, conferences,	Final evaluation (exam, test,	Total			



	(including seminars, discussions)	field trips, business games, etc.	defense)			watching/ listening	
Full-time	24	6	2	32	32	16	80
Part-time	16	6	2	24	32	24	80

#### Evaluation of the study course learning outcomes:

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

The final score is a combination of:

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

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

			field of labor protection.	protection training system.	instructions for certain jobs.	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:

##### **Mandatory literature and information sources**

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

##### **Further reading**

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

##### **Other sources of information**

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

## BUSINESS ECONOMICS AND PLANNING

<b>Author/s of the course:</b>	
Dr.oec., Professor Vita Zariņa	
<b>Credit points (Latvian):</b>	<b>ECTS credits:</b>
6	9
<b>Final evaluation form:</b>	
<b>Examination</b>	
<b>Study course prerequisites:</b>	
Microeconomics, Accounting	
<b>Study course aim:</b>	
To provide students with the necessary knowledge, skills and competence acquisition in the field of business economics and planning	
<b>Study course learning outcomes (knowledge, skills, competences):</b>	
<ol style="list-style-type: none"> <li>1. Understand the use of financial information in the analysis of economic activity</li> <li>2. Able to define the types of costs and their impact on performance result</li> <li>3. Able to calculate the product's/service's cost, price</li> <li>4. Able to prepare a business plan for a product/service</li> <li>5. Able to present opinion</li> </ol>	
<b>The required study course content to achieve the learning outcomes (Study course thematic plan):</b>	
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

<b>Study course calendar plan:</b>				
<i>In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.</i>				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
104.	Revenue, costs, their types, impact on the result of business	6	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*
	activity			
105.	Business resources, the necessary calculations, methods	6	3	2
106.	Methods for calculating costs, price calculation	12	5	2
107.	Strategic and operational planning, resource planning	12	5	3
108.	Business idea, situation research, business plan preparation	30	15	7
109.	Investment, repayment periods	6	2	1
	<b>Total:</b>	<b>72</b>	<b>32</b>	<b>16</b>

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

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

### Evaluation of the study course learning outcomes:

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.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (10) (from 95% to 100%)
1.	Understand the use of financial information in the analysis of economic activity	Seminar	Understand the company's financial 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 impact on performance	Understand the cost structure well, able to support the impact on performance well	Understand the cost structure, the impact on performance very well
3.	Able to calculate the product's/service's cost, price	Presentation	Understand the cost calculation methods, able to name pricing methods	Understand the cost calculation methods well, able to choose the most appropriate, able to name pricing methods	Understand the cost calculation methods well, able to choose the most appropriate and use it in cost calculation, able to offer pricing methods and select the most appropriate	Understand the cost calculation methods very well, able to choose the most appropriate and use it in cost calculation, able to offer pricing methods very well and select the most appropriate
4.	Able to prepare a business plan for a product/service	Presentation Discussion	Able to prepare at least the main components of business plan for a new product/service	Able to prepare a complete business plan for a new product/service, the main components of	Able to prepare a complete business plan for a new product/service very well, all main	Able to prepare a complete business plan for a new product/service perfectly,

			e	business plan have appropriately been prepared	components of business plan have appropriately been prepared	the main components of business plan have appropriately been prepared and precisely calculated
5.	Able to present opinion	Presentation	Prepared and presented the assigned business plan, able to tell about the calculations made, able to answer at least on key questions	Prepared and presented business plan, able to tell about the conducted research and calculations, able to answer the majority of questions	Well prepared and presented business plan, able to tell about the conducted research and calculations, provide good answers to the questions	Well-argued and well supported business plan presentation, freely able to talk about the research carried out and calculations, provide exhaustive answers to the questions

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

## STATISTICS

<b>Author/s of the course:</b>	
Dr.oec., Assistant Professor AijaSannikova	
<b>Credit points (Latvian):</b>	<b>ECTS credits:</b>
4	6
<b>Final evaluation form:</b>	
<b>Examination</b>	
<b>Study course prerequisites:</b>	
Financial Mathematics, Microeconomics, Financial Theory	
<b>Study course aim:</b>	
To provide students with the necessary knowledge, skills and competence acquisition in the field of statistics.	
<b>Study course learning outcomes (knowledge, skills, competences):</b>	
6. Know and understand the substance, meaning and concepts of statistics. 7. Able to apply the acquired knowledge in solving practical tasks. 8. Able to independently carry out a statistical analysis of the data. 9. Able to critically evaluate the obtained results of the analysis of statistical data and draw conclusions.	
<b>The required study course content to achieve the learning outcomes (Study course thematic plan):</b>	
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:				
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*
110.	Introduction to statistical theory, statistical data mining techniques, population and selection	4	2	2
111.	Statistical data grouping, the distribution of queuing, data display in tables and figures	10	5	4
112.	Statistical key indicators of ungrouped and grouped data	8	4	2
113.	Time series analysis, data representation in tables and figures	8	4	2
114.	Individual indexes and general indexes	6	3	2
115.	Correlation and linear regression analysis	8	4	4
116.	Sampling method	4	3	2
<b>Total:</b>		<b>48</b>	<b>24</b>	<b>12</b>

\* 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. 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.	
Part-time studies and Part-time studies with e-learning elements	<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. Practical work completion, which includes successively applicable statistical methods about a specific statistical theory question, arguing critically and critically assessing the obtained results.	2 independent work assignments; 2 seminars
	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> Study sources 1, 2 from the mandatory literature list, and prepare a discussion report on the given issue of statistical theory.	

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



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

#### Evaluation of the study course learning outcomes:

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

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

No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (10) (from 95% to 100%)
1.	Know and understand the substance, meaning and concepts of statistics.	Practical work, seminar	Know and understand the basic concepts of statistical theory.	Know the most important concepts of statistical theory, their substance, role in the socio-economic process analysis	Know the most important concepts of statistical theory, their substance, and able to justify their choice in analyzing social-economic processes	Know and understand the concepts of statistical theory, their substance, and able to apply them to critically evaluate their use in certain studies of social-economic processes
2.	Able to apply the acquired knowledge in solving practical tasks.	Practical work, seminar	Able to apply knowledge in solving statistical problems, but there are errors in calculations	Able, to a certain degree independently, apply knowledge to solve standard statistical problems	Able to apply the acquired knowledge in solving statistical problems	Able to critically apply knowledge in solving statistical problems
3.	Able to independently carry out the statistical analysis of the data.	Practical work, seminar	Able to express opinion or elaborate on other statements about the use of statistical theory in problem solving	Able to partially and sporadically support own or another person's opinion on the use of statistical theory in problem solving	Able to support and defend opinion on the use of statistical theory in problem solving	Able to critically evaluate own or another person's opinion on the use of statistical theory in problem solving
4.	Able to critically	Practical	Able	Able to analyze	Able to identify	Able to

	evaluate the obtained results of the analysis of statistical data and draw conclusions.	work, seminar	sporadically analyze and apply statistical theory to achieve various goals	and apply statistical theory to achieve various goals	problems and use statistical research methods to achieve goals	independently analyze and evaluate the use of statistical research methods to achieve goals, use various research (calculation) methods to solve statistical problems
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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>Ekonomiskāstatistika</i> . RTU Izdevniecība, Rīga.
3.	Orlovskā A. (2012). <i>Statistika :mācībugrāmata</i> . RTU Izdevniecība, Rīga.
4.	Statistikaslikums. Electronic resource [viewed on 29.08.2019]. Available <a href="https://likumi.lv/ta/id/274749-statistikas-likums">https://likumi.lv/ta/id/274749-statistikas-likums</a>
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>Ekonomiskāprognostēšana SPSS 20 vidē :mācībugrāmata</i> . RTU Izdevniecība, Rīga.
2.	Orlovskā, A. (2007) <i>Statistika (mācībulīdzeklis)</i> . Rīga: RTU.
3.	Slavinskā I., Zvirgzdiņa R. (2007). <i>Statistika</i> . SIA "Biznesavadiņbaskoledža", Rīga.
4.	Vergina, G. (2005). <i>Statistikaekonomistiem</i> . –Kamene, Rīga
Other sources of information	
1.	Centrālā statistikas pārvalde. Datu bāze. Electronic resource. Available: <a href="https://www.csb.gov.lv/lv">https://www.csb.gov.lv/lv</a>
2.	Latvijas Banka. Statistika. Electronic resource. Available: <a href="https://www.bank.lv/statistika">https://www.bank.lv/statistika</a>
3.	EkonomikasMinistrija. Tautsaimniecībasattīstība. Electronic resource. Available: <a href="https://em.gov.lv/lv/nozares_politika/nacionala_industriala_politika/uznemejdarbibas_vide_/uznemejdarbibas_vides_uzl_abosana/konsulte_vispirms_">https://em.gov.lv/lv/nozares_politika/nacionala_industriala_politika/uznemejdarbibas_vide_/uznemejdarbibas_vides_uzl_abosana/konsulte_vispirms_</a>
4.	Eurostat.Statistics by theme.Electronic resource. Available: <a href="https://ec.europa.eu/eurostat">https://ec.europa.eu/eurostat</a>
5.	Vītols, J. (1988). <i>Statistikasvispārīgāteorija</i> . Rīga, Zvaigzne.
6.	Anderson David R., Sweeney Dennis J., Williams Thomas A. (2005). <i>Contemporary Business Statistics with Microsoft Excel</i> . South-Western: Div of Thomson Learning
7.	Arhipova, I., Bāliņa, S. (2006) <i>Statistikaekonomikā un biznesā: risinājumi SPSS un MS Excel (mācībulīdzeklis)</i> . Rīga: Datorzinībucentrs.
8.	Krastiņš, O., Ciemiņa, I. (2003) <i>Statistika (mācībugrāmataaugstskolām)</i> . Rīga: LR CSP.
9.	Goša, Z. (2007) <i>Statistika (mācībugrāmata)</i> . Rīga: Izglītībassolji.
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>Общаятеориястатистики: 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

<b>Author/s of Study course:</b>	
Docent, Mg.Psych. Jekaterina Bierne	
<b>Credit points:</b>	<b>Credit score in the ECTS system:</b>
4	6
<b>Test form:</b>	
<b>Examination</b>	
<b>Study course prerequisites:</b>	
Management	
<b>Course objectives are:</b>	
To provide students with the acquisition of necessary knowledge, skills and competence in the field of human resources management.	
<b>Course outcomes (knowledge, skills, competencies):</b>	
<ol style="list-style-type: none"><li>1. Knows key principles and functions of human resources management</li><li>2. Knows the power of management efficiency of human resources management</li><li>3. Can find information on topical research in the field of human resources management</li><li>4. Can analyse the performance of various human resource management functions in the company</li><li>5. Able to choose the human resources selection, evaluation, motivation and training methods for the company's needs</li><li>6. Can identify problems in human resource management independently</li><li>7. Can develop solutions of identified problems both independently and in a team</li><li>8. Is capable of arguing about the current events of the company's human resources management, understanding its connection with the company's performance</li></ol>	

The content of the study course required to attain the results of the study (thematic plan of the course):	
1.	The essence and key concepts of human resources management The human resources role in enterprise development. Interaction of interests in effective implementation of human resources management. Human resources specialist roles and competencies.
2.	Organisational solutions (models) for Human resources management and basic functions in the company. The importance of labour legislation in the implementation of human resources management functions
3.	The nature of the effectiveness of human resources management, its analytical capacity, quantitative and qualitative indicators. Audit of human resources management.
4.	The evolution of human resources management, development phases, transformation of approaches. Major authors and research in the field of human resources management.
5.	The nature and methods of human resources planning Personnel turnover.
6.	Nature and methods of work analysis. Development and updating of job descriptions and requirement profiles. The relationship between work analyses and recruitment, training and evaluation of the personnel.
7.	Search opportunities of the employees in the labour market. Personnel categories and occupational classification.
8.	The recruitment process and the possibilities for its organisation. Personnel selection methods and instruments. Evaluating the results of the recruitment.
9.	Recruiting and personnel involvement in work. Technically organisational and psychological aspects of the adaptation of personnel.
10.	Staff teaching, training and development. Team building. Nature of career management and organisational solutions (models).
11.	Nature and role of personnel evaluation in company development Staff evaluation methods and organisational solutions.
12.	Creating a motivation system for the company Methods and tools to motivate human resources. Effective motivating criteria and role in enterprise development.

Study course schedule:				
<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*
117.	The essence and key concepts of human resources management The human resources role in enterprise development Interaction of interests in effective implementation of human resources management. Human resources specialist roles and competencies.	4	2	1
118.	Organisational solutions (models) for Human resources management and basic functions in the company. The importance of labour	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*
	legislation in the implementation of human resources management functions.			
119.	The nature of the effectiveness of human resources management, its analytical capacity, quantitative and qualitative indicators. Audit of human resources management.	4	2	1
120.	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
121.	The nature and methods of human resources planning. Personnel turnover.	4	2	1
122.	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
123.	Search opportunities of the employees in the labour market. Personnel categories and occupational classification.	4	2	1
124.	The recruitment process and the possibilities for its organisation. Personnel selection methods and instruments. Evaluating the results of the recruitment.	4	2	1
125.	Recruiting and personnel involvement in work. Technically, organisational and psychological aspects of the adaptation of personnel.	4	2	1
126.	Staff teaching, training and development. Team building. Nature of career management and organisational solutions.	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*
	(models).			
127.	Nature and role of personnel evaluation in company development Staff evaluation methods and organisational solutions	4	2	1
128.	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
<b>Total:</b>		<b>48</b>	<b>24</b>	<b>12</b>

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)	

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

			with insufficient evaluation of the range of available information	resources management	management, exploring and evaluating several sources	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	Seminar, discussion	Is capable of arguing about the current events of the company's	Is capable of arguing about the current events of the company's	Is capable of arguing about the current events of the company's	Is capable of arguing about the current events of the company's



	management, understanding its connection with the company's performance		human resources management, poorly understanding their connection with the company's performance	human resources management, understanding their connection with the company's performance	human resources management, understanding its connection with the company's performance	human resources management, deeply understanding its connection with the company's performance and offering measures for its development
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Literature and other sources of information:	
<b>Compulsory literature and other sources of information</b>	
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.
<b>Recommended literature</b>	
1.	Clegg, S. R., Kornberger, M., & Pitsis, T. (2015). Managing and organizations: An introduction to theory and practice. Sage.
2.	Dombrovska, L.R. (2009) Cilvēkresursu kapitāla vadība:teorija un prakse. Rīga, Zvaigzne ABC.
3.	Dubkevičs, L. (2011) Līderība vadīšanā. Rīga, RaKa.
4.	Ešenvalde, I. (2008). Personāla vadības mūsdienu metodes. Rīga: Merkūrijs LAT, 349.
5.	Gill, R. (2011). Theory and practice of leadership. Sage.
6.	Gosling, J., Sutherland, I., & Jones, S. (2012). Key concepts in leadership. Sage.
7.	Handbook of organizations (2015) Ed.March J., London, Routledge.
8.	Peiseniece, L. (2011). Cilvēkresursu vadīšanas novērtēšanas metodes un to pilnveidošanas virzieni Latvijas lielajos uzņēmumos.
9.	Vorončuka, I. (2009). Personāla vadība. Rīga: Latvijas Universitāte, 400.
10.	Zīlīte, L. (2013) Personāla vadība un socienika. Rīga, Turība.
<b>Other sources of information</b>	
1.	EBSCO HOST data base
2.	RESEARCHGATE data base
3.	Springer data base
4.	Google Scholar data base

### Conflict management and alternative dispute resolution

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

<b>Study course prerequisites:</b>
Communication psychology, human resource management
<b>Course objectives are:</b>
1. To provide students with the necessary knowledge, skills and competences for conflict (controversy) and its constructive resolution. 2. Develop the practical skills of the student in alternative resolving conflicts.
<b>Course outcomes (knowledge, skills, competencies):</b>
1. Aware of the causes of conflict, the nature of human behaviour in conflicts and the basic ways in which a person intervenes or tackles conflicts. 2. Knows the methods by which managers can assess their conflict resolution abilities and the strategies used during the conflict. 3. Knows the basic forms of alternative dispute resolution mechanisms. 4. Can analyse the situation in a conflict based on available information and find a solution by using several methods of resolving conflicts.

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

Study course schedule:				
<i>Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics</i>				
No.	Theme	Lectures (t.sk workshops, discussions) number of contact hours		
		full-time studies	part-time studies	part-time studies with e-learning elements*
129.	Subject, aims and tasks of the course. Disputes (conflicts) in the collective. Impact of conflicts on employees and customers. Combustion syndrome.	8	4	2
130.	Types of conflict, causes, possibility to predict them, conflict prevention. Discussion	8	4	2
131.	Seminar Working in groups: forecasting potential conflicts and finding a solution	8	4	2
132.	Conflict resolution strategies-theory and practice.	4	2	1
133.	Directing and using a conflict situation. Discussion	6	3	1
134.	Seminar Working in Groups: Finding a manager-client-employee conflict solution with different methods.	8	4	2
135.	Alternative dispute resolution methods and opportunities in nowadays' context Types of employment disputes, resolution of disputes of collective interest by method of conciliation. Mediation basics, methods, opportunities and development in Latvia.	6	3	2
<b>Total</b>		<b>48</b>	<b>24</b>	<b>12</b>

Description of the independent tasks:		
Study form	Type of independent assignment	Type of control
<i>Full-time studies</i>	1. Students are working in a group by preparing documents for a conflict resolution with several methods.	Work in writing must be submitted onto MOODLE by one of the group. The work is analysed and presented at seminar 1. Analysis during discussion.

	2. The student individually prepares a possible strategy for conflict resolution in a dispute between an employee and a client	The work will be submitted in writing onto MOODLE and analysed at Seminar 2
	3. A group of students prepares a solution for the conflict by settling collective interests with a conciliation method	The solution to the dispute must be submitted onto the MOODLE system and discussed at the lesson.
	4. Compulsory reading according to the list of themes on conflicts and their solution with different methods (volume of 200 pp.)	The analysis of the material read during Seminar 2.
<i>Part-Time Studies</i>	1. Students are working in a group by preparing documents for a conflict resolution with several methods.	Work in writing must be submitted onto MOODLE by one of the group. The work is analysed and presented at seminar 1. Analysis during discussion.
	2. The student individually prepares a possible strategy for conflict resolution in a dispute between an employee and a client	The work will be submitted in writing onto MOODLE and analysed at Seminar 2
	3. A group of students prepares a solution for the conflict by settling collective interests with a conciliation method	The solution to the dispute must be submitted onto the MOODLE system and discussed at the lesson.
	4. Compulsory reading according to the list of themes on conflicts and their solution with different methods (volume of 250 pp.)	The analysis of the material read during Seminar 2.
<i>Part-time studies with e-learning elements</i>	1. Students are working in a group by preparing documents for a conflict resolution with several methods.	Work in writing must be submitted onto MOODLE by one of the group. The work is analysed and presented at seminar 1. Analysis during discussion.
	2. The student individually prepares a possible strategy for conflict resolution in a dispute between an employee and a client	The work will be submitted in writing onto MOODLE and analysed at Seminar 2
	3. A group of students prepares a solution for the conflict by settling collective interests with a conciliation method	The solution to the dispute must be submitted onto the MOODLE system and discussed at the lesson.
	4. Compulsory reading according to the list of themes on conflicts and their solution with different methods (volume of 300 pp.)	The analysis of the material read during Seminar 2.

Study course organisation and the volume of the course:

Study form	Contact hours				Independent work hours	Compulsory reading and/or audio and video material	Total course credit hours
	Lecture hours (incl. seminars,	Consultations, guest lectures, conferences,	Final Test (exam, test,	Total			

	<i>discussion)</i>	<i>study tours, applied games, etc.</i>	<i>defence)</i>			<i>listening/watching</i>	
<i>Full-time</i>	48	8	4	64	64	32	<b>160</b>
<i>Part-time</i>	24	18	6	48	64	48	<b>160</b>
<i>Part-time studies with e-learning elements</i>	12	16	4	32	64	64	<b>160</b>

#### Course acquisition requirements and evaluation of results:

No.	Learning outcomes	Evaluation method	Evaluation criteria			
			Minimal level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	With distinction (from 95% to 100%)
1.	Aware of the causes of conflict, the nature of human behaviour in conflicts and the basic ways in which a person intervenes or tackles conflicts.	Seminar	Aware of the causes of conflict, the nature of human behaviour in conflicts and the basic ways in which a person intervenes or tackles conflicts.	Aware of the causes of conflict, the nature of human behaviour in conflicts and the basic ways in which a person intervenes or tackles conflicts. They are partially separated.	Aware of the causes of conflict, the nature of human behaviour in conflicts and the basic ways in which a person intervenes or tackles conflicts.	Aware of the causes of conflict, the nature of human behaviour in conflicts and the basic ways in which a person intervenes or tackles conflicts. Provides examples of all types.
2.	Knows the methods by which managers can assess their conflict resolution abilities and the strategies used during the conflict.	Seminar	Knows the methods by which managers can assess their conflict resolution abilities, but confuses the methods and the strategies used during the conflict.	Knows the methods by which managers can assess their conflict resolution abilities and the strategies used during the conflict.	Knows the methods by which managers can assess their conflict resolution abilities and the strategies used during the conflict.	Knows the methods by which managers can assess their conflict resolution abilities and the strategies used during the conflict.  Characterises methods and strategies with examples.
3.	Knows the basic forms of alternative dispute resolution mechanisms.	Practical task at the exam	The basic forms of alternative dispute resolution mechanisms are known in theory but in practice can be used in part.	Knows the basic forms of alternative dispute resolution mechanisms, but confuses them in the solution.	Knows the basic forms of alternative dispute resolution mechanisms.	Knows the basic forms of alternative dispute resolution mechanisms, recommends successful solutions.

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

##### **Compulsory literature and other sources of information**

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

##### **Recommended literature**

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

## International marketing and trade

Author/s of the course:				
Dr.oec., Assistant Professor Ksenijaljev eva				
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*
136.	Marketing and trade concepts, functions and their specifics in the international context.	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*
	<ul style="list-style-type: none"> <li>The historical development of the concepts "marketing" and "trade" and related concepts and trends.</li> <li>Marketing and trade interaction within the framework of international business.</li> <li>International market research methods and basic elements of information systems.</li> <li>The reasons for a company's business dealings in foreign markets.</li> </ul>			
137.	International market identification and segmentation. <ul style="list-style-type: none"> <li>International division of labor and global niche formation.</li> <li>The substance of identifying the target audience and the research methods analyzing demand in foreign markets.</li> <li>Market segmentation process and methods.</li> <li>Positioning strategies in external markets.</li> </ul>	4	2	1
138.	The company's business strategies in foreign markets. <ul style="list-style-type: none"> <li>International business environment.</li> <li>The company's strategies in order to penetrate the foreign markets.</li> <li>Product development or adaptation strategies.</li> <li>Digital marketing in external markets.</li> <li>E-commerce concepts and technologies.</li> </ul>	8	6	4
139.	Pricing in foreign markets and their impact on the international product positioning. <ul style="list-style-type: none"> <li>Internal and external factors of pricing.</li> <li>Pricing methods in terms of costs, demand and competitors in external markets.</li> <li>Pricing strategies according to product positioning.</li> </ul>	4	2	1
140.	Product promotion in international markets and communication with the trade channel representatives. <ul style="list-style-type: none"> <li>Creation and management of international distribution channels.</li> <li>Wholesale and retail concept, functions and types in external markets.</li> <li>Product promotion types and their selection in foreign markets.</li> <li>The concept of marketing communications mix and the international factors of its building.</li> </ul>	6	4	1
<b>Total:</b>		<b>24</b>	<b>16</b>	<b>8</b>

Independent work description:		
Study form	Type of independent work	Form of control
Full-time	1. Develop the company's strategies in order to penetrate the foreign markets.	Quiz, seminar



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

Structure of the study course:							
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	<b>32</b>	32	16	<b>80</b>
<i>Part-time</i>	16	6	2	<b>24</b>	32	24	<b>80</b>
<i>Part-time studies with e-learning elements*</i>	8	6	2	<b>16</b>	32	32	<b>80</b>

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			
			Minimum level (from 40% to 64%)	Average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (10) (from 95% to 100%)
1.	Understand the substance of the concepts "marketing" and "trade" in the context of the international commerce.	Discussion	Understand the basic concepts	Understand the key concepts, but there are difficulties with the explanation of concepts	Understand the key concepts and the differences among them in the international context	Freely able to analyze the concepts

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

#### Literature and other sources of information:

##### Mandatory literature and information sources

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

##### Further reading

1. Ahenbahs, J., Beļčikovs, J. (1999). *Uzņēmējdarbības tirdzniecībā*. Rīga: Vaidelote.
2. Bax, St., Meyer K., Wilkins, N. (2013). *Cambridge Marketing Handbook: Digital Marketing*. USA: Cambridge marketing press.
3. Godins, S. (2014). *Kā veicināts savāzīmola, produktu un pakalpojumu atpazīstamību*. Rīga: Zolneraizdevniecība.
4. Grose, V. (2012). *Concept to customer*. Lausanne: AVA Academia.
5. Kotler, K. (2016). *Marketing Management*. London: Pearson Education.
6. Kumar, V., Reinartz, W. (2012). *Customer relationship management: concept, strategy, and tools*. Heidelberg: Springer.
7. Latiševs, V. (2008). *Praktiskā palīdzība izstrādājot tirdzniecības darījumu noformēšanai*. Rīga: Merkūrijs LAT.
8. Oļevskis, G. (2003). *Starptautiskā tirdzniecība*. Rīga: RSEBAA.
9. Praude, V. (2009). *Mārketinga*. Rīga: Izglītības solī.
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: <a href="https://www.ama.org/marketing-news/what-are-the-ethics-of-neuromarketing/">https://www.ama.org/marketing-news/what-are-the-ethics-of-neuromarketing/</a>
2.	Amstrong, G., Kotler, Ph., Harker, M., Edition, Th. (2015). <i>Marketing an Introduction</i> . 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: <a href="https://www.amazon.com/Search-Optimization-Internet-Marketing-Strateg/dp/1979286973">https://www.amazon.com/Search-Optimization-Internet-Marketing-Strateg/dp/1979286973</a>
4.	Godin, S. (2019). Time and money. [viewed on 18.03.2019]. Available at: <a href="https://seths.blog/2019/03/time-and-money/">https://seths.blog/2019/03/time-and-money/</a>
5.	Jones, R. (2017). <i>Branding. A very Short Introduction</i> . UK: Oxford University Press.
6.	Kenneth, C.L., Carol, G.T. (2017). <i>E-Commerce 2017</i> . London: Pearson.
7.	Kotlers, F. (2006). <i>Mārketingapamati</i> . Rīga: Jumava.
8.	Liniņa, I. (2018). <i>Kāpiesaisīt un noturētpircēju</i> . Rīga: Turības mācību centrs.
9.	Manns, I. (2013). <i>Bezbudžetamārketinga: 50 efektīvi instrumenti</i> . Rīga: Zvaigzne ABC.
10.	Mooij, de M. (2011). <i>Consumer Behavior and Culture</i> . Los Angeles, London, New Delhi: SAGE.
11.	Noel, H. (2009). <i>Consumer behaviour</i> . Lausanne: AVA Academia.
12.	Praude, V., Šalkovska, J. (2013). <i>Loģistika: (teorija un prakse)</i> . Rīga: Burtene.
13.	Praude, V., Šalkovska, J. (2015). <i>Integrētāmārketingakomunikācija 1.sēj.</i> Rīga: Burtene.
14.	Praude, V., Šalkovska, J. (2015). <i>Integrētāmārketingakomunikācija 2.sēj.</i> Rīga: Burtene.
15.	Reilijs, D., Giboss, D. (2001). <i>Darījumu attiecības ar pircējiem</i> . Rīga: Turība.
16.	Shimp, T., Anrews, C. (2013). <i>Advertising, promotion, and other aspects of integrated marketing communications</i> . Australia: South-Western.
17.	Stone, M., McCall, J. (2004). <i>International strategic marketing: a European perspective</i> . New York: Routledge.
18.	Williams, J. (2016). <i>Social Media: Marketing Strategies for Rapid Growth Using: Facebook, Twitter, Instagram, LinkedIn, Pinterest and YouTube</i> . USA: CreateSpace Independent Publishing Platform, 1 edition.

## WORKSHOP "VISUAL COMMUNICATION"

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

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

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

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

Evaluation of the study course learning outcomes:						
20% - work during classes, 70% - practical tasks, 10% - exam.						
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	Able to explain the latest trend application in practice

					events	
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 in 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). *Identity Designed : The Definitive Guide to Visual Branding*. Rockport, United States, Rockport Publishers Inc.
2. Matīss K.(2015). *Saskarņu māksla*. Rīga, Autora izdevums
3. Victionary (2019). *Material Matters 04: Paper : Creative interpretations of common materials*. North Point, Hong Kong, Victionery.
4. Victionary (2019). *TYPE FOR TYPE : Custom typeface solutions for modern visual identities*. Hong Kong, Viction Workshop Ltd.
5. Weinschenk S.(2020). *100 Things Every Designer Needs to Know about People*. United States, Pearson Education.

##### Further reading

1. Jhonson M.(2016). *Logo Design Theory : How Branding Design Really Works*. London, United Kingdom, Thames & Hudson Ltd.
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. Schumate M.A.(2020). *Logo Design Theory : How Branding Design Really Works*. Elfstone Press
5. Wheeler A.(2017). *Designing Brand Identity: An Essential Guide for the Whole Branding Team*. New York, United States, John Wiley & Sons Inc.
6. Эйсмэн 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\\_\\_\\_\\_\\_](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"

<b>Author/s of the course:</b>	
MBA Edgars Koroņevskis, Mg.sc.soc. E.Čerkovskis	
<b>Credit points (Latvian):</b>	<b>ECTS credits:</b>
2	3
<b>Final evaluation form:</b>	
Examination	
<b>Study course prerequisites:</b>	
Marketing	
<b>Study course aim:</b>	
Provide students with the acquisition of appropriate digital marketing knowledge and practical skills.	
<b>Study course learning outcomes (knowledge, skills, competences):</b>	
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.	
<b>The required study course content to achieve the learning outcomes (Study course thematic plan):</b>	
1.	Digital marketing functions and channels, e-commerce
2.	Content marketing
3.	Search Engine Optimization (SEO)
4.	Social media management
5.	Paid advertising
6.	Evaluation methods of marketing activities

**Study course calendar plan:**

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

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



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

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

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

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

<b>Literature and other sources of information:</b>	
<b><i>Mandatory literature and information sources</i></b>	
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.
<b><i>Further reading</i></b>	
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.
<b><i>Other sources of information</i></b>	
1.	<a href="https://digitalmarketinginstitute.com/">https://digitalmarketinginstitute.com/</a>
2.	<a href="https://digijourney.com/">https://digijourney.com/</a>

## WORKSHOP "CREATIVE IDEAS"

<b>Author/s of the course:</b>	
Dr.oec. Inga Šīna, Mg.sc.soc. Edgars Čerkovskis	
<b>Credit points (Latvian):</b>	<b>ECTS credits:</b>
2	3
<b>Final evaluation form:</b>	
<b>Examination</b>	
<b>Study course prerequisites:</b>	
N/A	
<b>Study course aim:</b>	
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.	
<b>Study course learning outcomes (knowledge, skills, competences):</b>	
<ol style="list-style-type: none"> <li>1. Know creative thinking tools, techniques.</li> <li>2. Able to promote creative thinking in teamwork.</li> <li>3. Able to demonstrate creativity in problem-solving and decision-making situations.</li> <li>4. Able to use creative thinking to promote competitiveness.</li> </ol>	
<b>The required study course content to achieve the learning outcomes (Study course thematic plan):</b>	
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.

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

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

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

Independent work organization and scope:							
Study form	Contact hours				Independent work (number of hours)	Mandatory reading and/or audio and video material watching/ listening	Total hours of the course
	Lecture contact hours (including seminars, discussions)	Consultations, guest lectures, conferences, field trips, business games, etc.	Final evaluation (exam, test, defense)	Total			
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:						
10% - work during classes, 70% - practical tasks, 20% - exam						
No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (from 95% to 100%)
1.	Know creative thinking tools, techniques	Group work	Know creative thinking tools, techniques	Know creative thinking tools, techniques and their application possibilities	Know creative thinking tools, techniques and their application possibilities	Good grasp of creative thinking tool and technique application possibilities
2.	Able to promote creative thinking in teamwork	Group work, exam	Able to promote creative thinking in teamwork	Able to promote creative thinking in teamwork, offering marketing solutions	Able to promote creative thinking in teamwork, offering marketing solutions	Able to promote creative thinking in teamwork, offering innovative marketing solutions
3.	Able to demonstrate creativity in	Group work, exam	Able to demonstrate creativity in	Able to demonstrate creativity in	Able to demonstrate creativity in	Able to demonstrate creativity in

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

<b>Literature and other sources of information:</b>	
<b><i>Mandatory literature and information sources</i></b>	
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
<b><i>Further reading</i></b>	
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
157.	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
158.	Content - why is all this important? Basic principles of messaging	2	0.5	0.5
159.	The message "carriers" and obstacles - efficient and pitched content prerequisites	2	1	1
160.	Brand storytelling: what it is, the key principles and story concept, examples	4	2	-
161.	Content creation process management: types of content, acquisition of information, practical tools	2	2	2
162.	Practical task	12	10	4
	Total:	24	16	8

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

Evaluation of the study course learning outcomes:						
10% - work during classes or independent work, 70% - practical task, 20% - exam.						
No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (from 95% to 100%)
1.	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
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#### Literature and other sources of information:

##### ***Mandatory literature and information sources***

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.

##### ***Further reading***

1.	Deziel, M. (2020). The Content Fuel Framework: How to Generate Unlimited Story Ideas (For Marketers and Creators). StoryFuel Press.
2.	Habdley, 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

<b>Author/s of the course:</b>	
Dr.oec., Assistant Professor Ksenija Ijevleva	
<b>Credit points (Latvian):</b>	<b>ECTS credits:</b>
2	3
<b>Final evaluation form:</b>	
<b>Examination</b>	
<b>Study course prerequisites:</b>	
Psychology of communication, Branding	
<b>Study course aim:</b>	
To provide students with the necessary knowledge, skills and competence acquisition in the field of consumer behavior in the market.	
<b>Study course learning outcomes (knowledge, skills, competences):</b>	
<ol style="list-style-type: none"> <li>1. Understand the substance of the concept of "consumer behavior" and related concepts.</li> <li>2. Able to use the principles of identifying the target audience and their psychographic segmentation models.</li> <li>3. Understand the factors influencing consumer behavior.</li> <li>4. Able to analyze consumer purchase decision-making stages.</li> </ol>	
<b>The required study course content to achieve the learning outcomes (Study course thematic plan):</b>	
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.

<b>Study course calendar plan:</b>				
<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*
163.	The concept of consumer behavior, the methods and models of its research. <ul style="list-style-type: none"> <li>• The historical development of the "consumer behavior" concept and the trends related to it.</li> <li>• The concept of "consumer behavior": related concepts.</li> <li>• Neuromarketing: the methods and key elements of its research.</li> <li>• Models of target audience segmentation in view of its psychographic characteristics.</li> </ul>	4	2	
164.	The internal influencing factors of consumer behavior. <ul style="list-style-type: none"> <li>• Cognitive processes of the consumer.</li> <li>• The social and psychological factors of consumer behavior.</li> </ul>	6	4	

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*
	<ul style="list-style-type: none"> <li>The motivation of consumption behavior.</li> <li>Personal values, lifestyle and resources of the consumer.</li> <li>Consumer knowledge and attitudes.</li> </ul>			
165.	The external influencing factors of consumer behavior. <ul style="list-style-type: none"> <li>Cultural influence on consumer behavior.</li> <li>Social stratification of society.</li> <li>Personal and group influence on consumer behavior.</li> <li>The situational impact.</li> </ul>	6	4	
166.	Consumer purchase decision-making process. <ul style="list-style-type: none"> <li>Model of consumer decision-making process.</li> <li>Type of decision-making process.</li> <li>The factors influencing the problem solving breadth.</li> </ul>	8	6	
	<b>Total:</b>	<b>24</b>	<b>16</b>	

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.	Seminar
	Mandatory literature: 3., 4., 6., 8., 9. Further reading: 3., 6. Other sources of information: 1., 2.	
	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	Test
	Mandatory literature: 1., 6., 8. Further reading: 5.	
	4. Develop marketing strategy guidelines in accordance with the stages of consumer purchasing decision making process	Presentation
	Mandatory literature: 6., 10., 11., 13. Other sources of information: 2., 4.	
Part-time studies	1. Read the assigned scientific literature and critically analyze consumer behavior research methods and neuromarketing trends.	Seminar
	Mandatory literature: 3., 4., 6., 8., 9. Further reading: 3., 6. Other sources of information: 1., 2.	
	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.	Quiz

	Further reading: 3., 6.	Test
	3. Formulate consumer knowledge and attitude management tasks	
	Mandatory literature: 1., 6., 8. Further reading: 5.	
	4. Develop marketing strategy guidelines in accordance with the process of consumer purchase decision-making stages	Presentation
	Mandatory literature: 6., 10., 11., 13. Other sources of information: 2., 4.	
Part-time studies with e-learning elements		

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

Evaluation of the study course learning outcomes:						
During the study course, 3 independent work assignments have to be successfully completed, 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.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (10) (from 95% to 100%)
1.	Understand the substance 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	Quiz, discussion	Able to identify psychographic characteristics	Able to analyze the psychographic	Able to choose the segmentatio	Able to design a product and

	segmentation models.			characteristics, but there are difficulties with the choice of the segmentation model	n model and, on the basis of which, develop a questionnaire	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 have difficulty discerning regularities	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
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. Amstrong, 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). *Consumer behavior: implications for marketing strategy*. 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 piesaistīt 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: <a href="https://seths.blog/2019/03/time-and-money/">https://seths.blog/2019/03/time-and-money/</a>
4.	Williams, J. (2016). <i>Social Media: Marketing Strategies for Rapid Growth Using: Facebook, Twitter, Instagram, LinkedIn, Pinterest and YouTube</i> . USA: CreateSpace Independent Publishing Platform, 1 edition.
5.	Гантер, Б. , Фернхам, А. (2001). <i>Типы потребителей :введение в психографику : [сегментирования рынка на основе стиля жизни, поведения и установок потребителя]</i> . Санкт-Петербург:Питер.
6.	Статт, Д. (2003). <i>Психология потребителя</i> . Москва-С.Петербург: Питер.

#### PROFESSIONAL FOREIGN LANGUAGE I (ENGLISH)

**Author/-s of the study course:**

Assistant professor Zane Veidenberga, mg.edu.mgmt., PhD candidate

<b>Credits (Latvian):</b>	<b>ECTS:</b>
4	6
<b>Final evaluation form:</b>	
<b>Examination</b>	
<b>Study course prerequisites:</b>	
-	
<b>Study course aim:</b>	
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> .	
<b>Study course learning outcomes ( Knowledge, Skills, Competencies):</b>	
<ul style="list-style-type: none"><li>• Students know management branch related terminology (e.g. international markets, human resources management, change management etc.) in English</li><li>• 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.)</li><li>• Students can find the required information in English and analyse it independently for performing assignments and producing written and oral end products</li><li>• Students can analyse management related cases and problems and support their opinion in English, applying the knowledge of terminology, acquired word stock and grammar</li><li>• Students can present their viewpoint in English, arguing and supporting it in line with business ethics and intercultural communication norms</li></ul>	
<b>Study course thematic plan:</b>	
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

<b>Study course calendar plan:</b>				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e - learning elements
167.	Introducing oneself. CV. Motivational letter	6		
168.	Business travel.	4		
169.	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
170.	Human Resources: recruitment and management	4		
171.	Intercultural and interpersonal communication. Communication management. Negotiating	6		
172.	Advertising and brands	4		
173.	Marketing	4		
174.	Money and finance	6		
175.	International markets, production and trade	6		
176.	Business ethics and cultures	4		
177.	Management and leadership	4		
178.	Effective business communication: oral and written (telephoning, letter and email writing, formal presentations), incl., grammar issues	6		
179.	Student presentations	4		
180.	Revision	2		
<b>Total:</b>		<b>64</b>		

**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		

<b>Structure of the study course:</b>							
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	64	12	4	80	48	32	160
part-time studies							
part-time studies with e-learning elements							

<b>The evaluation of the study course learning outcomes:</b>						
<p><i>Students shall:</i></p> <ul style="list-style-type: none"> <li>- attend at least 70% of contact classes and take an active participation in classroom activities;</li> <li>- complete successfully 4 independent work assignments (see <i>Independent work description</i> table) meeting the requirements for B2 level;</li> <li>- 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;</li> <li>- pass interim test and final test.</li> </ul> <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.	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 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	Individual, pair and group work during classroom activities and discussions, test,	40-69% of discussion questions answered and activities	70-89% of discussion questions answered and activities	90-100% of discussion questions answered and activities	95-100% test questions and tasks complete

	communicate in English on management related issues in different communicative situations (telephone conversations, job interviews, business correspondence etc.)	examination	completed using grammatically correct English and relevant business vocabulary	completed using correct English	completed using grammatically correct English and relevant business vocabulary	d correctly
3.	Students can find the required information in English and analyse it independently for performing assignments and producing written and oral end products	Independent 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
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
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<b>Literature and information sources:</b>	
<b>Compulsory literature and information sources</b>	
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 and DVD</i> . Oxford University Press.
<b>Additional literature and information sources</b>	
3.	Hughes,J., White, L. (2017). <i>Business Result: Intermediate: Teacher's Book and DVD</i> . 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.
<b>Other information sources</b>	
6.	British Council's website for adult learners of English. [Accessed 14.11.2018.]. Available at: <a href="http://learnenglish.britishcouncil.org">http://learnenglish.britishcouncil.org</a>
7.	Internet news portal BBC News [Accessed 14.02.2018.]. Available at: <a href="http://www.bbc.co.uk/news">http://www.bbc.co.uk/news</a>
8.	Online business information service about the EU. [Accessed 14.08.2018.]. Available at: <a href="http://www.eubusiness.com">www.eubusiness.com</a>

## FINANCIAL MATHEMATICS

<b>Author of the course:</b>	
Dr.oec., Adjunct Professor IngridaJakušonoka	
<b>Credit points (Latvian):</b>	<b>ECTS credits:</b>
4	6
<b>Final evaluation form:</b>	
<b>Examination</b>	
<b>Study course prerequisites:</b>	
Knowledge at the secondary school level.	
<b>Study course aim:</b>	
To provide students with the necessary knowledge, skills and competence acquisition to make calculations of financial transactions.	
<b>Study course learning outcomes (knowledge, skills, competences):</b>	

21.	Know and understand the substance, methods and concepts of financial mathematics
22.	Know the most important theoretical foundations of financial-commercial records
23.	Able to apply the acquired knowledge in the practical use of financial algorithms
24.	Able to conduct the analysis of financial transaction results, to draw up a loan repayment schedule, to calculate the future value of savings and deposits and transaction, deadlines, etc.
25.	Able to express a well-argued and supported opinion, as well as able to defend it
26.	Able to independently carry out calculations related to a financial transaction efficiency
27.	Able to analyze the results obtained by calculations and make decisions
<b>The required study course content to achieve the learning outcomes (Study course thematic plan):</b>	
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).

<b>Study course calendar plan:</b>				
<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*
181.	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
182.	Determination of future value. Basic algorithms of saving operations. Simple interest application scheme. The use of compound interest scheme.	6	3	2
183.	Effective interest rate. The substance of effective interest rate and its application possibilities. Financial transaction comparison using the effective interest rate.	2	1	1
184.	Determination of present value. Discounting operations, their substance. Mathematical discounting. Bank discount operations.	6	3	2
185.	Determining the future and the present value using the financial tables. Financial functions of Excel, their application possibilities.	4	2	1
186.	Payment flows. Payment flow types. Financial rent. Irregular payment flows. Annuity. Prenumerando annuity and postnumerando annuity.	4	2	1

Study course calendar plan:				
In view of the study group's/students' needs, interests, previous knowledge and the level of understanding, the plan can be adjusted in terms of the number of contact hours and the thematic sequence.				
No.	Topic	Lecture contact hours (including seminars, discussions)		
		Full-time studies	Part-time studies	Part-time studies with e-learning elements*
187.	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
188.	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
189.	Investment evaluation. Investment evaluation methods and the principles of their choice. Net present value method. Payback period method. Internal margin norm.	4	2	1
190.	Calculations related to financial instruments (share calculations, bond calculations)	8	4	1
<b>Total:</b>		<b>48</b>	<b>24</b>	<b>12</b>

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

	3. Practical work - acquiring the knowledge of financial mathematics algorithms for use in security operations by studying the identified sources of educational literature.	
	<i>Mandatory reading and/or audio and video material for listening/ watching brief description:</i> To 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	

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

Evaluation of the study course learning outcomes:						
The final evaluation of the course for <b>full-time students</b> is formed from completed <b>three</b> independent work assignments, <b>three</b> 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 <b>part-time students</b> is formed from completed <b>two</b> independent work assignments, <b>two</b> 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 <b>part-time students with e-learning elements</b> is formed from completed <b>two</b> independent work assignments, <b>two</b> quizzes passed, active participation in discussions during the classes, lecture attendance and passed exam covering the studied topics of the course;						
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 foundations of financial-commercial records	Practical work, quiz	Partly know the theoretical foundations of financial-commercial records	Know the theoretical issues of financial-commercial records	Familiar with and able to explain the theoretical foundations of financial-	Have a good grasp of the theoretical foundations of financial-commercial records

					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

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

## 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	
<b>Study course learning outcomes (knowledge, skills, competences):</b>	
<ol style="list-style-type: none"> <li>1. Understand the concept, the substance and the role of innovation in a company.</li> <li>2. Know about the available innovation support tools (grant programs, etc.) in Latvia.</li> <li>3. Able to provide an evaluative review of the innovation processes in the country and in the company/organization represented by the student.</li> <li>4. Able to use creative thinking techniques that focus on strengthening the competitiveness of the company.</li> </ol>	
<b>The required study course content to achieve the learning outcomes (Study course thematic plan):</b>	
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

<b>Study course calendar plan:</b>				
<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
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
<b>Total:</b>		<b>48</b>	<b>24</b>	<b>12</b>

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

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.
- Ilgspejiga attistiba un sociālas 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). *Inovativā 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

- European innovation scoreboard. Electronic source [30.08.2019]. Available at: [https://ec.europa.eu/growth/industry/innovation/facts-figures/scoreboards\\_en](https://ec.europa.eu/growth/industry/innovation/facts-figures/scoreboards_en)
- Innovation Economics. Electronic source [30.08.2019]. Available at: <http://www.innovationeconomics.net/>
- LR Centrālā statistikas pārvalde. Elektroniskais resurss [30.08.2019]. Pieejams: [www.csb.gov.lv](http://www.csb.gov.lv)
- Understanding the Innovation Economy. Electronic source [30.08.2019]. Available at: <https://philmckinney.com/understanding-innovation-economy-impact-world/> [skat. 30.08.2019]
- Žurnāls „Innovations and Technologies News”. Elektroniskais resurss [30.08.2019]. Pieejams:

### Cross-cultural Communication (Master – 6 ECTS)

<b>Author/s of Study course:</b>	
Larisa Turuševa, Dr. paed., assoc., prof.	
<b>Credits (Latvian)</b>	<b>Credit score in the ECTS system:</b>
4	6
<b>Test form:</b>	
<b>Examination</b>	
<b>Study course prerequisites:</b>	
Management theories	
<b>Course objectives are:</b>	
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.	
<b>Course outcomes (knowledge, skills, competencies):</b>	
<ul style="list-style-type: none"><li>• Understands concepts in the communication area</li><li>• Understands the difference in communication between different cultures</li><li>• Knows the challenges in intercultural communication</li><li>• Knows intercultural leadership concepts and fundamentals</li><li>• Knows intercultural communication risks and their management</li><li>• Understands behavioural/cultural/tradition norms for different cultures</li><li>• Is able to communicate successfully in international environment</li><li>• Can find the required information independently and analyse it for solving a problem</li></ul>	
<b>The content of the study course required to attain the results of the study (thematic plan of the course):</b>	
191.	Stereotypes. Understanding of intercultural divergence and diversity.

192.	Other hierarchies, individualism, age, women and men roles, families, distance issues.
193.	Multiplicity of communication. The techniques of persuasion and influence across cultures.
194.	Different cultures' attitude to time.
195.	Tact and sensitivity in regards of religion, success and priorities.
196.	Decision making Meetings, conversations, presentations.

#### Study course schedule:

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

No.	Topic	Lecture hours (incl. seminars, discussion)		
		full-time studies	full-time studies	part-time studies with e-learning elements*
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		
<b>Total:</b>		<b>48</b>		

#### Description of the independent tasks:

Study form	Type of independent assignment	Type of control
Full-time studies	Collect information on at least 3 different management types in the international environment	Presentation
	Analyse the differences in communication in three different cultures (time, woman, hierarchy, etc.)	Presentation
	To do Moodle test and analyse one's own mistakes.	Independent assignment
	Preparation and delivering of a presentation related to the study field of the course Compulsory literature: 1. <i>International Journal of Communication</i> . (retrieved 27.07.2019). Available at: <a href="http://ijoc.org">http://ijoc.org</a> . 2. DuPraw M. E. and Axner M. <i>Working on Common Cross-cultural Communication Challenges. Toward a More Perfect Union in an Age of Diversity</i> . (Retrieved on 29.08.2019) <a href="http://www.pbs.org/ampu/crosscult.html">http://www.pbs.org/ampu/crosscult.html</a> 3. Lewis R. (2006). <i>When Cultures Collide: leading across cultures</i> . 3rd ed.,. ISBN -13. 9781904838029. 4. <i>Cross-Cultural Communication   InterNations Magazine</i> . (Retrieved on 29.08.2019) <a href="https://www.internations.org/magazine/11-cross-cultural-communication">https://www.internations.org/magazine/11-cross-cultural-communication</a> 5. Thill J., Courtland B. (2007). <i>Excellence in business communication</i> . Upper Saddle River, N.J.: Pearson Prentice Hall. 2007-1 vol. (split pagination). ISBN: 0131870769. 6. <i>Cross-Cultural Communication. Communication Journals</i> . (Retrieved on 9.08.2019) <a href="http://www.questia.com/library/p436938/cross-">www.questia.com/library/p436938/cross-</a>	Presentation

	cultural-communication 7. Finnegan R. (2002). <i>Communicating. The multiple modes of human interconnection</i> . London and New York: Routledge, 2002. 306 pp. ISBN: 0-415 8. FitzPatrick L., Valskov K. and Mounter P. <i>Internal Communications</i> . (2014). A manual for practitioners. London: Kogan Page. 2014. 272 pp. ISBN13: 9780749469320	
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Study course organisation and the volume of the course:							
Study form	Contact hours				Individual work hours	Compulsory reading and/or audio and video material listening/watching	Total course credit hours
	Lecture hours (incl. seminars, discussion)	Consultations, guest lectures, conferences, study tours, applied games, etc.	Final Test (exam, test, defence)	Total			
Full-time	48	12	4	64	64	32	160

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

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

#### Literature and other sources of information:

**Compulsory literature and other sources of information**

1.	<i>International Journal of Communication</i> . (retrieved 27.07.2019). Available at: <a href="http://ijoc.org">http://ijoc.org</a> .
2.	DuPrav M. E. and Axner M. <i>Working on Common Cross-cultural Communication Challenges. Toward a More Perfect Union in an Age of Diversity</i> . (Retrieved on 29.08.2019) <a href="http://www.pbs.org/ampu/crosscult.html">http://www.pbs.org/ampu/crosscult.html</a>
3.	Lewis R. (2006). <i>When Cultures Colledge: leading across cultures</i> . 3rd ed., ISBN -13. 9781904838029.
4.	<i>Cross-Cultural Communication   InterNations Magazine</i> . (Retrieved on 29.08.2019) <a href="https://www.internations.org/magazine/11-cross-cultural-communication">https://www.internations.org/magazine/11-cross-cultural-communication</a>
5.	Thill J., Courtland B. (2007). <i>Excellence in business communication</i> . Upper Saddle River, N.J.: Pearson Prentice Hall. 2007-1 vol. (split pagination). ISBN: 0131870769.
6.	<i>Cross-Cultural Communication. Communication Journals</i> . (Retrieved on 9.08.2019) <a href="http://www.questia.com/library/p436938/cross-cultural-communication">www.questia.com/library/p436938/cross-cultural-communication</a>
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
<b>Recommended literature</b>	
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.
<b>Other sources of information</b>	
1.	<i>Advanced Communication Skills</i> . (2010). MTD Training-Book Boon. 58 pp. ISBN-13:9788776816612.
2.	Dahl Ø., Jensen I., Nynäs P. (2006). <i>Bridges of understanding perspectives of Intercultural communication</i> . Oslo Academic Press. 7-21 pp. ISBN: 8274772695, 9788274772694.
3.	Duck S., McMahan D. (2009). <i>The basics of communication: a relational perspective</i> . London: Sage. -1 vol. Dal. Pag. ISBN: 9781412941532 (pbk.)
4.	<i>International Journal of Communication</i> . (retrieved 27.05.2018). Available at: <a href="http://ijoc.org">http://ijoc.org</a> .
5.	MSG (retrieved 27.08.2019.), available at: <a href="http://www.managementstudyguide.com/business_communication.html">http://www.managementstudyguide.com/business_communication.html</a>



## Intellectual property rights

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

Study course calendar plan:				
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*
197.	The protection of intellectual property – an introduction	8		
198.	Trademarks, an introduction.	8		
199.	Copyright. Author's personal and proprietary rights, the essence of exemption.	8		
200.	The rights of work use. Copyright restrictions.	8		
201.	Rights related to copyright. Collective management organizations of proprietary rights.	8		
202.	Seminars.	8		
	<b>Total:</b>	<b>48</b>		

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

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

Evaluation of the study course learning outcomes:						
Students successfully complete all independent work assignments and pass the exam. The final grade for the course is the mean of combined average grades for the independent work assignments and the exam.						
No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Average level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (10) (from 95% to 100%)
1.	Know the basic concepts in the area of intellectual property rights protection.	Examination Independent work	Understand the essence of the basic terms	Understand the nature of intellectual property rights, but it is difficult to distinguish types of intel. property rights	Understand the nature of intellectual property rights and are able to forcefully tell you about each of the types of rights, give examples	Understand the nature of intellectual property rights on such a level that are able to explain it to others and to participate in discussions with arguments
2.	Understand the difference between industrial property and copyright.	Examination Independent work	Able to understand the differences between copyright and industrial property, but sometimes, however, comparisons are incorrect	Able to understand the differences between copyright and industrial property, but may have difficulty with the application of the knowledge in practice	Able to understand the differences between copyright and industrial property	Able to understand the differences between copyright and industrial property, as well as explain the differences and provide examples
3.	Able to extract and analyze information necessary for the projects.	Examination Independent work Presentation	Know and understand, where and how to find information and seek further legal assistance, but sometimes these skills are used incorrectly	Know and understand, where and how to find information and seek further legal assistance, however, interpret the results with difficulty	Know and understand, where and how to find information and seek further legal assistance, able to interpret and understand the suggested results	Know and understand, where and how to find information and seek further legal assistance, evaluate offers, as well as, if necessary, to make additions to and improve them
4.	Able to discuss the subject, express and support their opinion and present it.	Group work Presentation Discussion	Able to discuss only the basic questions	Able to discuss only the basic questions	Able to provide arguments to discuss the main issues in	Able to provide arguments to discuss the

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

## BUSINESS VALUE MANAGEMENT

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

<b>Study course calendar plan:</b>				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements
203.	Concept of Value and Value-based Management (VBM)	4		
204.	Valuation process: principles, stages, main approaches	4		
205.	Techniques within the Asset approach to business valuation <ul style="list-style-type: none"> <li>• Net Adjusted Asset method</li> <li>• Other Asset approach methods</li> </ul>	8		
206.	Techniques within the Income approach to business valuation <ul style="list-style-type: none"> <li>• Discounted Cash Flow (DCF) method</li> <li>• Capitalization of income method</li> </ul>	8		
207.	Techniques within the Market approach to business valuation <ul style="list-style-type: none"> <li>• Guideline public company method</li> <li>• Guideline company transactions method</li> </ul>	8		
208.	Cost of capital <ul style="list-style-type: none"> <li>• Cost of equity</li> <li>• Cost of debt</li> </ul>	8		
209.	Value creation <ul style="list-style-type: none"> <li>• Value metrics</li> <li>• Value creation models</li> <li>• Value drivers</li> </ul>	8		
	<b>Total:</b>	<b>48</b>		

<b>Independent work description:</b>		
Study form	Type of independent work	Form of control
full-time studies	1. Content analysis of the value- related text information	Individual home task
	Compulsory literature: At least 10 scientific papers available in EBSCO data basis devoted to the value-related issues	
	2. Cost of equity calculation, applying Capital Asset Pricing	

	Model (CAPM)	Individual home task
	Compulsory literature: No. 4 Additional literature: No. 3 Other information sources: No. 1	
	3. Cost of capital calculation, applying build-up approach	
	Compulsory literature: No. 6	Presentation In-class reporting
	4. Investigation of value drivers in the selected industry/field; Creating Balanced Scorecard	Group work Presentation
	Compulsory literature: No. 1 Additional literature: No. 1, No. 2, No. 4, No. 5	In-class reporting

**Structure of the study course:**

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

**The evaluation of the study course learning outcomes:**

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

	valuation		apply them properly	interpret the results	results	improvements
4	Is able to determine cost of capital	Tests Exam	Is able to apply basic techniques to determine cost of capital, but sometimes has difficulties to apply them properly	Is able to apply various techniques to determine cost of capital, but has some difficulties to interpret the results	Is able to apply various techniques to determine cost of capital and interpret the results	Is able to apply various techniques to determine cost of capital, interpret the results and suggest application improvements
5	Is able to discuss value-related issues in well-argued manner	Group work Presentation Discussion	Is able to discuss only basic value-related issues	Is able to discuss value-related issues, but has some difficulties to find arguments	Is able to discuss value-related issues in well-argued manner	Is able to discuss value-related issues and suggest to solve problems

#### Literature and information sources:

##### Compulsory literature and information sources

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

##### Additional literature and information sources

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

##### Other information sources



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

## INTEGRATED MANAGEMENT SYSTEMS

<b>Author/-s of the study course:</b>	
Asoc.prof. Dr. oec. Oksana Lentjusenкова, Lecturer Mg.sc.soc. Edgars Cerkovskis	
<b>Credits (Latvian):</b>	<b>ECTS:</b>
4	6
<b>Final evaluation form:</b>	
<b>Exam</b>	
<b>Study course prerequisites:</b>	
Management theories	
<b>Study course aim:</b>	
To provide students with the necessary knowledge, skills and competences in the field of integrated management system.	
<b>Study course learning outcomes ( Knowledge, Skills, Competencies):</b>	
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.	
<b>Study course thematic plan:</b>	
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.

<b>Study course calendar plan:</b>				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e - learning elements
210.	Introduction to Quality Management Systems. <ul style="list-style-type: none"> <li>Origin of management systems</li> <li>The concept of processes</li> </ul>	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
	<ul style="list-style-type: none"><li>• The essence of process management</li><li>• Modern quality management</li><li>• Development of quality management system in Latvia</li></ul>			
211.	CAF self-assessment system. <ul style="list-style-type: none"><li>• Valuation and its principles</li><li>• Evaluation methods and process</li></ul>	6		
212.	ISO standards and their interpretation. <ul style="list-style-type: none"><li>• ISO 9000 series standards</li><li>• ISO quality models</li></ul>	6		
213.	OHSAS 18001 Occupational Safety and Health Standard. <ul style="list-style-type: none"><li>• General requirements</li><li>• Implementation methodology</li></ul>	6		
214.	EFQM Excellence Model. <ul style="list-style-type: none"><li>• The concept of excellence</li><li>• Deciphering the Excellence</li><li>• Model Criteria</li><li>• Criteria coefficients</li></ul>	6		
215.	5 -S system. <ul style="list-style-type: none"><li>• The concept and essence of System</li><li>• Organization process and structure</li></ul>	6		
216.	LEAN method. <ul style="list-style-type: none"><li>• The operating principle of LEAN</li><li>• Maintenance and continuous improvement of LEAN</li><li>• LEAN - internal culture of the company</li><li>• LEAN thinking</li></ul>	6		
217.	Integration of management systems and processes into a common organization management system. Sustainability aspects and the stakeholder and holistic approach	6		

<i>Study course calendar plan:</i>				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e - learning elements
	to the integrated management system.			
	<b>Total:</b>	<b>48</b>		

<i>Independent work description:</i>		
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

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

<i>The evaluation of the study course learning outcomes:</i>						
No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level	Average level	High level	Excellent level

			(40% till 64%)	(65% till 84%)	(85% till 94%)	(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	Able to reasonably discuss integrated management issues, sees regularities.	Can discuss the issues of integrated management reasonably and freely orientates on the issues to

				regularities.		be discussed.
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#### Literature and information sources:

##### Compulsory literature and information sources

1. Barrie, G., D., Bamford, D., Wiele, T. (2016). *Managing quality: an essential guide and resource gateway*. Chichester, United Kingdom: Wiley.
2. Kepczynski, R., Jandhyala, R., Sankaran, G., Dimofte, A. (2018). *Integrated Business Planning: How to Integrate Planning Processes, Organizational Structures and Capabilities, and Leverage SAP IBP Technology*. Springer International Publishing AG.
3. Sartor, M., Orzes, G. (2019). *Quality Management: tools, methods and standards*. Bingley: Emerald Publishing
4. Sroufe, R. (2018). *Integrated Management: How Sustainability Creates Value for Any Business*. 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", *Journal of Cleaner Production*, Vol.56 pp.7-17.
2. Danilova, K.B. (2019). "Process owners in business process management: a systematic literature review", *Business Process Management Journal*, Vol.25 No.6, pp.1377-1412.
3. Gonzalez-Lopez, F., Bustos, G. (2019). „Business process architecture design methodologies – a literature review”, *Business Process Management Journal*, Vol.25 No.6, pp.1317-1334.
4. Jeston, J. (2018), *Business Process Management: Practical Guidelines to Successful Implementations*, Routledge, London and New York.
5. Klute-Wenig, S. and Refflinghaus, R. (2015). Integrating sustainability aspects into an integrated management system”, *The TQM Journal*, 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", *Business Process Management Journal*, 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", *Business Process Management Journal*, 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/>

## START-UPS MANAGEMENT

<b>Author/-s of the study course:</b>	
Associate professor, Dr.oec., Anna Svirina	
<b>Credits (Latvian):</b>	<b>ECTS:</b>
4	6
<b>Final evaluation form:</b>	
Exam	
<b>Study course prerequisites:</b>	
Circular economy, Social entrepreneurship, Design thinking	
<b>Study course aim:</b>	
To provide students with knowledge, skills and competences to create entrepreneurial idea and ensure development of their own business	
<b>Study course learning outcomes ( Knowledge, Skills, Competencies):</b>	

1. Understands the core issues regarding entrepreneurial skills and competence
2. Understands the principles of developing a new business and entrepreneurial idea
3. Is able to properly apply customer development method
4. Is able to properly apply minimum viable product development method
5. Is able to develop a sustainable entrepreneurship idea
6. Is able to develop a business plan outline

***Study course thematic plan:***

- |    |  |
|----|--|
| 1. | Introduction. Entrepreneurship and entrepreneurial skills. |
| 2. | Entrepreneurial idea and startup team                      |



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

**Study course calendar plan:**

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

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

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

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

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

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

## DESIGN THINKING

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

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

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

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

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

<b>Structure of the study course:</b>							
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	<b>Total</b>			
full-time studies	48	12	4	<b>64</b>	64	32	<b>160</b>

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

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

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



## RESEARCH METHODS AND ORGANIZATION OF ACADEMIC WORK

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

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

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

<b>Independent work description:</b>		
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	Individual home task
	Compulsory literature: At least 10 scientific papers available in EBSCO data basis	
	2. Search for MS topic related keywords in data bases	Individual home task
	Other information sources: Data bases available at EKA library or others	
	3. Development of a questionnaire. Data analysis	Group work Presentation In-class reporting
	Compulsory literature: No. 2 Additional literature: No. 1 Other information sources: No. 1	
	4. Regression analysis, based on industry data in a selected country. Work in Excel	Individual home task
	Compulsory literature: No. 1, No. 2 Additional literature: No. 2 Other information sources: No. 2	
	5. Development of a research (Master Thesis) presentation	Individual home task Presentation In-class reporting
	Compulsory literature: No. 1, No. 2, No. 3	

**Structure of the study course:**

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

The evaluation of the study course learning outcomes:						
No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1	Understands the core 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	Is able to provide a basic research results' analysis with no	Is able to analyse the research results, but has some difficulties	Is able to analyse the research results and interpret them in	Is able to analyse the research results, interpret them and test the reliability

		Exam	interpretation	to interpret them	a well-argued manner	
6	Is able to develop a qualitative research report	Presentation Discussion	Is able to develop a research report, but has difficulties to structure it properly	Is able to develop a structured research report, but has difficulties with some core report's elements	Is able to develop a qualitative well-structured research report	Is able to develop a research report that meets standards of high-quality research publications

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

## Corporate Financial Management

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

<b>Study course calendar plan:</b>				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e - learning elements
225.	Revenues, costs, types, impact on performance	6	3	1
226.	Cost calculation methods, cost price calculations	6	3	2
227.	Financial statements, structure, information	4	2	1
228.	Financial ratios , structure, information	12	6	3
229.	Investments, repayment periods, methods	8	4	2

<b>Study course calendar plan:</b>				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e - learning elements
230.	Budget of the company, structure, way of compilation	12	6	3
	<b>Total:</b>	<b>48</b>	<b>24</b>	<b>12</b>

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

	Estimation of the business activity of a particular company by calculating the financial ratios, explaining them	
	Reading: To study three sources from the list of compulsory sources, 1st and 3rd additional literature	
	Independently read material about evaluation of investment projects and preparation of budget	

**Structure of the study course:**

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

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

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

No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1.	Define the types of costs and their impact on the performance	test	Understand cost structure	Has good understanding of the cost structure, is able to justify mainly impact on	Good understanding of the cost structure, can well justify the impact on performance	Very well understood cost structure, impact on performance

				performance		
3.	Be able to calculate the cost and price of a product / service	test	Understands costing methodologies, able to name pricing methods	Good understanding of costing methods, the ability to choose the most suitable, is able to name the pricing methods	Good understanding of costing methods, ability to choose the most suitable and apply in the calculation of cost, well able to offer pricing methods, choose the most appropriate	Understands the cost-costing methods very well, they are able to choose the most suitable and apply in the cost calculation, are very well able to offer pricing methods, choose the most appropriate
3.	Be able to analyze financial information of the company for evaluating business performance	test	Knows the main types of financial ratios and can calculate them	Knows the main types of financial ratios and can calculate them and explain the result	Knows most of the financial ratios to be acquired in the study course, can calculate them and explain the result	Know most of the financial ratios you can learn in the study course, can calculate them and explain the result, the impact on the company's overall performance
4.	Be able to Prepare a budget for the company	Presentation discussion	Are able to prepare at least the main components budget	Is able to prepare the main components of the budget, understands the flow of information in them	Able to prepare a full company budget plan, can explain, can work independently or in the team work	Perfectly able to prepare a full company budget, all budget components are properly prepared and properly calculated, is able to work independently and in a group
5.	Be able to argue to present your point	presentation	Company budget prepared and presented, able to tell about the calculations made, is able to answer at least the most important issues	Company budget prepared and presented, able to tell about the research done and calculations, is mostly able to answer questions	Well-prepared and presented company budget, able to tell about the research done and calculations, well answered questions	Well-grounded and well-presented presentation of the prepared company budget, free to tell about the researches and calculations carried out, comprehensive answers to questions

#### Literature and information sources:

##### *Compulsory literature and information sources*

- |    |  |
|----|--|
| 1. | Shefrin H. , Behavioral corporate finance , McGraw-Hill Education, 2017 (300 lpp.) |
| 2. | Terence C.M. , Corporate Finance , Routledge, London and New York, 2018 (137 pp)   |



3.	Drury C. , Management and Cost Accounting , Cengage , 2018 (842 lpp)
4.	Atrill P. , Financial Management for Decision Makers, Pearson, 2017 (655 p.)
<b>Additional literature and information sources</b>	
1.	Jones C. , Investments :principles and concepts, Wiley, Hoboken, N.J., 2010 (608 pp)
2.	Bittlestone R., Financial management for business :cracking the hidden code , Cambridge University Press, 2010 (201 pp.)
3.	Houston, Joel F. , Fundamentals of financial management :study guide , South-Western Cengage Learning, 2013 (422 pp.)
4.	Eun C.,Resnick B. , International financial management , McGraw-Hill/Irwin, 2007 (536 pp.)
5.	Arnold G., Corporate financial management, Financial Times Prentice Hall, 2008 (996 lpp.)
<b>Other information sources</b>	
1.	Budget, sources: <a href="https://www.entrepreneur.com/article/247574">https://www.entrepreneur.com/article/247574</a> [used 28.11.2018]
2.	Costs, cost behavior, source: <a href="https://www.investopedia.com/terms/v/variablecost.asp">https://www.investopedia.com/terms/v/variablecost.asp</a> [used 28.11.2018]
3.	Costs behavior, source: <a href="https://www.accountingcoach.com/blog/what-is-cost-behavior">https://www.accountingcoach.com/blog/what-is-cost-behavior</a> [used 28.11.2018]
4.	Capital budgeting, source: <a href="https://www.investopedia.com/terms/c/capitalbudgeting.asp">https://www.investopedia.com/terms/c/capitalbudgeting.asp</a> [used 28.11.2018]

### Marketing Management

<b>Author/s of the course:</b>	
Dr.oec., Professor Inga Shina	
<b>Credit points (Latvian):</b>	<b>ECTS credits:</b>

4	6
<b>Final evaluation form:</b>	
<b>Examination</b>	
<b>Study course prerequisites:</b>	
no	
<b>Study course aim:</b>	
To provide students with the necessary knowledge, skills and competence acquisition in the field of marketing strategy and competitive positioning.	
<b>Study course learning outcomes (knowledge, skills, competences):</b>	
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.	
<b>The required study course content to achieve the learning outcomes (Study course thematic plan):</b>	
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.

<b>Study course calendar plan:</b>				
<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*
231.	Marketing strategy and positioning concepts, types and tasks. <ul style="list-style-type: none"> <li>The substance of marketing strategy and peculiarities of its tasks.</li> <li>The hierarchy of the marketing strategies' conceptual types.</li> <li>The integration of marketing strategy in the company's strategy.</li> <li>The place of positioning in marketing strategies and tactics and its objectives.</li> <li>The classification of competitors and their impact on the formation of positioning.</li> <li>Marketing ethics and laws and regulations affecting the brand positioning.</li> </ul>	10		
232.	Marketing strategy development stages and implementation tools. <ul style="list-style-type: none"> <li>Aims and differences of various marketing strategies.</li> <li>Marketing strategy's development process phases, tools and software.</li> <li>Marketing strategy's automation capabilities and its necessity.</li> <li>Key performance indicators (KPI) of marketing strategy's implementation and competitive</li> </ul>	12		

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*
	positioning achievement. • Marketing tools for strategy and positioning implementation.			
233.	Competitive positioning determination and management. • 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		
234.	Marketing strategy's budgeting methods. • 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		
235.	Marketing activities for the positioning formation. • 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		
	<b>Total:</b>	<b>48</b>		

Independent work description:		
Study form	Type of independent work	Form of control
Full-time studies	1. Read the assigned mandatory literature and understand the substance of the concept of "marketing strategy", marketing strategy types, objectives, phases of development and the place of positioning in them.	Seminar
	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.	

	2. Develop guidelines for the creation of competitive positioning strategy and integrate them in the company's marketing strategy	Seminar, quiz
	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.	
	3. Develop the marketing strategy's implementation budget for two years according to three methods	Quiz
	Mandatory literature: 1., 2., 3. Further reading: 1., 4., 7., 8. Other sources of information: 2., 12., 16.	
	4. Develop the marketing campaign plan to achieve a competitive positioning in accordance with the company's marketing strategy	Presentation
	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.	
Part-time studies		
Part-time studies with e-learning elements		

#### Structure of the study course:

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

#### Evaluation of the study course learning outcomes:

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

No.	Learning outcome:	Evaluation method/s	Evaluation criteria			
			Minimum level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	Excellent level (from 95% to 100%)

1.	Understand the substance of the concept of "marketing strategy", marketing strategy types, tasks, stages of development and the place of positioning in them.	Seminar, examination	Understand the key concepts, but there are difficulties with the differentiation between sales and marketing strategy	Understand the conceptual form hierarchy of marketing strategies and the effects of competition on positioning formation	Understand the development process phases of marketing strategy	Have a good grasp of key performance indicators of marketing strategy implementation and positioning
2.	Able to use primary and secondary data to determine competitive positioning.	Seminar, quiz	Understand the methods of data collection, but there are difficulties with their use in determining competitive positioning	Able to determine a competitive position in the market, using at least two positioning matrices	Able to develop guidelines for a competitive positioning strategy creation	Able to integrate positioning strategy in the company's marketing strategy
3.	Able to prepare a budget for the implementation of marketing strategy.	Quiz, examination	Able to identify the marketing strategy's budget items, but there are difficulties with acknowledging of budget affecting factors	Able to identify budget influencing factors, but have difficulty with applying methods	Able to develop a marketing budget for one year according to two methods	Able to develop a marketing budget for two years according to three methods
4.	Able to develop marketing campaigns to achieve competitive positioning in accordance with the company's marketing strategy.	Presentation, game, examination	Able to set the campaign's aim, objectives and KPIs, but there are difficulties with their integration in the campaign's planning	Able to develop a single marketing campaign's plan to achieve positioning	Able to determine the place of a marketing campaign in the marketing strategy	Able to calculate the effectiveness of a marketing campaign

#### Literature and other sources of information:

##### Mandatory literature and information sources

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

##### Further reading

1. Aaker, A., David, A. (2005). *Strategic market management*. Hoboken, NJ: John Wiley & Sons.
2. Autoru kopums (2008). *Stratēģiskā pārdošanas vadība*. Rīga: Lietišķās informācijas dienests.
3. Baack, D., Czarnecka, B., Baack, D. (2019). *International marketing*. Los Angeles: Sage Publications.
4. Chaffey, D., Chadwick, F.E. (2016). *Digital Marketing Strategy, Implementation and Practice*. UK: Pearson Education.
5. Godins, S. (2014). *Kā veicināt sava zīmola, produktu un pakalpojumu atpazīstamību*. Rīga: Zoldnera izdevniecība.
6. Hall, S. (2017). *Innovative B2B Marketing New Models, Processes and Theory*. UK: Kogan Page.
7. Kingsnorth, S. (2019). *Digital marketing strategy*. New York: Kogan page.

8.	Kumar, V. , Reinartz, W. (2012). <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 &amp; culture</i> . Los Angeles: Sage Publications.
12.	Shimp, T. , Andrews, 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.
<b>Other sources of information</b>	
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: <a href="https://seths.blog/2019/03/time-and-money/">https://seths.blog/2019/03/time-and-money/</a>
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

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

<b>Study course thematic plan:</b>	
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

<b>Study course calendar plan:</b>				
<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
236.	The concept of intellectual capital <ul style="list-style-type: none"> <li>The formation and development of the concept of intellectual capital</li> <li>Related concepts and theories to intellectual capital</li> <li>Intellectual capital in modern management theory</li> <li>The structure of intellectual capital</li> </ul>	12		
237.	Intellectual capital management <ul style="list-style-type: none"> <li>The concept of intellectual capital management</li> <li>Intellectual capital management strategies</li> <li>The concept of intellectual capital investments</li> <li>Classification of intellectual capital investments</li> <li>Factors influencing intellectual capital in enterprises</li> </ul>	12		
238.	Intellectual capital influence on entrepreneurship and economic performance <ul style="list-style-type: none"> <li>Necessary amount of intellectual capital in enterprise</li> <li>Predicted outcomes from intellectual capital investments: financial and non - financial outcomes.</li> <li>The global trends of intellectual capital from macroeconomic perspective</li> </ul>	12		
239.	Return on the intellectual capital investments <ul style="list-style-type: none"> <li>Methods of return from the intellectual capital investments calculation</li> <li>Financial return on the investments</li> <li>Non – financial return on the investments</li> </ul>	12		
<b>Total:</b>		<b>48</b>		

<b>Independent work description:</b>		
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	Workshop



<i>Independent work description:</i>		
Study form	Type of independent work	Form of control
	Other information sources: 3, 4	

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

<i>The evaluation of the study course learning outcomes:</i>						
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	Discussion	Is able to analyze information, but has difficulties	Is able to analyze information, to apply research methods, but has	Is able to analyze information and define	Is able to analyze information and to define

	methods, and to define problems.		with application of research methods and problem definition	difficulties with problem definition	problems	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:	
<b>Compulsory literature and information sources</b>	
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: <a href="http://www.pnbukh.com/files/pdf_filer/MERITUM_Guidelines.pdf">http://www.pnbukh.com/files/pdf_filer/MERITUM_Guidelines.pdf</a>
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&amp;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)</i> , Vol. 1, 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: <i>21st International Scientific Conference, Economics and Management 2016 (ICEM 2016) "SMART and Efficient Economy: Preparation for the Future Innovative Economy"</i> 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.
<b>Additional literature and information sources</b>	
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.
<b>Other information sources</b>	
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: <a href="http://www.psych.lse.ac.uk/incas/page114/files/page114_1.pdf">http://www.psych.lse.ac.uk/incas/page114/files/page114_1.pdf</a>
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: <a href="http://www.socialvalueuk.org/resources/sroi-guide/">http://www.socialvalueuk.org/resources/sroi-guide/</a>
4.	Sveiby, K.E. (2001b). Methods for Measuring Intangible Assets. [Skatīts 12.01.2019]. Pieejams: <a href="http://www.sveiby.com/articles/InvisibleBalance.html">http://www.sveiby.com/articles/InvisibleBalance.html</a>

## HUMAN RESOURCES AND LEADERSHIP

<b>Author/-s of the study course:</b>	
Dr. sc. pol. I. Āboliņa	
<b>Credits (Latvian):</b>	<b>ECTS:</b>
<b>4</b>	<b>6</b>
<b>Final evaluation form:</b>	
<b>Exam</b>	
<b>Study course prerequisites:</b>	
-	
<b>Study course aim:</b>	
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.	
<b>Study course learning outcomes ( Knowledge, Skills, Competencies):</b>	
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.	
<b>Study course thematic plan:</b>	
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.
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<b>Study course calendar plan:</b>				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements
240.	Introduction to the course. Aspects and tasks of Human Resource Management. Company strategy, mission and vision. Human Resource policy. Strategic Human Resource management.	10		
241.	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		
242.	Development of employee motivation and remuneration system.	10		
243.	Employee evaluation, its role in ensuring the competitiveness of the company.	10		
244.	Human resource development and process management. Leadership. Leadership skills and competences.	10		
<b>Total:</b>		<b>48</b>		

<b>Independent work description:</b>		
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.	

<b>Structure of the study course:</b>							
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	<b>Total</b>			
full-time studies	48	12	4	<b>64</b>	64	32	<b>160</b>

**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	Average level	High level	Excellent level

			(40% till 64%)	(65% till 84%)	(85% till 94%)	(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 Resource management in the company by determining its improvement possibilities according to the needs of the company.	Presentation	The presentation reflects the understanding about the effectiveness of Human Resource management in the company, but is created on a basic level without proposals	During the presentation, student understands the information obtained, but there are difficulties with the formulation	During the presentation, student understands the information obtained and the determination of the efficiency of Human Resource management	In addition, activities have been presented by interpretation of research data and the creation of a presentation for excellence
3.	Is able to choose and use different methods of Human Resource planning, search, selection, work analysis, motivation and evaluation.	Discussion	Basic understanding of key Human Resource planning, search, selection, job analysis, motivation, and evaluation methods	Can choose but is not able to use different methods of Human Resource planning, search, selection, work analysis, motivation and evaluation.	Understands how to choose and use different methods of Human Resource planning, search, selection, job analysis, motivation and evaluation.	In addition, explanations for excellence have been made
4.	Have developed leadership skills and competences.	Discussion	Basic understanding of the development of leadership skills and competences	Understands how the result should be obtained, but there is a difficulty in practicing leadership skills and competences	Understands the most important leadership skills and competences and can show them in practice	In addition, outstanding leadership skills and competences have been recognized in practice

#### Literature and information sources:

##### Compulsory literature and information sources

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

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

## STRATEGIC AND CHANGE MANAGEMENT

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

<b>Study course calendar plan:</b>				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e - learning elements
245.	Strategic management theories, current development tendencies	8		
246.	Strategic direction, its elements	6		
247.	External environment: macroenvironment, industry environment, competitor's analysis	8		
248.	Internal environment	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
249.	Strategy types, implementation and control	4		
250.	Change and change management	12		
<b>Total:</b>		<b>48</b>		

Independent work description:		
Study form	Type of independent work	Form of control
full-time studies	Strategic management case study	Report, presentation
	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"> <li>Hill, C. W., Jones, G. R., Schilling, M. A. (2019). <i>Strategic Management: Theory &amp; Cases: An Integrated Approach 13th Edition</i>. South-Western College Pub. (Chapter 1– 4)</li> <li>Kotter, J. P. (2017). <i>Our Iceberg is Melting: Changing and Succeeding Under Any Conditions</i>. Macmillan.</li> <li>Scientific articles about strategic and change management from Ebsco database</li> </ul>	Test, exam

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

The evaluation of the study course learning outcomes:							
The final grade of the course will be calculated as follows: <ul style="list-style-type: none"> <li>grade for strategic management case study x 0.20</li> <li>+ grade for change management case study x 0.20</li> <li>+ grade for review x 0.25</li> <li>+ grade essay x 0.10</li> <li>+ average grade of two tests x 0.10</li> <li>+ grade for the exam x 0.15</li> </ul> All assignments must be graded “4” or more – that allows to pass the exam. All assignments must be passed by the deadline otherwise they will receive – 2 points. Participation at 75% of all lectures and seminars is mandatory.							
No.	Learning outcome	Evaluation method/-s	Evaluation criteria				
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)	
1.	To know main concepts of strategic and change management theories	Essay, presentation, test, exam	Demonstrates a superficial understanding of strategic and	Demonstrates a superficial understanding of strategic and	Demonstrates an in-depth understanding of strategic and	Demonstrates an in-depth understanding of strategic and	



			change management theoretical guidelines and definitions, and is able to appraise gaps in the knowledge	change management theoretical guidelines and definitions, and understands their correlations in a wider context	change management theoretical guidelines and definitions, and understands their correlations in a wider context	change management theoretical guidelines and definitions. Has an understanding of its historical development and its contemporary trends
2.	To know analysis of strategic direction and its elements	Report, presentation	An analysis has been carried out only with some conditions being observed 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
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	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	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	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.

			calculations, draw conclusions, and propose practical solutions	conclusions, and propose practical solutions	provide detailed calculations, draw conclusions, make practical propositions, base them on justified grounds, and to clarify them when necessary	The student has the ability to perform detailed calculations, draw conclusions, make practical propositions and base them on justified grounds, and to clarify them when necessary
4.	To be able to use analysis tools of internal environment of a company	Report, presentation	An analysis has been carried out only with some conditions being observed 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
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	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	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.	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

			perform the necessary calculations, draw conclusions, and propose practical solutions	calculations, draw conclusions, and propose practical solutions	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	reasoned presentation. The student has the ability to perform detailed calculations, draw conclusions, make practical propositions and base them on justified grounds, and to clarify them when necessary
6.	To be able to analyse scientific publications of strategic and change management	Review, presentation, seminar	The review is rather descriptive, and the presentation contains little substance. The information analysis is sufficient, but not always critical and reasoned	The review is analytical and in presentation the student shows a superficial knowledge. Information analysis provided is somewhat reasoned and comparative	The review is analytical and in presentation the student shows an in-depth knowledge. Information analysis provided is reasoned and comparative	The review is analytical, and its presentation reflects a wide view. The information analysis carried out is reasoned and critical

Literature and information sources:	
<b>Compulsory literature and information sources</b>	
1.	Hill, C. W., Jones, G. R., Schilling, M. A. (2019). <i>Strategic Management: Theory &amp; 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.
<b>Additional literature and information sources</b>	
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.
<b>Other information sources</b>	
1.	Journal of Competitiveness
2.	Baltic Journal of Management
3.	Journal of Business Management

## MANAGEMENT THEORIES

<b>Author/-s of the study course:</b>	
Dr.oec., assistant professor Anna Svirina	
<b>Credits (Latvian):</b>	<b>ECTS:</b>
4	6
<b>Final evaluation form:</b>	
Exam	
<b>Study course prerequisites:</b>	
-	
<b>Study course aim:</b>	
To ensure the course outcomes, which include in-depth theoretical knowledge and research skills development in the field of management theories	
<b>Study course learning outcomes ( Knowledge, Skills, Competencies):</b>	
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	
<b>Study course thematic plan:</b>	
1	gement
2	Management theory deveopment directions
3	System management approach
4	Process management approach
5	Management culture and art
6	Management system research
7	Management levels
8	Management styles, management tools
9	Decisions, decision-making process
10	Management functions: planning, organization, motivation, control
11	Manager
12	Psychology of organizations
13	Information management process
14	Conflict management

<b>Study course calendar plan:</b>				
No.	Topic	Lecture contact hours (incl. seminars, discussions)		
		full-time studies	part-time studies	part-time studies with e-learning elements
251.	gement	4		
252.	Management theory development directions	4		
253.	System management approach	2		
254.	Process management approach	2		
255.	Management culture and art	2		
256.	Management system research	4		
257.	Management levels	2		
258.	Management styles, management tools	4		
259.	Decisions, decision-making process	4		
260.	Management functions: planning, organization, motivation, control	8		
261.	Manager	2		
262.	Psychology of organizations	2		
263.	Information management process	4		
264.	Conflict management	4		
<b>Total:</b>		<b>48</b>		

<b>Independent work description:</b>		
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.	

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

<b>The evaluation of the study course learning outcomes:</b>						
Students have to prepare 4 individual tasks, attend 50% of lectures. Final evaluation mark for the course: 50% assignments for the tasks; 10% attendance; 40% exam.						
No.	Learning outcome	Evaluation method/-s	Evaluation criteria			
			Minimum level (40% till 64%)	Average level (65% till 84%)	High level (85% till 94%)	Excellent level (95% till 100%)
1.	Knowledge of contemporary management theories and approaches	Practical work	40-64% of tasks are fulfilled correctly	65-84% of tasks are fulfilled correctly	85-94% of tasks are fulfilled correctly	95-100% of tasks are fulfilled correctly

2.	Knowledge of the limitations for management theories implementation in practice of management	Independent work	40-64% of tasks are fulfilled correctly	65-84% of tasks are fulfilled correctly	85-94% of tasks are fulfilled correctly	95-100% of tasks are fulfilled correctly
3.	Ability to distinguish system and process management approaches	Case study evaluation	Lack of the understanding of more than 51-64% of system and process management tools	Lack of the understanding of more than 65-84% of system and process management tools	Understanding of 85-94% of system and process management tools	Understanding of 95% or more of system and process management tools
4.	Ability to assess managerial decisions on the basis of management theories	Discussion at the lecture	Is capable to discuss current management theories, unable to argue own views	Lack of skills to discuss current management theories, but is able to argue own views	Able to discuss current management theories, but there are difficulties in arguing own views	Able to provide arguments when discussing current management theories, formulate and justify own views
5.	Ability to implement decision-making algorithm	Practical work	Able to implement decision-making algorithm only in typical managerial situations	Able to implement decision-making algorithm, but is not able to justify priority approach to make decisions in exact situation	Able to implement decision-making algorithm, but has difficulty justifying priority approach to make decisions in exact situation	Able to implement decision-making algorithm, and to justify priority approach to make decisions in exact situation
6.	Ability to assess the quality of management functions performance	Practical work, case study	Lack of the understanding of more than 51-64% of management functions quality evaluation instruments	Lack of the understanding of more than 65-84% of management functions quality evaluation instruments	Understanding of 85-94% of management functions quality evaluation instruments	Understanding of 95% or more of management functions quality evaluation instruments
7.	Ability to assess managerial situation and define key factors	Practical work, case study	Able to assess 40-64% of factors relevant to managerial situation	Able to assess 65-84% of factors relevant to managerial situation and define the most significant ones	Able to assess 85-94% of factors relevant to managerial situation and define the most significant ones	Able to assess more than 95% of factors relevant to managerial situation and define the most significant ones
8.	Competence to independently define the core research question in management research, and to acquired and evaluate relevant information	Independent work	Noticeable difficulty in independent defining necessary information and	Some difficulty in independent defining necessary information and in	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

			in analyzing it	analyzing 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 assess decision making process and evaluating organizational specific features, unable to suggest a solution	Able to analyze certain management situation, has difficulties in assessing decision making process and evaluating organizational specific features, unable to suggest a solution	Able to analyze certain management situation, assess decision making process and evaluate organizational specific features, but has difficulties to suggest a solution	Able to analyze certain management situation, 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). *Mastering Change - Introduction to Organizational Therapy*. Adizes Institute.**
2. **Adizes, I. (2014). *Managing Corporate Lifecycles* (2nd edition). Embassy Books.**
3. Daft R., Benson A. (2016). *Management*. Cengage Learning.
4. Michel, L. (2015). *Management design*. LID Publishing Ltd. London, New York.

##### Additional literature and information sources

1. Clegg Stewart R. (2011). *Managing & organizations: an introduction to theory & practice*. Thousand Oaks, CA. SAGE Publications.
2. **Hatch, M. (2018). *Organization Theory: Modern, Symbolic, and Postmodern Perspectives*. Oxford University Press.**
3. Scott, Jonathan. (2005). *The concise handbook of management :a practitioner's approach*. 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>

## HIGHER MATHEMATICS

<b>Author/-s of the study course:</b>	
Mg.sc.ing., Mg.math., docent, Patriks Morevs	
<b>Credits (Latvian):</b>	<b>ECTS:</b>
3	4.5
<b>Final evaluation form:</b>	
<b>Examination</b>	
<b>Study course prerequisites:</b>	
Course of Mathematics in the secondary school	
<b>Study course aim:</b>	
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.	
<b>Study course learning outcomes ( Knowledge, Skills, Competencies):</b>	
<ol style="list-style-type: none"> <li>1. Knows principles of Linear Algebra, is able to solve Systems of Linear Equations</li> <li>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</li> <li>3. Is able to explain the meaning of function derivative and to find derivatives of elementary functions and compositions thereof</li> <li>4. Knows the definition of the primitive function Is able to find the primitive function of elementary functions</li> <li>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</li> </ol>	
<b>Study course thematic plan:</b>	
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.

<b>Study course calendar plan:</b>				
<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
265.	Linear Algebra	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
	<ul style="list-style-type: none"> <li>Matrices</li> <li>Determinants</li> <li>Systems of Linear Equations</li> <li>Gauss Method</li> </ul>			
266.	Functions <ul style="list-style-type: none"> <li>Limits</li> <li>Graphs</li> <li>Break Points</li> </ul>	8	4	2
267.	Differential calculus <ul style="list-style-type: none"> <li>Differential</li> <li>Function Derivative</li> <li>Formulae</li> </ul>	8	4	2
268.	<ul style="list-style-type: none"> <li>Primitive function</li> </ul>	4	4	2
269.	Integral <ul style="list-style-type: none"> <li>Definite Integral</li> <li>Area</li> <li>Indefinite Integral</li> <li>practical tasks</li> </ul>	8	4	2
<b>Total:</b>		<b>36</b>	<b>20</b>	<b>10</b>

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</i>	Calculations in Linear Algebra	Solving tasks

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

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 function. Is able to determine limits of elementary functions. Is able to draw graphs of functions, knows the meaning of the function increment	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
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

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.	<a href="http://www.geogebra.org">www.geogebra.org</a>
2.	<a href="https://www.wolframalpha.com">https://www.wolframalpha.com</a>
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## PROGRAMMING I

<b>Author/s of Study course:</b>	
Mg.sc.comp., docent, Andrejs Liepiņš	
<b>Credit points:</b>	<b>Credit score in the ECTS system:</b>
4	6
<b>Test form:</b>	
Examination	
<b>Study course prerequisites:</b>	
None	
<b>Course objectives are:</b>	
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++.	
<b>Course outcomes (knowledge, skills, competencies):</b>	
<ul style="list-style-type: none"> <li>4. Knows the syntax of the programming language C++</li> <li>5. 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.</li> <li>6. Able to find and justify a solution to the problem according to the wording of the task</li> <li>7. Able to independently find, evaluate and creatively use information for the implementation of tasks and solutions to problems</li> </ul>	
<b>The content of the study course required to attain the results of the study (thematic plan of the course):</b>	
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
270.	Introduction. Programming environment.	2	1	1
271.	C++ basics. The structure of a simple C++ program. Compilation and execution of the program, correction of errors. Comments.	6	3	1
272.	Algorithms. Descriptions of algorithms.	2	1	1
273.	Branching. Branching operators	3	2	1
274.	Loops. Types of loops and syntax.	4	2	1
275.	Random number generator	2	1	1
276.	Functions. Arguments and parameters for the function.	6	3	1
277.	Indications, types of variables, structured variables.	4	2	1
278.	Arrays. Multidimensional arrays.	5	2	1
279.	Strings of symbols. Functions that manipulate strings of symbols.	5	2	1
280.	Modules. Definition and use of modules.	3	2	1
281.	Files. Operations on files.	6	3	1
	<b>Total:</b>	<b>48</b>	<b>24</b>	<b>12</b>
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			
Distance learning	3) 5 programming independent works: 1. Use of basic operators 2. Solving tasks using functions. 3. Using two-dimensional arrays		Written work, discussion Tasks of self-testing	

	4. Using string type variables 5. File based, simple database implementation 5-10 additional programming tasks for each topic.	
	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			
Full-time	48	12	4	64	64	32	160
Part-time	24	18	6	48	64	48	160
Distance learning	12	16	4	32	64	64	160

Course acquisition requirements and evaluation of results:

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

			s/ he has not developed himself.	program code, but is not able to analyse programs that s/ he has not developed himself/ herself.	program code even if the program has not been developed by him/ herself.	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.                 |



<b>Other sources of information</b>	
1.	C++ Language Tutorial [skatīts 06.2019]. Pieejams: <a href="http://www.cplusplus.com/doc/tutorial/">http://www.cplusplus.com/doc/tutorial/</a>
2.	C++ Tutorial, C++ Made Easy: Learning to Program in C++ [skatīts 06.2019]. Pieejams: <a href="https://www.cprogramming.com/tutorial.html">https://www.cprogramming.com/tutorial.html</a>
3.	C++ Tutorial [skatīts 06.2019]. Pieejams: <a href="https://www.tutorialspoint.com/cplusplus/index.htm">https://www.tutorialspoint.com/cplusplus/index.htm</a>
4.	Free interactive C++ tutorial [skatīts 06.2019]. Pieejams: <a href="https://www.learn-cpp.org/">https://www.learn-cpp.org/</a>
5.	C++ Coding Standard [skatīts 06.2019]. Pieejams: <a href="https://users.ece.cmu.edu/~eno/coding/CppCodingStandard.html">https://users.ece.cmu.edu/~eno/coding/CppCodingStandard.html</a>
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: <a href="http://www.open-std.org/jtc1/sc22/wg21/">http://www.open-std.org/jtc1/sc22/wg21/</a>

## DATABASE TECHNOLOGIES I

<b>Author/s of Study course:</b>
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):		
<div>8. Knows and is able to explain the basics of the structure and functioning of relational DBMS.</div> <div>9. Knows the stages of database development.</div> <div>10. 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.</div> <div>11. Able to practically develop the structure of a simple database using the SQL language or graphical user interface.</div> <div>12. Able to engage in software development projects, with the use of DBMS.</div>		
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:				
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
282.	Introduction. Database management systems. Relational model.	4	2	1
283.	Insight into DBMS. Access, Oracle, MySQL.	4	2	1
284.	SQL Language Basics	4	2	1
285.	Aggregate functions.	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
286.	Table joins.	4	2	1
287.	Subqueries.	4	2	1
288.	Data operations. Modifying DB content.	4	2	1
289.	Creating and modifying DB objects.	6	3	2
290.	DB design basics.	4	2	1
291.	Development of the DB structure and interface.	10	5	2
	<b>Total:</b>	<b>48</b>	<b>24</b>	<b>12</b>
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			
Full-time	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
<b>Course acquisition requirements and evaluation of results:</b>							
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: <a href="https://www.w3schools.com/sql/">https://www.w3schools.com/sql/</a>                             |
| 3. | SQL Tutorial [skatīts 07.2022] Pieejams: <a href="https://www.tutorialspoint.com/sql/index.htm">https://www.tutorialspoint.com/sql/index.htm</a> |
| 4. | SQL Tutorial [skatīts 07.2022] Pieejams: <a href="https://www.sqltutorial.org">https://www.sqltutorial.org</a>                                   |
| 5. | MySQL Tutorial [skatīts 07.2022] Pieejams: <a href="https://www.mysqltutorial.org">https://www.mysqltutorial.org</a>                             |
| 6. | MySQL Tutorial [skatīts 07.2022] Pieejams: <a href="https://www.w3schools.com/mysql/default.asp">https://www.w3schools.com/mysql/default.asp</a> |

## 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
<b>Evaluation form:</b>	
Exam	
<b>Required prior knowledge:</b>	
Applications, Operating systems, Computer system structure and computer architecture	
<b>Aim/s of the study course:</b>	
To provide practical work skills and knowledge of computer network technologies, principles of computer network operation.	
<b>Study course results ( Knowledge , skills , competences ):</b>	
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.	
<b>The content of the study course necessary to achieve the study results (thematic plan of the study course):</b>	
1	<b>Basic concepts of computer networks.</b> 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	<b>Standardization in computer networks, protocols.</b> 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	<b>Computer network addressing, routing, technologies.</b> 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	<b>Passive and active computer network hardware.</b> Cables (BASE standards), connections, contact connections, etc. Connectors, multipliers, switches, concentrators, routers, amplifiers, etc.
5	<b>Computer network monitoring and management.</b> 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	<b>Computer network services.</b> 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
292.	Basic concepts of computer networks.	4	2	1
293.	Standardization in computer networks, protocols.	4	2	1
294.	Computer network addressing, routing, technologies.	6	4	2
295.	Passive and active computer network hardware.	6	4	2
296.	Computer network monitoring and management.	8	4	2
297.	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	Practical/	40-64% of	65-84% of	94-95% of	95-100%

	principles of computer network functioning, computer network technologies, computer network terminology and regulatory acts of industry law.	homework/ test	tasks performed correctly	tasks performed correctly	tasks performed correctly	of tasks 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](http://www.likumi.lv)
2. Information Technology Security Law: Law of the Republic of Latvia. Adopted on 28.10.2010. Published: [www.likumi.lv](http://www.likumi.lv) 3. Electronic Communications Law: Law of the Republic of Latvia. Adopted on 28.10.2004. Published: [www.likumi.lv](http://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](http://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.
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<b>Author/-s of the study course:</b>	
Mg.sc.ing., Mg.math., docent, Patriks Morevs	
<b>Credits (Latvian):</b>	<b>ECTS:</b>
4	6
<b>Final evaluation form:</b>	
<b>Examination</b>	
<b>Study course prerequisites:</b>	
Computer Science and Informatics Course in the Secondary School, the course Computer System Organization and Architecture	
<b>Study course aim:</b>	
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.	
<b>Study course learning outcomes (Knowledge, Skills, Competencies):</b>	
6. Knows modern operating systems, types, principles thereof, file systems, licensing 7. Knows principles of hardware and drivers, is able to install operating systems and configure them, knows software applications and how they interact with the operating systems 8. Is able to configure user and group policies, is able to install operating systems 9. Is able to look for errors, determine problems in operating systems and eliminate them by cooperating with other colleagues 10. Is able to independently configure and adjust operating systems and to evaluate efficiency thereof, is able to perform system audit and compose documents on such audit	
<b>Study course thematic plan:</b>	
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.

<b>Study course calendar plan:</b>				
<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
298.	Operating system classification and development tendencies <ul style="list-style-type: none"> <li>• Introduction to OS,</li> <li>• OS components.</li> <li>• OS classification</li> </ul>	8	4	2
299.	Conditions for usage of operating systems, licences and installation, hardware drivers <ul style="list-style-type: none"> <li>• Usage conditions</li> </ul>	10	5	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
	<ul style="list-style-type: none"> <li>OS installation</li> <li>OS structure</li> <li>OS licences</li> <li>Hardware drivers</li> <li>Driver installation</li> <li>Basic computer components</li> <li>Problems with drivers</li> </ul>			
300.	Software and applications, interaction thereof with the OS, file systems, data management and organization <ul style="list-style-type: none"> <li>System memory</li> <li>OS structure</li> <li>File systems</li> <li>Data management</li> <li>Data organization</li> <li>Parameters</li> </ul>	10	5	2
301.	Users of operating systems, user environment and policies, user management <ul style="list-style-type: none"> <li>User policies</li> <li>User rights</li> <li>User registration tools</li> <li>User management</li> <li>Quotas</li> <li>Problems</li> <li>Maintenance</li> </ul>	10	5	3
302.	Maintenance of operating systems, security and audits Energy efficiency <ul style="list-style-type: none"> <li>OS maintenance</li> <li>Connection of external devices</li> <li>Parameters</li> <li>Energy efficiency</li> <li>Workstations and servers, mainframes and supercomputers</li> <li>Adjustment of the OS to the computer</li> </ul>	10	5	3
	<b>Total:</b>	<b>48</b>	<b>24</b>	<b>12</b>

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	Theses

	commercial use	
	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	Theses

	systems according to the sample, by filling in the given table	
	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 applications and how they interact with the operating systems	Self-check test, discussion, theses	Is able to explain OS principles and basics of configuration	Knows the reasons why and in which directions the new Operating Systems have to develop	Is able to analyse, explain and make forecast for development tendencies, regularly renews own knowledge	Is able to show how the obtained knowledge can be used in practice

3.	Is able to 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
2.	
3.	
...	

<b>Other information sources</b>	
1.	www.logic.ly
2.	
...	

## WEB PROGRAMMING II

<b>Author/-s of the study course:</b>	
Mg.sc.ing., Mg.math., docent, Patriks Morevs	
<b>Credits (Latvian):</b>	<b>ECTS:</b>
4	6
<b>Final evaluation form:</b>	
<b>Examination</b>	

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"> <li>1. Knows PHP language syntax and operators.</li> <li>2. Is able to write PHP scripts to access database and use such scripts for creation of website content.</li> <li>3. Is able to write PHP scripts for using cookies. Is able to use server session parameters.</li> <li>4. Is able to demonstrate own grounded opinion when creating website server scripts, data model and functionality.</li> <li>5. Is able to find, select, evaluate and fully use the information for fulfilment of website creation tasks.</li> </ol>	
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:				
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
303.	Introduction into server script based website development technologies.	4	2	1
304.	PHP script language syntax, operators, constructions.	8	4	2
305.	Paradigms of Object Oriented Programming of PHP script language. Classes, properties, methods.	8	4	2
306.	Application of database technologies in the process of website creation.	10	4	2
307.	Use of cookies and sessions when developing websites.	6	4	2
308.	Server-client interaction and implementation in websites.	8	4	2
309.	Principles of website content and design localization and implementation using PHP scripts	4	2	1
<b>Total:</b>		<b>48</b>	<b>24</b>	<b>12</b>

**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.	
	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.	

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	Final evaluation in the course	Total			

		<i>games and simulations etc.</i>					
<i>full-time studies</i>	48	12	4	<b>64</b>	64	32	<b>160</b>
<i>part-time studies</i>	24	18	6	<b>48</b>	64	48	<b>160</b>
<i>distance learning</i>	12	16	4	<b>32</b>	64	64	<b>160</b>

#### 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.	3. 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.	4. 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	Is able to write PHP scripts for using cookies. Is able to use server session	Is able to write complicated PHP scripts for using cookies and server session

				server session parameters for the simplest tasks.	parameters.	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: <a href="https://www.w3schools.com/php/">https://www.w3schools.com/php/</a>                  |
| 2. | w3schools, [seen 06.2022], <a href="https://www.tutorialspoint.com/php/index.htm">https://www.tutorialspoint.com/php/index.htm</a> |
| 3. | PHP net, [seen 06.2022], <a href="https://www.php.net/manual/en/tutorial.php">https://www.php.net/manual/en/tutorial.php</a>       |

## ARTIFICIAL INTELLIGENCE

<b>Study course author (s):</b>	
Dr.sc.comp., docent, Marcis Pinnis	
<b>Credits:</b>	<b>Credit score in the ECTS system:</b>
3	4.5
<b>Form of examination:</b>	
Exam	
<b>Necessary background:</b>	
Mathematics, Programming I, Data Structures and Algorithms, Programming II	
<b>Objective(s) of the course:</b>	
Provide students with the necessary knowledge, skills and competencies to develop artificial intelligence solutions.	
<b>Results of the study course (knowledge, skills, competencies):</b>	

<b>Student:</b> <ol style="list-style-type: none"> <li>1. understands the basic principles of how artificial intelligence solutions work;</li> <li>2. understands methods for evaluating artificial intelligence solutions;</li> <li>3. is able to analyse data for the development of artificial intelligence solutions;</li> <li>4. is able to prepare data for the development of artificial intelligence solutions;</li> <li>5. is able to select appropriate machine learning methods to address specific artificial intelligence problems in different areas;</li> <li>6. is able to implement different machine learning algorithms to solve practical problems;</li> <li>7. is able to evaluate the quality of various artificial intelligence solutions.</li> </ol>	
<b>Content of the study course necessary for achievement of study results (thematic plan of the study course):</b>	
1.	Introduction to artificial intelligence. Models of knowledge representation.
2.	Artificial intelligence planning. Optimization tasks. A* algorithm.
3.	Representation of knowledge with templates and rules, regular expressions, semantic networks.
4.	Virtual assistants and dialogue systems. Question answering systems. Bot frameworks.
5.	Introduction to machine learning methods, their tasks and applications.
6.	Methods for evaluating the quality of artificial intelligence solutions. Examples:
7.	Regression tasks
8.	Classification tasks
9.	Neural networks. Perceptron. Deep neural networks.
10.	Clustering tasks. K-means clustering. Recommendation systems.
11.	Examples of artificial intelligence technologies in natural language processing (speech recognition, machine translation, and other technologies).

Calendar plan of the study course:				
<i>Taking into account the needs, interests, the level of prior existing knowledge and the level of understanding of the study group/student, there may be adjustments of the number of contact hours and the order of topics in the plan</i>				
No.	Topic	Number of contact hours of lectures (including seminars, discussions)		
		full-time studies	part-time studies	distance learning
310.	Introduction to artificial intelligence. Models of knowledge representation.	2	1	1
311.	Artificial intelligence planning. Optimization tasks. A* algorithm.	2	1	1
312.	Representation of knowledge with templates and rules, regular expressions, and semantic networks.	3	2	1
313.	Virtual assistants and dialogue systems. Question answering systems. Bot frameworks.	4	3	1
314.	Introduction to machine learning methods, their tasks and applications.	2	1	1
315.	Methods for evaluating the quality of artificial intelligence solutions. Examples:	2	2	1
316.	Regression tasks	4	2	1
317.	Classification tasks	4	2	1
318.	Neural networks. Perceptron. Deep neural networks.	6	2	1
319.	Clustering tasks. K-means clustering.	4	2	1

Calendar plan of the study course:				
Taking into account the needs, interests, the level of prior existing knowledge and the level of understanding of the study group/student, there may be adjustments of the number of contact hours and the order of topics in the plan				
No.	Topic	Number of contact hours of lectures (including seminars, discussions)		
		full-time studies	part-time studies	distance learning
	Recommendation systems.			
320.	Examples of artificial intelligence technologies in natural language processing (speech recognition, machine translation, and other technologies).	3	2	0
<b>Total:</b>		<b>36</b>	<b>20</b>	<b>10</b>

Description of individual tasks:		
Form of studies	Type of individual work	Form of control
Full-time studies	Three individual tasks: <ul style="list-style-type: none"> <li>• implementation of an optimization algorithm to find the shortest path;</li> <li>• developing an example of a bot dialogue system for a simple task;</li> <li>• implementation of machine learning algorithms for solving a practical artificial intelligence classification problem.</li> </ul>	The results of the individual tasks have been presented, and the work on the solution is presented to the lecturer. The acquisition of compulsory literature is tested with discussions during lectures and with a test.
	Mastering compulsory literature on course topics.	
Part-time studies	Three individual tasks: <ul style="list-style-type: none"> <li>• implementation of an optimization algorithm to find the shortest path;</li> <li>• developing an example of a bot dialogue system for a simple task;</li> <li>• implementation of machine learning algorithms for solving a practical artificial intelligence classification problem.</li> </ul>	The results of the individual tasks have been presented, and the work on the solution is presented to the lecturer. The acquisition of compulsory literature is tested with discussions during lectures and with a test.
	Mastering compulsory literature on course topics.	
Distance learning	Three individual tasks: <ul style="list-style-type: none"> <li>• implementation of an optimization algorithm to find the shortest path;</li> <li>• developing an example of a bot dialogue system for a simple task;</li> <li>• implementation of machine learning algorithms for solving a practical artificial intelligence classification problem.</li> </ul>	The results of the individual tasks have been presented, and the work on the solution is presented to the lecturer. The acquisition of compulsory literature is tested with discussions during lectures and with a test.
	Mastering compulsory literature on course topics.	

Organisation and scope of the study course:							
Form of studies	Contact hours				Number of hours for individual work	Compulsory reading and/or viewing/listening to	Total hours in study course
	Number of contact hours of lectures	Consultations, guest lectures, conferences,	Final examination (exam, test,	Total			

	(including seminars, discussions)	training tours, business games, etc.	defence)			audio/video material	
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

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

Students have to successfully complete three individual tasks during the study course, attend 50% lectures, and pass the exam successfully.

The final grade consists of:

- 75% - three individual tasks have been completed;
- 25% - exam.

No.	Result of the study course	Assessment method/s	Evaluation criteria			
			Minimum level (40% to 64%)	Average level (65% to 84%)	High level (85% to 94%)	Excellent (95% to 100%)
1.	The student understands basic principles of how artificial intelligence solutions work.	Test	40-64% of questions were answered correctly.	65-84% of questions were answered correctly.	85-94% of questions were answered correctly.	95-100% of questions were answered correctly.
2.	The student understands methods for evaluating artificial intelligence solutions.	Discussions during lectures, test	40-64% of questions were answered correctly.	65-84% of questions were answered correctly.	85-94% of questions were answered correctly.	95-100% of questions were answered correctly.
3.	The student is able to analyze data for developing artificial intelligence solutions.	Individual work, test	The student partially understands data structures, therefore, does not make sound decisions on the use of data.	The student understands structured data, is able to make sound decisions about using data to develop artificial intelligence solutions.	The student also understands unstructured data and is able to make sound decisions about using data to develop simple artificial intelligence solutions.	The student understands different types of data structures (including combined data structures) and is able to make sound decisions on the use of structured and unstructured data to develop complex artificial intelligence solutions.
4.	The student is able to prepare data for the development of artificial intelligence solutions.	Individual work	The student lacks understanding of the preparation of unstructured and structured data; however, is able to read the data into memory.	The student knows how to process structured data and prepare it for developing artificial intelligence solutions.	The student is able to process both structured and unstructured data and prepare it to develop unrelated artificial intelligence solutions.	The student is able to process both structured and unstructured data and prepare it to develop artificial intelligence solutions.
5.	The student is able to make decisions about selecting appropriate machine learning methods to solve	Discussions during lectures, test	The student knows about artificial intelligence	The student knows about artificial intelligence	The student knows and is able to tell about artificial	The student knows and is able to tell about artificial

	specific artificial intelligence problems in different fields.		applications in some areas; not enough knowledge to debate.	applications in some areas; can engage in a discussion about simple applications of artificial intelligence.	intelligence applications in different fields; can engage in a discussion about simple applications of artificial intelligence.	intelligence applications in a variety of fields; can extensively discuss practical applications of artificial intelligence.
6.	The student is able to implement various machine learning algorithms to solve practical problems.	Individual work	The student knows how to implement with errors a selected binary classification algorithm.	The student knows how to implement without errors a selected binary classification algorithm.	The student knows how to implement without errors a binary classification algorithm and a clustering algorithm.	The student knows how to implement without errors a multi-class classification algorithm and a clustering algorithm.
7.	The student is able to perform evaluation of various artificial intelligence solutions.	Test	40-64% of questions were answered correctly.	65-84% of questions were answered correctly.	85-94% of questions were answered correctly.	95-100% of questions were answered correctly.

#### Literature and other sources of information:

##### Compulsory literature and sources of information

1. Chowdhary, K.R. Fundamentals of Artificial Intelligence. (2020). Springer Nature.
2. Mohri, M., Rostamizadeh, A., & Talwalkar, A. (2018). Foundations of machine learning. MIT Press. Available online at: <https://cs.nyu.edu/~mohri/mlbook/>
3. Nielsen, M. (2019). Neural Networks and Deep Learning. Available online at: <http://neuralnetworksanddeeplearning.com/>

##### Additional literature

1. Becker, K. Artificial Intelligence Planning with STRIPS, A Gentle Introduction. (2015). Electronic resource [seen 03.07.2022]. Available at: <http://www.primaryobjects.com/2015/11/06/artificial-intelligence-planning-with-strips-a-gentle-introduction/>
2. Online book of deep learning: Zhang, A. Lipton, Z.C., Li, M., Smola, A.J. (2021). Dive into Deep Learning. Available online at: <https://d2l.ai/>
3. Merono-Penuela, A., Lisena, P., Martinez-Ortiz, C. (2021). Web Data APIs for Knowledge Graphs: Easing Access to Semantic Data for Application Developers. Morgan & Claypool Publishers

##### Other sources of information

1. Description of the A\* algorithm: Red Blob Games. "Introduction to A\*". (2020). Electronic resource [seen 03.07.2022]. Available at: <http://www.redblobgames.com/pathfinding/a-star/introduction.html>.
2. RDF standard: W3C. "RDF 1.1 Concepts and Abstract Syntax". (2014). Electronic resource [seen 03.07.2022]. Available at: <https://www.w3.org/TR/2014/REC-rdf11-concepts-20140225/>.
3. Turtle Standard: W3C. "RDF 1.1 Turtle". (2014). Electronic resource [seen 03.07.2022]. Available at: <https://www.w3.org/TR/turtle/>.
4. Artificial Intelligence Markup Language 2.0 Specification: Wallace, R.S. "AIML 2.0 Working Draft". (2014). Electronic resource [seen 03.07.2022]. Available at: <https://docs.google.com/document/d/1wNT25hJRyupcG51aO89UcQEiG-HkXRXusukADpFnDs4/pub>.
5. Comparison of bot frameworks: Bashmakov, P. "Advanced Natural Language Processing Tools for Bot Makers - LUIS, Wit.ai, Api.ai and others". (2016). Electronic resource [seen 03.07.2022]. Available at: <https://stanfy.com/blog/advanced-natural-language-processing-tools-for-bot-makers/>.
6. Examples of evaluation metrics and Python implementations of regression and classification tasks: Brownlee, J. "Metrics To Evaluate Machine Learning Algorithms in Python." Electronic resource [seen 03.07.2022]. (2020). Available at: <http://machinelearningmastery.com/metrics-evaluate-machine-learning-algorithms-python/>.



## PROBABILITY THEORY AND MATHEMATICAL STATISTICS

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

1.	Object and methods of statistics
2.	A statistical observation
3.	Statistical grouping
4.	Allocation rows
5.	The statistical data representation
6.	Statistical indicators
7.	Mean values
8.	Indicators of variation
9.	Probability theory
10.	Random observation
11.	Time series
12.	Indices
13.	Statistical methods for studying the interrelationships of socio-economic phenomena

#### Study course schedule:

*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
1.	Object and methods of statistics	2	1	0.5
2.	A statistical observation	2	1	0.5
3.	Statistical grouping	4	2	1
4.	Allocation rows	4	2	1
5.	The statistical data representation	4	2	1
6.	Statistical indicators	4	2	1
7.	Mean values	4	2	1
8.	Indicators of variation	4	2	1
9.	Probability theory	4	2	1
10.	Random observation	4	2	1
11.	Time series	4	2	1
12.	Indices	4	2	1
13.	Statistical methods for studying the interrelationships of socio-economic phenomena	4	2	1
<b>Total:</b>		<b>48</b>	<b>24</b>	<b>12</b>

#### Description of the independent tasks:

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

Study course organisation and the volume of the course:

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

**Course acquisition requirements and evaluation of results:**

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

**Knowledge and understanding**

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

**Skills**

No.	Learning outcomes	Evaluation method	Evaluation criteria			
			Minimal level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	With distinction (from 95% to 100%)
1.	Knows how to obtain data with the help of internet surveys	Independent work	40 - 64% of tasks solved correctly	65 - 84% of tasks solved correctly	85 - 94% of tasks solved correctly	95 - 100% of tasks solved correctly
2.	Knows how to calculate statistical indicators and	Independent work	40 - 64% of tasks solved	65 - 84% of tasks solved	85 - 94% of tasks solved	95 - 100% of tasks solved

	construct graphs in MS Excel or PSPP programs		correctly	correctly	correctly	correctly
3.	Knows how to generate pseudo-random numbers in MS Excel	Independent work	40 - 64% of tasks solved correctly	65 - 84% of tasks solved correctly	85 - 94% of tasks solved correctly	95 - 100% of tasks solved correctly
4.	Knows how to apply statistical tests in MS Excel or PSPP programs	Independent work	40 - 64% of tasks solved correctly	65 - 84% of tasks solved correctly	85 - 94% of tasks solved correctly	95 - 100% of tasks solved correctly
5.	Able to interpret the obtained results	Independent work	40 - 64% of tasks solved correctly	65 - 84% of tasks solved correctly	85 - 94% of tasks solved correctly	95 - 100% of tasks solved correctly
<b>Competences</b>						
No.	Learning outcomes	Evaluation method	Evaluation criteria			
			Minimal level (from 40% to 64%)	Intermediate level (from 65% to 84%)	High level (from 85% to 94%)	With distinction (from 95% to 100%)
1.	Able to make decisions on data analysis methods suitable for a given situation	Independent work	Makes decisions, the suitability of which should be assessed in the range of 40-64%	Makes decisions, the suitability of which should be assessed in the range of 65-84%	Makes decisions, the suitability of which should be assessed in the range of 85-94%	Makes decisions, the suitability of which should be assessed in the range of 95-100%

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

## COMPUTER SYSTEM ORGANIZATION AND ARCHITECTURE

<b>Author/-s of the study course:</b>	
Mg.sc.ing., Mg.math., docent, Patriks Morevs	
<b>Credits (Latvian):</b>	<b>ECTS:</b>
3	4.5
<b>Final evaluation form:</b>	
<b>Examination</b>	
<b>Study course prerequisites:</b>	
Computer Science and Informatics Course in the Secondary School	
<b>Study course aim:</b>	
To provide for students the necessary knowledge, skills and competencies in Computer System organization and architecture. To provide for students a wide insight into modern computer systems and future tendencies.	
<b>Study course learning outcomes (Knowledge, Skills, Competencies):</b>	
11. Knows computer components, computer architecture, computer elements and interaction thereof 12. Knows main computer development tendencies and history 13. Is able to compose a computer from parts, to choose the corresponding components for computer systems when building them so that they work effectively 14. Is able to look for errors, determine problems in computer systems and eliminate them by cooperating with other colleagues 15. Is able to independently configure computer systems and evaluate the efficiency of computer system operation	
<b>Study course thematic plan:</b>	
1.	Computer system classification and development tendencies
2.	Data representation and principles of computer system operation

3.	Computer system elements, memory, processor
4.	Computer system diagnostics and maintenance
5.	Connection of devices and types of computer systems

**Study course calendar plan:**

*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
321.	Computer system classification and development tendencies <ul style="list-style-type: none"> <li>• Introduction to computer systems and architecture,</li> <li>• System components</li> <li>• Classification of computers</li> </ul>	4	4	2
322.	Data representation and principles of computer system operation <ul style="list-style-type: none"> <li>• Coding and decoding of information</li> <li>• Units of information</li> <li>• Numbering systems</li> <li>• Binary code, ASCII and Unicode, RGB</li> <li>• Machine operations</li> <li>• Boolean operators, triggers</li> <li>• Basic computer components</li> <li>• Programme, instructions, operands</li> <li>• Type of addressing, effective addressing</li> <li>• Control nodes</li> <li>• Micro operations</li> </ul>	8	4	2
323.	Computer system elements, memory, processor <ul style="list-style-type: none"> <li>• System memory</li> <li>• Read-only memory</li> <li>• Cache memory</li> <li>• Flash memory</li> <li>• Different data storage devices (magnetic, optical, etc.)</li> <li>• Virtual memory</li> <li>• Processor</li> <li>• Types and principles thereof</li> <li>• Parameters</li> </ul>	8	4	2
324.	Computer system diagnostics and maintenance <ul style="list-style-type: none"> <li>• Organizational issues</li> <li>• Documentation</li> <li>• Safety equipment</li> <li>• Ergonomics</li> <li>• Components</li> <li>• Faults</li> </ul>	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
	<ul style="list-style-type: none"> <li>Maintenance</li> </ul>			
325.	Connection of devices and types of computer systems <ul style="list-style-type: none"> <li>Connection of internal devices.</li> <li>Connection of external devices.</li> <li>Parameters</li> <li>Components</li> <li>Workstations and servers, mainframes and supercomputers</li> <li>Multiprocessor systems.</li> </ul>	8	4	2
	<b>Total:</b>	<b>36</b>	<b>20</b>	<b>10</b>

Independent work description:		
Study form	Type of independent work	Form of control
full-time studies	To compare Apple and IBM PC type computers, to generalize information and make conclusions.	Theses
	Compulsory literature: sources	
	To analyse parameters and performance of various processors	Theses
	Compulsory literature: sources	
	To create various computer systems and explain them.	Theses
	Compulsory literature: sources	
part-time studies	To compare Apple and IBM PC type computers, to generalize information and make conclusions.	Theses
	Compulsory literature: sources	
	To analyse parameters and performance of various processors	Theses
	Compulsory literature: sources	
	To create various computer systems and explain them.	Theses
	Compulsory literature: sources	
distance learning	To compare Apple and IBM PC type computers, to generalize information and make conclusions.	Theses
	Compulsory literature: sources	
	To analyse parameters and	

	performance of various processors	Theses
	Compulsory literature: sources	
	To create various computer systems and explain them.	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	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 computer components, computer architecture, computer elements and interaction thereof	Self-check test, discussion, theses	Understands basic definitions, knows main computer components	Is able to analyse and independently determine each computer component, knows interaction thereof	Is able to deeply analyse computer components, is able to determine, which components work together better and is able to explain this	In addition to the above criteria, there was experience in working with computer components
2.	Knows main computer development tendencies and history	Self-check test, discussion, theses	Is able to retell history and tendencies	Knows the reasons why and in which directions the new technologies	Is able to analyse, explain and make forecast for development	Is able to show how the obtained knowledge can be



				in computer architecture have to develop	tendencies, regularly renews own knowledge	use in practice
3.	Is able to compose a computer from parts, to choose the corresponding components for computer systems when building them so that they work effectively	Self-check test, discussion, theses	Is able to compose the computer system according to the standards	Is able to configure computer for any purpose	Is able to use creative approach for computer configuration . Shows alternative solutions and explains them.	In addition to the items above there was practical experience in configuration of computer systems
4.	Is able to look for errors, determine problems in computer systems and eliminate 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 malfunctions and faults of computer systems	Shows excellent ability to perform diagnostics and eliminate problems.	There has been practical experience, which can be shared
5.	Is able to independently configure computer systems and evaluate the efficiency of computer system operation	Self-check test, discussion, theses	Is able to compose the computer system according to the standards	Is able to configure computer for any purpose	Is able to use creative approach for computer configuration . Shows alternative solutions and explains them.	In addition to the items above there was practical experience in configuration of computer systems

#### Literature and information sources:

##### *Compulsory literature and information sources*

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

## WEB PROGRAMMING I

<b>Author/-s of the study course:</b>	
Mg.sc.ing., Mg.math., docent, Patriks Morevs	
<b>Credits (Latvian):</b>	<b>ECTS:</b>
3	4.5
<b>Final evaluation form:</b>	
<b>Examination</b>	
<b>Study course prerequisites:</b>	
Not necessary	
<b>Study course aim:</b>	
To provide knowledge about website creation methods and user interface creation principles, and also to provide acquisition of practical skills in creation of websites.	
<b>Study course learning outcomes ( Knowledge, Skills, Competencies):</b>	
6. Knows website creation technologies HTML and CSS, understands principles of website structure and content creation. 7. Is able to create website content using HTML tags. 8. Is able to create website models and design using CSS technology. 9. Is able to use a creative approach when elaborating the website and design thereof 10. Is able to demonstrate own grounded opinion when creating website structure, web page models and the content.	
<b>Study course thematic plan:</b>	
1.	Introduction. HTML, language syntax.
2.	HTML Tag groups. Usage of tags. Tag attributes and parameters.
3.	Types of documents. Validation of HTML documents.
4.	CSS technology. Cascading and Inheritance. Selectors and types thereof.
5.	CSS parameters and values thereof. Units.
6.	CSS media parameters. Use of CSS in modelling website pages.
7.	JavaScript language, syntax, variables, language constructions.
8.	JavaScript object oriented programming. Embedded classes, creation of user classes.
9.	Document Object Model (DOM) and use thereof. Tag events and processing thereof in JavaScript.
10.	Introduction into jQuery library of JavaScript.

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
326.	Introduction. HTML, language syntax.	4	2	1
327.	HTML Tag groups. Usage of tags. Tag attributes and parameters.	4	2	1
328.	Types of documents. Validation of HTML documents.	2	1	1
329.	CSS technology. Cascading and Inheritance. Selectors and types thereof.	4	2	1
330.	CSS parameters and values thereof. Units.	4	3	1
331.	CSS media parameters. Use of CSS in modelling website pages.	6	4	1
332.	JavaScript language, syntax, variables, language constructions.	4	2	1
333.	JavaScript object oriented programming. Embedded classes, creation of user classes.	2	1	1
334.	Document Object Model (DOM) and use thereof. Tag events and processing thereof in JavaScript.	4	2	1
335.	Introduction into jQuery library of JavaScript.	2	1	1
<b>Total:</b>		<b>36</b>	<b>20</b>	<b>10</b>

Independent work description:		
Study form	Type of independent work	Form of control
full-time studies	1) The first stage of website development: elaboration of website structure, web page model, and description of the design.	Written project
	Compulsory reading according to the indicated sections (source 1: chapters 2 - 9 or source 1: chapters 1 - 6). Reading of the indicated internet resources.	
	2) The second stage of website development: writing the code of website in HTML, creation of CSS code and joining it with the HTML code according to the elaborated website models and designs, validation of the code, testing of the website pages in various browsers.	Written project
	Compulsory reading according to the indicated sections (source 1: chapters 11 - 15, 17 or source 11: chapters 1 - 13). Reading of the indicated internet resources.	
part-time studies	1) The first stage of website development: elaboration of website structure, web page model, and description of the design.	Written project
	Compulsory reading according to the indicated sections (source 1: chapters 2 - 9 or source 1: chapters 1 - 6). Reading of the indicated internet resources.	
	2) The second stage of website development: writing the code of website in HTML, creation of CSS code and joining it with the HTML code according to the elaborated website models and designs, validation of the code, testing of the	Written project

	website pages in various browsers.	
	Compulsory reading according to the indicated sections (source 1: chapters 11 - 15 , 17 or source 11: chapters 1 - 13). Reading of the indicated internet resources.	
<i>distance learning</i>	1) The first stage of website development: elaboration of website structure, web page model, and description of the design.	Written project
	Compulsory reading according to the indicated sections (source 1: chapters 2 - 9 or source 1: chapters 1 - 6). Reading of the indicated internet resources.	Written project
	2) The second stage of website development: writing the code of website in HTML, creation of CSS code and joining it with the HTML code according to the elaborated website models and designs, validation of the code, testing of the website pages in various browsers.	
	Compulsory reading according to the indicated sections (source 1: chapters 11 - 15 , 17 or source 11: chapters 1 - 13). 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			
<i>full-time studies</i>	36	6	2	<b>48</b>	48	24	<b>120</b>
<i>part-time studies</i>	20	12	4	<b>36</b>	48	36	<b>120</b>
<i>distance learning</i>	10	12	2	<b>24</b>	48	48	<b>120</b>

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.	5. Knows website creation technologies HTML and CSS, understands principles of website structure and	Independent works, examination	Insufficiently understands website creation technologies and principles of website	Understands well the website creation technologies. Understands	Perfectly understands website creation technologies. Understands	Outstandingly understands website creation technologies. Understands

	content creation.		structure and design modelling and creation.	website modelling and design creation principles.	well the website modelling and design creation principles.	well the website modelling and design creation principles.
2.	6. Is able to create website content using HTML tags.	Independent works	Uses logical tags with difficulties, syntax mistakes.	Uses CSS selectors, is able to set parameters, is able to create WEB page models.	Is able to create a compact and structurally correct WEB page HTML code.	Fully and widely uses all opportunities of HTML technologies.
3.	7. Is able to create website models and design using CSS technology.	Independent works	Uses CSS selectors with difficulties, experiences difficulties when writing HTML text.	Uses CSS selectors, is able to set parameters, is able to create WEB page models.	Is able to use CSS selectors when applying inheritance, is able to create an adaptive WEB page model.	Fully and widely uses all opportunities of CSS technologies.
4.	Is able to use a creative approach when elaborating the website and design thereof	Independent works, discussion	Is able to make design and development of website.	Able to design simple website design projects and create standard website designs.	Proficient in designing complex web sites and developing modern designs.	Can creatively design websites of various levels of complexity and develop modern page design.
5.	Is able to demonstrate own grounded opinion when creating website structure, web page models and the content.	Independent works, discussion	Is able to insufficiently defend own opinion when creating website structure web page models and the content.	Is able to partly defend own opinion when creating website structure web page models and the content.	Is able to defend own opinion when creating website structure web page models and the content.	Is able to substantiate and defend own opinion when creating website structure web page models and the content.

#### Literature and information sources:

##### *Compulsory literature and information sources*

- |    |  |
|----|--|
| 1. | Jennifer Robbins, Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics, O'Reilly Media, 2018, 808 pages, ISBN-10: 1491960205<br>Chapters: 2 – 9, 11 – 15, 17 |
| 2. | Anne Boehm, Zak Ruvalcaba, Murach's HTML5 and CSS3, Mike Murach & Associates; 4th ed. edition, 2018, English, 736 pages, ISBN-10: 1943872260<br>Chapters: 1 – 9, 11 – 13                   |

##### *Additional literature and information sources*

- |    |  |
|----|--|
| 1. | iCode Academy, HTML5 & CSS3 For Beginners: Your Guide To Easily Learn HTML5 & CSS3 Programming in 7 Days, 2017, 251 pages, English, ASIN: B071ZBDTXZ |
|----|--|

2.	Eric A. Meyer, Estelle Weyl, CSS: The Definitive Guide: Visual Presentation for the Web, O'Reilly Media, 4 edition, 2017, 1090 pages, ISBN-10: 1449393195
3.	Jason Cranford Teague, DHTML and CSS for the World Wide Web, Peachpit Press; 3 edition, 2004, English, 544 pages ISBN-10: 0321199588, ISBN-13: 978-0321199584
4.	Robin Nixon, Learning PHP, MySQL & JavaScript: With jQuery, CSS & HTML5, O'Reilly Media, 5 edition, 2018, 832 pages, ISBN-10: 1491978910
<b><i>Other information sources</i></b>	
1.	Raggett D. More advanced features. [seen 07.2019]. Link: <a href="http://www.w3.org/MarkUp/Guide/Advanced.html">http://www.w3.org/MarkUp/Guide/Advanced.html</a>
2.	Raggett D. Adding a touch of style. [seen 07.2019]. Link: <a href="http://www.w3.org/MarkUp/Guide/Style">http://www.w3.org/MarkUp/Guide/Style</a>
3.	commonplaces.com (2010). The Balance Between Web Design and Usability. [seen 07.2019]. Link: <a href="http://www.commonplaces.com/inspiring-conversation/team-posts/balance-between-web-design-and-usability">http://www.commonplaces.com/inspiring-conversation/team-posts/balance-between-web-design-and-usability</a>

### PROGRAMMING III

<b>Author/s of Study course:</b>	
Mg. sc. comp., docent, Andrejs Liepiņš	
<b>Credit points:</b>	<b>Credit score in the ECTS system:</b>
4	6
<b>Test form:</b>	
Examination	
<b>Study course prerequisites:</b>	
completed study courses "Programming I", "Programming II", "Database technologies I"	
<b>Course objectives are:</b>	
To provide students with a set of knowledge and skills in the development of software projects in an integrated development environment, using visual and non-visual components and tools.	
<b>Course outcomes (knowledge, skills, competencies):</b>	
<div>1. Familiar with an integrated visual development environment, the types and organization of possible application projects within it.</div> <div>2. Able to visually design desktop application forms and dialogues, filling them with visual and non-visual components, customizing their properties.</div> <div>3. Able to use data source components in the development environment when designing the database structure and connecting data sources to the needs of applications, integrate the functionality of databases into applications.</div> <div>4. Able to develop an application system that includes different types of functionality.</div>	
<b>The content of the study course required to attain the results of the study (thematic plan of the course):</b>	
1.	Introduction to the .Net platform
2.	C# basics.
3.	Arrays and Symbol Strings.
4.	Sub-programmes
5.	Classes
6.	Files
7.	Databases
8.	Graphics and multimedia

<b>Study course schedule:</b>				
<i>Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics</i>				
No.	Theme	Lectures (incl. workshops, discussions) number of contact hours		
		full-time studies	part-time studies	distance learning
1.	Introduction to the .Net platform	4	2	1
2.	C# basics. Basic constructions of the language.	4	2	1
3.	Arrays and Symbol Strings. Structures of data and visual components, their processing functions	6	3	1
4.	Sub-programmes Using and creating different sub-programmes. Event	8	4	2

Study course schedule:				
Taking into account the needs of the study group/learners, the interests, the level of existing knowledge and understanding, the plan may adjust the number of contact hours and the order of topics				
No.	Theme	Lectures (incl. workshops, discussions) number of contact hours		
		full-time studies	part-time studies	distance learning
	processing.			
5.	OOP fundamentals. Classes. Inheritance. Polymorphism.	8	4	2
6.	Files. Input/ Output flows.	4	2	1
7.	Databases. Use of databases in the project.	8	4	2
8.	Graphics and multimedia. Graphics, sound, printing.	6	3	2
	<b>Total:</b>	<b>48</b>	<b>24</b>	<b>12</b>

Description of the independent tasks:		
Study form	Type of independent assignment	Type of control
Full-time studies	5 programming independent works: 10. graphical components and methods 11. using sub-programs 12. Realization of class structure 13. working with databases 14. building a simple app	Written work, discussion, exam
	Compulsory reading according to the topics of the study course	
Part-Time Studies	5 programming independent works: 1. graphical components and methods 2. using sub-programs 3. Realization of class structure 4. working with databases 5. building a simple app	Written work, discussion, exam
	Compulsory reading according to the topics of the study course	
Distance learning	5 programming independent works: 1. graphical components and methods 2. using sub-programs 3. Realization of class structure 4. working with databases 5. building a simple app	Written work, discussion, exam
	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/watch	Total course credit hours
	Lecture hours (incl. seminars, discussion)	Consultations, guest lectures, conferences, study tours,	Final Test (exam, test, defence)	Total			



		<i>applied games, etc.</i>				<i>hing</i>	
<i>Full-time</i>	48	12	4	<b>64</b>	64	32	<b>160</b>
<i>Part-time</i>	24	18	6	<b>48</b>	64	48	<b>160</b>
<i>Distance learning</i>	12	16	4	<b>32</b>	64	64	<b>160</b>

#### 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.	Familiar with an integrated visual development environment, the types and organization of possible application projects within it.	Programming tasks, exam	Difficulty navigating an integrated visual development environment, its possible application project types and organization.	Knows an integrated visual development environment, but does not always know how to correctly choose the type of application projects possible in it or how to use it optimally.	Familiar with an integrated visual development environment, the types and organization of possible application projects within it.	Familiar with an integrated visual development environment, the types and organization of possible application projects within it. Freely navigates in the nuances of its application.
2.	Able to visually design desktop application forms and dialogues, filling them with visual and non-visual components, customizing their properties.	Programming tasks, exam	There are difficulties with the visual design of the desktop, adjusting the properties of forms and dialogs.	Able to visually design desktop application forms and dialogs, has difficulty adjusting their properties.	Able to visually design desktop application forms and dialogs, filling them with visual and non-visual components, adjusting their properties.	Able to visually design complex application forms and dialogs, filling them with visual and non-visual components, adjusting their properties.
3.	Able to use data source components in the development environment when designing the database structure and connecting data sources to the needs of applications, integrate the functionality of databases into	Programming tasks, exam	There are difficulties with the use of data source components, designing the database structure in the	Able to use data source components in the development environment when designing the database	Able to use data source components in the development environment when designing the database	Able to design and develop complex projects with deep database integration. Able to use different data

	applications.		development environment and connecting data sources to the needs of applications, there are problems with the integration of database functionality into applications.	structure and connecting data sources to the needs of applications, there are problems with the integration of database functionality into applications.	structure and connecting data sources to the needs of applications, integrate the functionality of databases into applications.	sources.
4.	Able to develop an application system that includes different types of functionality.	Programming tasks, exam	There are difficulties with the development of the application system.	Can develop an application system with limited functionality.	Able to develop an application system that includes different types of functionality.	Able to develop a complex application system that includes different types of functionality.

#### Literature and other sources of information:

##### *Compulsory literature and other sources of information*

- |    |   |
|----|---|
| 1. | Paul Deitel and Harvey Deitel, (2016), Visual C# How to Program (6th Edition), United States of America: Pearson. |
|----|---|

##### *Recommended literature*

- |    |   |
|----|---|
| 1. | Nathan Clark (2017), C#: Programming Basics for Absolute Beginners (Step-By-Step C#) (2nd Edition), United States of America: CreateSpace Independent Publishing Platform |
| 2. | John Sharp (2018), Microsoft Visual C# Step by Step (8th Edition) United States of America: Microsoft Press   |

##### *Other sources of information*

- |    |   |
|----|---|
| 1. | C# programming guide [skatīts 07.2019]. Pieejams: <a href="https://docs.microsoft.com/en-us/dotnet/csharp/programming-guide/">https://docs.microsoft.com/en-us/dotnet/csharp/programming-guide/</a> |
| 2. | Free interactive C# tutorial [skatīts 07.2019]. Pieejams: <a href="https://www.learncs.org">https://www.learncs.org</a>   |
| 3. | C# Tutorial [skatīts 07.2019]. Pieejams: <a href="https://www.tutorialspoint.com/csharp/">https://www.tutorialspoint.com/csharp/</a>  |