

Ekonomikas un kultūras augstskola (The University of Economics and Culture) Riga, Latvia

Courses for Erasmus+ students

Academic year 2018/2019, autumn semester

Dear incoming Erasmus+ students,

Below you will find a list of courses offered for international students in the English language. As in our University the language of instruction is mainly Latvian (except the courses provided for the Translation, Management and MBA(Master) programmes), we offer some courses only for international students in English in the form of individual tutoring/ consultations. The only provision is that there should be at least 3 international (ERASMUS+) students per course.

Below you will find the courses you can choose for the next semester (autumn 2018).

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

Kind regards,

Marina Tihomirova
The University of Economics and Culture
Institutional Erasmus+ coordinator

Autumn Semester 01.09.2018. – 31.01.2019.

Exam period – January, 2019

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

	ECTC
Project Management	3
Marketing	6
International Business	6

Courses joining student groups

<u>Management first year</u>	ECTC
Business Etiquette	3
Introduction to Law	3
Microeconomics	6
Introduction to Entrepreneurship	3
Research Methodology I	3
Financial Mathematics	3
Human Resources Management	3
Business English I	3
Latvian Language	3

<u>Management second year</u>	ECTC
Statistics	3
Company Business Organisation	3
EU Economics and Monetary Policy	3
Planing and Organizing of Advertising	6
Sociology	3
Philosophy	3
Introduction to Accounting	3
Work, Environment and Civil Safety	3

<u>Management third year</u>	ECTC
Logistics	3
Statistics	3
Labour and Social Law	3
Brand Management	3
Management Accounting	6
Document Management	3
Public Relations	6

<u>Translation first year</u>	ECTC
Listening Comprehension I	3
Academic Writing in English I	3
Conversation I	6
Reading Comprehension I	3
Practical Grammar I	6
Practical Phonetics	3

<u>Translation second year</u>	ECTC
Practical Grammar III	6
Business English I	3
Introduction to Linguistics	3
Spanish II	3
General Philosophy	3

<u>Translation third year</u>	ECTC
Cross-cultural Communication	3
History of American/English Literature II	3
Spanish I	3

<u>Online courses with MBA Master students</u>	ECTC
Corporate Finance Management	12
Business Risk Management	6
Business Value Management	6
Intellectual Property Protection	6

HUMAN RESOURCES MANAGEMENT

Credits	4
ECTS Credits	6
Student work load (academic hours)	160

Author: Mag.psych., docent J. Bierne

Course abstract: Course is devised to acquire theoretical and practical knowledge regarding human resource management functions, possibilities to analyze and improve them in different types of organizations, to acquaint the students with the role of human resource management in general and wide variety of its methods. There are discussed issues on various aspects of work psychology and issues of organization development and improvement.

Course outcomes: Students are competent to make human resource management auditing in different types of organizations, get acquainted with human resource management policy and strategy making and improvement. Students will acquire knowledge about different methods of human resource planning, selection, assessment, motivation and development. They will be able to analyze them and perform human resource management functions as well as will understand significance of human resources in a company and modern human resource management problems.

Course outline:

1. Introduction into human resource management.
2. Main aspects and tasks of human resource management.
3. Human resource management strategies and policies.
4. Connection between business and human resources. Efficacy of human resource management.
5. Human resource management historical development and key concepts.
6. Human resource planning, methods of analyzing professions and skills.
7. Job analysis and job description. Competence models.
8. Human resource searching and selection. Criteria and methods of personnel selection.
9. Staff engaging and introducing. Main phases and organizing of engagement process, communicative and informational support.
10. Staff motivation and setting up of remuneration system.
11. Staff development and improvement. Learning organization. Career management. Personnel development options in virtual settings.
12. Staff evaluation and assessment. Methods and usage options for assessment results.
13. Organizational culture, identity and loyalty. Communication in organization.
14. Quitting work. Main aspects of labour legislation.

Requirements for credits: 1 practical assignment (40%), 1 tests (20%), exam (40%).

Literature (01- course literature)

1. Mathis R. L., Jackson J. N., Human Resource Management (12th) – Thomson South Western., 2008.
2. Nikomo S. M., Fottler M. D., McAfee Be. Human Resource Management Applications. - Thomson South Western., 2008.
3. Armstrong S., Mitchell B. The Essential HR Handbook. – Career Press., 2008.
4. Pierce, Jon L. Leaders & the leadership process : readings, self-assessments & applications / Jon L. Pierce, John W. Newstrom. 5th ed. Boston ; London : McGraw-Hill, c2008. xlvii, 530 p.
5. The handbook of human services management / Rino J. Patti, editor. 2nd ed. Los Angeles: SAGE, c2009. xii, 519.

Literature (02- additional literature)

1. Bloisi W., Cook C.W., Hunsake P.L., Management and Organizational Behaviour. European Edition. McGrawHill Education, 2009.
2. Muller Max. The Managers Guide to HR. – Amacon Books, 2009.
3. Pinnington Ashley. Introduction to human resource management. – Oxford, 2000
4. Schneier Craig. Strategic human resource management. – Oxford, 1999.
5. Schein E.H. Organizational psychology. NJ: Prentice-Hall, 1998.
6. McKenna E. Business Psychology and Organizational Behaviour. 4th ed. Psychology Press, 2006.800 p.

7. Haslam A. Psychology in Organizations. The Social identity Approach. Sage Publications, 2004., 306 p.

Literature (03- recommended periodicals)

1. Journal of Occupational and Organizational Psychology
2. Journal of Organizational Behaviour
3. Academy of Management Journal
4. Academy of Management Review
5. Leadership & Organizational Development Journal.
6. Harward Business Review
7. Scientific conference materials

MARKETING

Credits	4
ECTS Credits	6
Student work load (academic hours)	160

Author: Dr.phil., asoc.prof.V.Vēvere

Course abstract: The course is devised to provide students with knowledge about basics of marketing theory and its practical application in the sphere of culture services. The tasks of the course: 1) to introduce students with modern marketing theory concepts and general regularities; 2) to provide knowledge about basic principles of company (organization) marketing activities; 3) to describe marketing strategy in target market research; 4) to develop analytical working skills of students in evaluation of marketing activities of culture services company (organization).

Course outcomes: Students will understand various marketing types and technology specifics; they will be able to develop a company marketing plan taking into consideration target audience and chosen communication channels' specifics. Students will have skills of analyzing and controlling marketing development in all kinds of companies.

Course outline:

1. The essence of marketing and its significance in company (organization) operations:
 - 1.1. The essence of marketing and its importance in commercial and non-commercial organizations' activities.
 - 1.2. Basic elements and concepts of marketing.
 - 1.3. Problems of modern marketing and social critics.
2. Concept of services, its specifics on the culture services market.
 - 2.1. Peculiarities of services as specific products.
 - 2.2. Marketing complex of a service company (organization).
 - 2.3. Marketing activities' trends of service company (organization).
3. Marketing information and analysis of marketing possibilities on culture service market.
 - 3.1. Environment factors of marketing.
 - 3.2. Information system and research of marketing.
4. Company's marketing strategy and target market:
 - 4.1. The essence of market segmenting and choice of target market.
 - 4.2. Positioning of offer in the target market.
5. Marketing mix of a company (organization).
 - 5.1. Product development and managing.
 - 5.2. Price development method and strategies.
 - 5.3. Development of distribution channels.
 - 5.4. Complex and methods of product advancement activities.
 - 5.5. Specific elements of services offer.
6. Management and organization of marketing in the field of culture services.

Requirements for credits: 2 tests (20%), 1 practical assignment (30%), exam (50%)

Literature (01 – main):

1. Kotler F. Principles of Marketing. – London: Prentice Hall, 2005.
2. Van der Wagen L. Event Management for Tourism, Cultural, Business and Sporting Events. – Upper Saddle River (NJ): Pearson/ Prentice Hall, 2005.
3. Kolb B.M. Marketing for Cultural Organisations. – London: Thomson Learning, 2005.
4. Colbert F. Kultur- und Kunstmarketing. – Wien: Springer, 1999.
5. Андреев С.Н. Маркетинг некоммерческих субъектов. М.: Финпресс, 2002.
6. Mooij, Marieke de, Global marketing and advertising : understanding cultural paradoxes / Marieke de Mooij. 3rd ed. Los Angeles: SAGE, c2010. xviii, 323 p. : ill. ; 26 cm. (pbk.: acid-free paper).
7. Brassington, Frances. Principles of marketing / Frances Brassington, Stephen Pettitt. 4th ed. [Harlow] : Financial Times Prentice Hall, [2006]. XXXI, 1264 lpp. : il., tab. ; 27 cm + student access code inside.
8. Advertising now. Online / ed. Julius Wiedemann. Hong Kong ; London : Taschen, [2006?]. 448 p. : ill. (chiefly col.), ports. ; 26 cm.
9. Marketing management / Philip Kotler ... [et al.]. European ed. Harlow : Financial Times Prentice Hall, 2009. xxxviii, 889 p. : ill. ; 28 cm.

10. Baines, Paul, Marketing / Paul Baines, Chris Fill and Kelly Page. Oxford : Oxford University Press, c2008. xxvii, 859 p. : col. ill., 1 col. map, col. ports. ; 27 cm.

Literature (02 – additional):

1. De Saez E. Marketing Concepts for Libraries and Information Services. – London: Facet Publishing, 2002.
2. Lovelock Ch., Wirtz J. Services Marketing. – London: Prentice Hall, 2004.
3. Fenich G. Meetings, Expositions, Events and Conventions: an introduction to the industry. – London: Prentice Hall, 2005.
4. Marketing and Public Relations Practices in College Libraries/ compiled by Linsay A. – Chicago, IL: College Library Information Packet Committee, 2004.
5. McLean F. Marketing the Museum. – London: Routledge, 1997.
6. Sargeant A. Marketing management for Nonprofit Organisations. Oxford: Oxford Univ. Press, 1999.
7. Bull Ch. An Introduction to Leisure Studies. London: Financial Times Prentice Hall, 2003.
8. Woodruffe H. Services marketing. London: Financial Times Prentice Hall, 1999.

Literature (03 - supplementary):

1. Newspapers: Dianas Bizness
2. Journals : Kapitāls, Forbes
3. Scientific Conference publications

RESEARCH WORK ORGANIZATION

Credits	2
ECTS Credits	3
Student work load (academic hours)	24

Authors: Dr. oec., as. profesor Staņislavs Keiņš
Mg.psych., docent, Jekaterina Bierne

Course abstract: Course is devised for students to familiarize themselves with research organization and methods, to get to know the ways to work with special literature and other sources of information used in research work.

Course outcomes: Students can plan research and are acquainted with planning steps; know how to select specialized literature sources, know how to choose and to use theoretical and empirical research methods; have mastered research process and know how to organize it; can read, analyze and interpret statistical data and findings; know how to set up and present the results of scientific work (study paper, Bachelor paper); know how to analyze, systemize, synthesize and integrate the acquired information.

Course outline:

1. Nature and content of research.
2. Research methodology.
3. Research problem exploration and research theme formulation.
4. Research methods.
5. Study of literature and other sources of information.
6. Requirements for research exposition and layout.
7. Research publicity.
8. Research defence/ presentation.

Requirements for credits: 2 home tasks and 2 individual assignments (40%), exam (60%).

Literature (01- course literature)

1. Chalmers A.F. What is this thing called Science? / A.F.Chalmers. - 3rd ed. - Buckingham : Open University Press, 2002. - Bibliography: p. [256]-263. - Index of names: p. [264]-266.
2. Essentials of Business Research Methods / Joseph F. Hair, JR., Barry Babin, Arthur H. Money, Phillip Samouel. - [USA] : Wiley, 2003.
3. Murray Rowena. How to write a Thesis / Rowena Murray. - Maidenhead ; Philadelphia : Open University Press, 2002.

Literature (03- recommended periodicals)

1. Scientific conference materials.

SOCIAL PSYCHOLOGY

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

Author: Mg.psych., docent, Jekaterina Bierne

Course abstract: The aim of the course is to develop understanding about the principles of mutual influence of personality and the social environment; to encourage students to acquire main communication regularities and rules and to apply them in life. The course introduces the students with the main communication regularities, rules, theories. The aim of the practical work in the course – to enhance knowledge about oneself, to develop communication skills.

Course outcomes: Students will acquire knowledge about the essential concepts of the Social Psychology, psychology of different social groups, mass media influence, as well as such issues as understanding about business processes' connection with an individual and group psychology as well as group management; improvement of organization efficiency; students will have acquired experience in improvement of professional and social competences. Course develops students' competence in applying research methods of social psychology.

Course outline:

1. The subject of Social psychology. Historical development of Social psychology. Social Psychology's correlation to other branches of Psychological science and Sociology.
2. Methods of Social Psychology. Interview. Questionnaires. Observation. Experimental research. Methods of research in organizations.
3. Personality as an essential phenomenon in social psychology. The personality and the individual. Psychological structure of personality, biological and social aspects. Temperament. Character.
4. Self-esteem and self-respect. Self-conception. Locus of control. Needs and motivation.
5. Communication psychology. Concept of communication. Communication as a human perception with a human. Social perception, its mechanisms. First impression and its mechanisms. Fundamental attribution error. Persuasion. Compelling, forcing. Emotional impressing.
6. Communication as an exchange of information. Verbal communication. Non-verbal communication. Communication barriers and overcoming of such. Communication styles and successful communication. Psychological distance. Personal area.
7. Destructive communication. Conflicts. Types of conflicts. Different style of behaving in conflicts. Phases of development of conflict. Conflict management. Partnership. Aggression.
8. Interpretation of events. Social psychological peculiarities of cognition. Stereotypes in social perception. Prejudices, its' social, emotional and cognitive sources.
9. Social groups. Typology of the groups. Referent group. Development of the social group. Principles of groups' mutual relation. Leadership. Conformity. Unity. Psychological climate. Psychological compatibility. Social facilitation. Social laziness.
10. Basic business communication.

Requirements for credits: 1 practical assignment (20%), practical classes (20%), 1 test (20%), written exam (40%)

Literature (01 – main):

1. The SAGE handbook of persuasion : developments in theory and practice / edited by James Price Dillard, Lijiang Shen. Thousand Oaks, Calif. : SAGE, c2013. 447 lpp.
2. Social psychology : revisiting the classic studies / [edited by] Joanne R. Smith, S. Alexander Haslam. Thousand Oaks, CA : SAGE Publications, 2012. 217 p.
3. Newman, D. M. Sociology: Exploring the Architecture of Everyday Life / David M. Newman. - 6th ed. - Thousand Oaks: Sage publ., 2006.
4. Theories in social psychology / edited by Derek Chadee. Malden, MA : Wiley-Blackwell, 2011. 306 p.

Literature (02 – additional):

1. Developing self in work and career : concepts, cases, and contexts / edited by Paul J. Hartung and Linda M. Subich. Washington, D.C. : American Psychological Association, 2011. 245 p.
2. Smelser, Neil J. Theory of collective behaviour. London: Routledge, 2010. 436 lpp.

3. The Routledge handbook of emotions and mass media / edited by Katrin Döveling, Christian von Scheve, and Elly A. Konijn. London; NY : Routledge, 2011. 422 p.
4. Handbook of implicit social cognition : measurement, theory, and applications / edited by Bertram Gawronski, B. Keith Payne. New York ;London : Guilford Press, 2010. 594 p.
5. Gill, Roger. Theory and practice of leadership / Roger Gill. 2nd ed. London : SAGE Publications Ltd, 2011. 532 p
6. Dawson C. Introduction to Research Methods. 4th ed. Howtobooks. 2012., 166 p.
7. Kothari C.R. Research Methodology. Methods and Techniques. 2nd revised edition. New Age Publishers, 2004., 399 p.
8. Pierce, Jon L. Leaders & the leadership process : readings, self-assessments & applications / Jon L. Pierce, John W. Newstrom. 5th ed. Boston ;London : McGraw-Hill, c2008. xlvii, 530 p. : ill. ; 28 cm.
9. Denzin N.K., Lincoln Y.S. Handbook for Qualitative Research. Thousand Oaks, CA: Sage, 2000.

Literature (03 – supplementary):

1. Basic and Applied Social Psychology
2. European Review of Social Psychology
3. Social Behaviour and Personality: An International Journal
4. Journal of Personality and Social Psychology
5. Group Dynamics: Theory, Research and Practice (APA Journal)
6. Psychology of Popular Media Culture (APA Journal)
7. Scientific conference publications

INTERNATIONAL BUSINESS

Credits	4
ECTS Credits	6
Student work load (academic hours)	160

Author: Dr.oec., as.prof. Ainārs Roze

Course abstract: Course is devised to impart knowledge of the nature and forms of international business; of economic, management, state regulation and legal problems as relates to international transactions and their resolution.

Course outcomes: During the course students will be prepared to evaluate national economy's place in the world, including in the EU system and to assess business efficiency improvement possibilities through internal and external markets.
The course is devoted to the essence of conducting International business research and the mythology of its practical application in International business, to help students in acquiring skills of taking decisions related to the urgent issues of the enterprise International business activities.
Forming student's theoretical knowledge about developing International business under the contradictory conditions of globalization processes and regionalization of modern world economy.
Forming student's skills of orienting in the theories of International business, skills of applying the received knowledge into practical activities with the account of the foreign economic specifics of the Latvian Republic.

Course outline:

1. Introduction and nature of modern International business.
2. Business in an age of Globalization.
3. Sequence of firm's decisions in entering international markets.
4. Structures for operating in a foreign market.
5. Information applications for International business via the computer and Internet.
6. Ethics in modern International business.
7. Business contract's content of selling-purchasing.
8. Future of International business.

Requirements for credits: 2 tests (30%), 1 individual assignment (20%), exam (50%).

Literature (01 – main):

1. International Business Economics. A European Perspective. Edited by Judith Piggott and Mark Cook. – .N.Y.: Palgrave Macmillan, 2006 – 391 p.
2. International scientific conference "International business development : globalization, opportunities, challenges". International business development : globalization, opportunities, challenges : international scientific conference, 15-16 of May 2008, Vilnius, Lithuania : collection of articles. Vilnius : International Business School at Vilnius University, 2008. 459 p. : ill. (some col.) ; 24 cm. ISBN 9789955879060.
3. Negotiating International Business. The Negotiator's Reference Guide to 50 Countries around the World. By Lothar Katz. - N.Y.: 2008.
4. Shenkar, Oded. International business / Oded Shenkar, Yadong Luo. 2nd ed. London : SAGE, c2008. xvi, 599 p. : ill., maps ; 28 cm. ISBN 9781412949064 (pbk.).
5. Thill, John V. Excellence in business communication / John V. Thill, Courtland L. Bovée. 6th ed. Upper Saddle River, N.J.: Pearson/Prentice Hall, 2005. xxv, 546, [81] lpp. (dal. pag.) : il., diagr. ISBN 0131273213. Trompenaars, Alfons. Riding the waves of culture : understanding cultural diversity in global business / Fons Trompenaars and Charles Hampden-Turner. 2nd ed. New York : McGraw Hill, c1998. xi, 274 p. : ill. ; 24 cm.
6. Shenkar, Oded. International business / Oded Shenkar, Yadong Luo. 2nd ed. London : SAGE, c2008. xvi, 599 p. : ill., maps ; 28 cm.
7. Krugman, Paul R., International economics : theory and policy / Paul R. Krugman, Maurice Obstfeld. 7th ed. Boston [etc.] : Pearson/Addison-Wesley, c2006. xxvii, 680 lpp. : il., tab., diagr. (The Addison-Wesley series in economics) .
8. Lasserre, Philippe. Global strategic management / Philippe Lasserre. 2nd ed. New York : Palgrave Macmillan, 2008. xxv, 483 p. : tab. ; 25 cm.

Literature (02 – additional):

1. Alan M. Rugman., Richard M. Hodgets. International Business: A Strategic Management Approach. – L.: Mc Graw-Hill, 1995.
2. Ball D., McCulloch W. International Business. - Boston: Irvin, 1990. - 774p.
3. Bolt J.F. Global competitors: some criteria for success. // Thompson A.A., Fulmer W.E., Strickland A.J. Reading in Strategic Management. Third Edition. - Homewood: BPI, IRWIN, 1990, p. 282 – 293.
4. Globalization and management. // Stoner J. A.F., Freeman A.E., Gilbert D.B. Management. -. Englewood Cliff: Prentice-Hall International, 1995, p.125 – 154.
5. Grosse R., Kujawa D. International Business. - Boston: Irvin, 1992. - 733p.
6. International selling. // Jobber D., Lancaster G. Selling and Sales Management. – Harlow: Prentice Hall, 2003, p. 287 – 327.
7. Parviz Asheghian, Bahman Ebrahimi. International Business. – N.Y.: Harper Collins, 1990. – 789p.

Literature (03 – supplementary):

1. American journal «Harvard business review». (www.hbr.org).
2. English journal «Economist». (www.economist.com).
3. English version of Latvian journal «Baltic-course». (www.baltic-course.com).
4. Latvian journal «American Investor». (www.amcham.lv).
5. Newspaper “The Baltic Times”. (www.baltictimes.com).

Possible themes of International business's individual paper:

1. Latvian opportunities on international business theory use in practice.
2. Modern features of the international business.
3. Problems and prospects international business utilization for Latvian producers.
4. Chief problems of international business for business in the XXI century.
5. Analyze of internal and external environments in the modern international business.
6. Globalization's role in core changes in theory and practise of modern international business.
7. Increasing role of marketing practice's utilization in profitable international business and trade.
8. Role of Latvian governmental maintenance for Latvian producer's in international and global marketing area.
9. Increasing role of Internet in the modern International business.
10. Characteristic of international business for 21 century.
11. Specific and problems of modern global business.
12. Specific and problems of foreign trade business contract.
13. Specific and problems of mediators of modern international business.
14. Global competitors: problems and decisions.
15. Possibilities and problems of Internet for International business.

MICROECONOMICS

Credits	4
ECTS Credits	6
Student work load (academic hours)	160

Author: Mg.oec., lecturer B.Brangule

Course abstract: The purpose of this course is to identify and explain the importance of markets and the role played by demand and supply. The roles played by consumers, producers and the government in different market structures are highlighted. The failures of market system are identified and possible solutions are examined.

Course outcomes: The concepts learned here have links with other areas of economics courses encouraged students to understand how microeconomic concepts have many applications in different areas of international trade and development. This course is intended to make students aware of the role of the economics in real-world situations.

Course outline:

1. Microeconomics

1.1. Markets

Definition of markets with relevant local, national and international examples
Brief description of perfect competition, monopoly and oligopoly as different types of market structures, and monopolistic competition, using the characteristics of the number of buyers and sellers, type of product and barriers to entry
Importance of price as signal and as an incentive in terms of resource allocation.

1.2. Demand

Definition of demand
Law of demand with diagrammatic analysis
Determinants of demand
Fundamental distinction between a movement along a demand curve and shift of the demand curve
Exceptions to the law of demand (the upward-sloping demand curve):
ostentatious (Veblen goods)
role of expectations
Giffen goods

1.3. Supply

Definition of supply
Law of supply with diagrammatic analysis
Determinants of supply
Effect of taxes and subsidies on supply
Fundamental distinction between a movement along a supply curve and a shift of the supply curve

1.4. Interaction of demand and supply

Equilibrium market clearing price and quantity
Diagrammatic analysis of changes in demand and supply to show the adjustment to a new equilibrium

1.5. Price controls

Maximum price: causes and consequences
Minimum price: causes and consequences
Price support/buffer stock schemes
Commodity agreements

2. Elasticities

2.1. Price elasticity of demand

Definition
Possible range of values
Diagrams illustrating the range of values of elasticity
Varying elasticity along a demand curve
Determinants of price elasticity of demand

2.2. Cross elasticity of demand

Definition and formula
Significance of a sign with respect to complements and substitutes

2.3. Income elasticity of demand

Definition and formula
Normal goods
Inferior goods

2.4. Price elasticity of supply

Definition and formula
Possible range of values
Diagrams illustrating the range of values of elasticity
Determinants of price elasticity of supply

2.5. Applications of concepts of elasticity

PED and business decisions: the effect of price changes on total revenue
PED and taxation
Cross-elasticity of demand: relevance for firms
Significance of income elasticity for sectoral change (primary; secondary; tertiary) as economic growth occurs
Flat rate and ad valorem taxes
Incidence of indirect taxes and subsidies on producer and consumer
Implication of elasticity of supply and demand for incidence of taxation

3. Theory of the firm

3.1. Cost theory

Types of costs: fixed costs, variable costs (distinction between SR and LR)
Total, average and marginal costs
Accounting cost + opportunity cost = economic cost

3.2. Short-run

Law of diminishing returns
Total product, average product, marginal product
Short-run cost curves

3.3. Long-run

Economies of scale
Diseconomies of scale
Long-run cost curves

3.4. Revenues

Total revenue
Marginal revenue
Average revenue

3.5. Profit

Distinction between normal and supernormal profit
Profit maximization in terms of total revenue and total costs, and the terms of marginal revenue and marginal cost
Profit maximization assumed to be the main goal of firms but other goals exist (sales volume maximization, revenue maximization, environmental concerns)

3.6. Perfect competition

Assumptions of the model
Demand curve facing the industry and the firm in perfect competition
Profit-maximizing level of output and price in the short-run and long-run
The possibility of abnormal profits/losses in the SR and normal profits in the LR
Shut-down price, break-even price
Definitions of allocative and productive (technical) efficiency
Efficiency in perfect competition

3.7. Monopoly

Assumptions of the model
Sources of monopoly power/barriers to entry
Natural monopoly
Demand curve facing the monopolist
Profit-maximizing level of output
Advantages and disadvantages of monopoly in comparison with perfect competition
Efficiency in monopoly

3.8. Oligopoly

Assumptions of the model
Collusive and non-collusive oligopoly
Cartels
Kinked demand curve as one model to describe interdependent behaviour
Importance of non-price competition

Theory of contestable markets

3.9. Price discrimination

Definition

Reasons for price discrimination

Necessary conditions for the practice of price discrimination

Possible advantages to either the producer or the consumer

4. Market failure

4.1. Reasons for market failure

Positive and negative externalities, with appropriate diagrams

SR and LR environmental concerns, with reference to sustainable development

Lack of public goods

Underprovision of merit goods

Overprovision of demerit goods

Abuse of monopoly power

4.2. Possible government responses

Legislation

Direct provision of merit and public goods

Taxation

Subsidies

Tradable permits

Extension of property rights

Advertising to encourage or discourage consumption

International cooperation among governments

Requirements for credits: 3 tests (45 %), 2 seminars (15 %), paper exam (40%)

Literature (01 – main):

1. Baumol W.J., Blinder A.S. Economics: Principles and policy. Microeconomics. – Harcourt College Publishers. 2001.
2. Lipsey R.G., Chrystal K.A. Economics, 10th Edition, - Oxford University Press, 2010, 633 p.
3. Mansfield E. Microeconomics. – New York, 2000.
4. Miller R.LeRoy, Economics Today: The Micro View, 5th Edition, - Harper &Row, Publishers, Inc, 1985. – 517
5. Parkin M. Economics. – Harlow, 1990.
6. Ruffin R.J., Gregory P.R. Principles of microeconomics. Fourth edition. – Houston, 1990.
7. Salvatore D. Microeconomics: Theory and Applications. – New York, Oxford. 2003.

MANAGEMENT ACCOUNTING

Credits	4
ECTS Credits	6
Student work load (academic hours)	160

Author: Dr.oec., as.prof.S.Keišs
Dr.oec., docent E. Vojskis

Course abstract: Course is devised for students to familiarize themselves with cost accounting, calculation of actual costs, and valuation of reserves, enterprise budget planning, control and decision taking.

Course outcomes: During the course students will develop skills to implement analysis of theoretical issues and their application in practical situations, they will acquire understanding about the role of management accounting in the decision taking process of operative and long term decisions of a company in the steady growing competition circumstances, management accounting importance in the consolidation of company's organizational system and providing of formal communication system.

Course outline:

1. Management accounting objectives and general conception of cost accounting.
2. Review of calculated costs types.
3. Costs classification in calculation of actual cost.
4. Expenses of gross production actual costs calculation.
5. Total costs savings or overexpenditure.
6. Calculation of variable expenses actual costs and compensation sum.
7. Principles for calculation of variable expenses actual costs.
8. Profit.
9. Reserves.
10. Reserves valuation and profit scale, reserves control.
11. Objective and process of enterprise budget planning.
12. Enterprise total or general budget, its structure.

Requirements for credits: 2 tests and 2 individual assignments (40%), exam (60%).

EUROPEAN UNION ECONOMIC AND MONETARY POLICY

Credits	4
ECTS Credits	6
Student work load (academic hours)	160

Author: Mg.oec., lecturer B.Brangule

Course abstract: The purpose of this course is to provide students with the opportunity for a detailed examination of the EU's history. The treaty of Rome was the product of the setbacks and frustrations which followed the end in early 1950s of the twin dreams of a European Defence Community and a European Political Community. The later treaties – Maastricht, three-pillar structure of EU expands policy scope, especially for economic and monetary union (EMU); Amsterdam more legislative powers to EP and stronger requirement on enlargement. Questions of political accountability and of links between monetary union and broader macroeconomic and fiscal policies remain unresolved.

Course outcomes: The course deals with four broad points which needed to be made clear at the outset. First, the EU policy process is based on west European experience; second the EU constitutes a particular intense form of multilateralism, thirdly, the EU has, since its inception, been active in a rather wide array of policy domains, fourth – the establishment of economic and monetary union.

Course outline:

1. European Union History

1.1. The creation of The Common Market for coal and iron ore

What is the “Schuman Plan?”

Fundamental values of the European Union

Meeting in Messina (Italy), the Foreign Ministers of the Six agree to aim at the integration of their countries on the economic front

The Treaty of Rome, creating the European Economic Community (EEC),

The 1 of January 1973 the six become nine, when Denmark, Ireland and the United Kingdom formally enter the EU.

The acts relating to Greece's accession to the Communities are signed in Athens, Greece bringing membership to 10 the 1st of January 1981

Signature of the Accession Treaties of Spain and Portugal bringing membership to 12 the 1st of January 1986

February 1992 The Treaty on European Union is signed in Maastricht. It is a major EU milestone, setting clear rules for the future single currency as well as for foreign and security policy and closer cooperation in justice and home affairs.

Under the treaty, the name ‘European Union’ officially replaces ‘European Community’

24 June 1994 Signature of the Accession Treaties of Austria, Finland and Sweden bringing membership to 15 the 1st of January 1995

17 June 1997 Signature of the Treaty of Amsterdam. It builds on the achievements of the treaty from Maastricht, laying down plans to reform EU institutions.

1 January 2002 Euro notes and coins arrive. Printing, minting and distributing them in 12 countries is a major logistical operation.

1 May 2004 Eight countries of central and Eastern Europe — the Czech Republic, Estonia, Latvia, Lithuania, Hungary, Poland, Slovenia and Slovakia — join the EU,

29 October 2004 The 25 EU countries sign a Treaty establishing a European Constitution.

25 April 2005 Signature of the Accession Treaties of Bulgaria and Romania bringing membership to 27 the 1st of January 2007

1.2. The Economic and Monetary Union

EMU is an important stage in the process of economic integration

The three stages to Economic and Monetary Union

Economic integration is one of the three pillars of European integration

Werner Report – 3-stage process for creating EMU by 1980

Creation of the European Monetary System (EMS).

Delors Report - Plan for economic and monetary union in 3 stages, leading to single currency and

European Central Bank

Convergence criteria

Costs and benefits of Euro

1.3. The Lisbon strategy for growth and jobs

Covers macroeconomic policies, employment and microeconomic reforms to product and service markets

1.4. European Central Bank (ECB):

Sets the monetary policy of the euro area

Primary objective: Price stability (inflation below but close to 2%)

Defines and implements the monetary policy of the euro area independently from outside influence

Conducts foreign exchange operations

Holds and manages foreign reserves (portfolio management)

Contribute to financial stability and supervision

Promotes the smooth operation of payment systems (TARGET and TARGET II)

1.5. Monetary policy

Objectives of monetary policy

benefits of price stability

scope of monetary policy

Transmission mechanism of monetary policy

The Euro system's instruments

The road to EMU

Scenarios for adopting the euro

Monetary policy decisions for the euro area

1.6. Fiscal policy

Framework for Fiscal policy

Fiscal discipline and reforms

The role of fiscal rules and institutions

Treaty on Stability, Coordination and Governance

EU Tax policy strategy

How is the EU budget financed?

1.7. European Stabilisation Actions

More than one step to financial stability

1.8. From financial crisis to recovery

A framework for recovery

A global response to the financial crisis

A European exit strategy

1.9. Strategy on climate change for 2020

Costs and benefits of future policy choices

Action in the EU

"Natura - 2000"

"No green growth without innovation"

1.10. The Common Agriculture policy and the Common Fisheries policy

Common agriculture Policy (CAP)

Commission Communication on the future of CAP

Requirements for credits: 2 tests (30%) 2 seminars (30 %), paper exam (40 %)

Literature (01 – main):

1. Peterson J. and Shackleton M. The Institutions of the European Union – Oxford University Press , 2002
2. Pinder J. The Building of the European Union – Oxford University Press, 1999
3. The European Union and Developing Countries the Challenges of Globalization – New York, 1999
4. Overturf, S.F. Money and European Union – New York, 1997
5. Wallace H. and Wallace W. Policy-Making in the European Union – Oxford University Press, 2000

PROJECT MANAGEMENT

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

Author: MBA, Senior Lecturer Inga Nemše

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

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

Course outline:

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

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

Literature (01- course literature)

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

Literature (02- additional literature)

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

Literature (03- recommended periodicals)

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

PROJECT MANAGEMENT

Credits	4
ECTS Credits	6
Student work load (academic hours)	160

Author: MBA, Senior Lecturer Inga Nemše

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

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

Course outline:

1. Introduction to project management.
2. Project life-cycle and stages.
3. Analysis of the project external and internal environment.
4. Role of the project manager and project team in successful implementation of the project.
5. Applying project management principles in organizing cultural events.
6. Evaluating and managing project risks.
7. Project time management.
8. Project costs management, preparing the project budget.
9. Dealing with the project documentation.
10. Communication management within the project.
11. Role of marketing in successful project management.
12. Project completion and quality assessment.
13. Challenges of international projects.
14. Possibilities for attracting funding for cultural projects.

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

Literature (01- course literature)

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

Literature (02- additional literature)

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

Literature (03- recommended periodicals)

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

BUSINESS ENGLISH I

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

Author: Dr. Philol., docent Aleksejs Taube

Course abstract: In the first semester, the focus is primarily on the development of the students' speaking skills and of their basic business vocabulary.

Course outcomes: By the end of the course, the students will have acquired such valuable skills as negotiating business deals, making company and product presentations and participating in business meetings. They will also have acquired enough specialized business English vocabulary to speak about such basic business-related issues as company structure and organization, recruitment, advertising, marketing, brand management, retailing and franchising.

Course outline:

- 1 Company structure and organization -1
- 2 Company structure and organization - 2
- 3 Recruitment - 1
- 4 Recruitment - 2
- 5 Advertising and marketing - 1
- 6 Advertising and marketing - 2
- 7 Brands and brand management - 1
- 8 Brands and brand management - 2
- 9 Retailing - 1
- 10 Retailing - 2
- 11 Franchising - 1
- 12 Franchising - 2
- 13 Meetings - 1
- 14 Meetings - 2
- 15 Negotiations - 1
- 16 Negotiations - 2

Requirements for credits: active classroom work 30%; written tasks and tests 30%; final test/ exam 40%.

Literature (01- course literature)

1. Ashley A. A. *Handbook of Commercial Correspondence* Oxford University Press, 2003.
2. Cotton D. *Keys to Management*. Longman, 2001.
3. Cotton, David and Sue Robbins. *Business Class*. Longman, 1996.
4. Naunton Jon, *Head for Business*. Oxford: 2000
5. Lannon M. Tullis G. Trappe Tonya. *New Insight Into Business*. Longman. 2001
6. Lannon, Michael, Graham Tullis and Tonya Trappe. *Insights into Business*, Nelson, 1993.
7. Trappe Tonya, Tullis Graham. *Intelligent Business. Intermediate*. Longman 2005
8. Tullis, Graham and Tonya Trappe. *New Insights into Business*. Longman, 2000.

Literature (02- additional literature)

1. *A Concise Dictionary of Business*. Oxford University Press, 1990.
2. Chilver J. *English For Business. A Functional Approach*. Aldine House, 1996
3. Epping, Randy Charles. *A Beginner's Guide to the World Economy*. New York: Vintage Books, 1992.
4. Goodale M. *The Language of Meetings*. LTP, 1999.
5. Hyman, David H., *Economics*. Irwin, 1989.
6. Nichels, G. William, James H. McHugh and Susan M. McHugh. *Understanding Business*. Third Edition. Irwin, 1993.
7. Norman S. We Are in Business. *English for Commercial Practice and International Trade*. Longman, 1990.
8. Pischel Susanne. *Business Correspondence*. Riga, Zvaigzne ABC, 2000.

Literature (03- recommended periodicals)

The Times
The Guardian
The Baltic Times
The Independent
Economist

PRACTICAL GRAMMAR I

Credits	4
ECTS Credits	6
Student work load (academic hours)	160

Author: Dr. philol., docent Aija Poikāne-Daumke

Course abstract:

The aim of this course is to provide the students with the knowledge of grammar in the English language. After having completed this course, the students will have gained an understanding of different parts of speech such as nouns, verbs, adjectives, pronouns etc.

The first semester will look into the nouns, the usage of articles (definite /indefinite), plural forms of nouns. Another topic that will be covered during this semester is the form of verbs. Here, we will pay attention to the tenses and to the sequence of the tenses We will also look at the usage of pronouns, especially concentrating on the forms of "Other" and collective pronouns.

Course outline:

- 1 Nouns – plural and singular forms; countable and non-countable nouns.
- 2 Subject and Verb Agreement.
- 3 The usage of articles.
4. Tenses (from Simple Present up to Perfect Progressive tenses).
5. Sequence of tenses.
6. Pronouns.
7. Words of Quantity (Much, little, few, a lot and etc.).
8. Adjectives.

Requirements: Regular participation and attendance, i.e. active classroom work and Home assignments should be submitted on time; (20%); Tests during the semester (20%); Exam in written form (60%)

Literature (01):

1. Evans V. and Dooley, J. Grammarway. Express Publishing, 2004.
2. Naylor H. and Murphy R. Essential Grammar in Use. Supplementary Exercises. Cambridge University Press, 1997.
3. Scott-Barrett, F. Proficiency. Use of English. Longman, 2002.
4. Hewings, M. Advanced Grammar in Use. With Practice-Plus CD-Rom. Cambridge University Press, 2006.
5. Vince M., Sunderland, P. Advanced Language Practice. Macmillan, 2006.
6. Graver, B. D. Advanced English Practice. Oxford University Press.2000.

Literature (02):

1. Mark Foley, Diane Hall Longman Advanced Learners' Grammar Pearson Education Limited 2008.
2. Thomson, A. J., Martinet A. Practical English Grammar Exercises1., 2.Oxford University Press.2000.
3. Vince, M. Macmillan English Grammar in Context Advanced with Practice-Plus CD-Rom Macmillan Education 2008.
4. Swan, M., Baker, D. Grammar Scan. Diagnostic Tests for Practical English Usage. Oxford University Press, 2008.

Literature (03):

1. www.manythings.org (Grammar Super Quiz)

PRACTICAL GRAMMAR III

Credits	4
ECTS Credits	6
Student work load (academic hours)	160

Author: Dr.philol., docent Aija Poikāne-Daumke

Course Description:

The last semester of Practical Grammar focuses on the themes of punctuation, adjective and adverbial clauses, gerund, conditional sentences, and phrasal verbs. In order to study the rules of punctuation, we will be reading articles from CNN and BBC and punctuate them as necessary. The discussion of adjective and adverbial clauses will deepen your understanding of the rules of punctuation. We will be investigating the theme of adverbial and adjective phrases, discussing what rules need to be observed in order to change an adverb clause, for instance, to an adverbial phrase.

Course outline:

- 1 Punctuation.
- 2 Adjective Clauses.
- 3 Adjective Phrases.
4. Adverb Clauses.
5. Adverbial Phrases.
6. Forms of Gerund.
7. Conditional Sentences.
8. The Usage of Capital Letters.
9. Phrasal Verbs.

Requirements: Regular participation and attendance, i.e. active classroom work and Home assignments should be submitted on time; (20%); Tests during the semester (20%); Exam in written form (60%)

Literature (01):

1. Evans V. and Dooley, J. Grammarway. Express Publishing, 2004.
2. Naylor H. and Murphy R. Essential Grammar in Use. Supplementary Exercises. Cambridge University Press, 1997.
3. Scott-Barrett, F. Proficiency. Use of English. Longman, 2002.
4. Hewings, M. Advanced Grammar in Use. With Practice-Plus CD-Rom. Cambridge University Press, 2006.
5. Vince M., Sunderland, P. Advanced Language Practice. Macmillan, 2006.
6. Graver, B. D. Advanced English Practice. Oxford University Press.2000.

Literature (02):

1. Mark Foley, Diane Hall Longman Advanced Learners' Grammar Pearson Education Limited 2008.
2. Thomson, A. J., Martinet A. Practical English Grammar Exercises1., 2.Oxford University Press.2000.
3. Vince, M. Macmillan English Grammar in Context Advanced with Practice-Plus CD-Rom Macmillan Education 2008.
4. Swan, M., Baker, D. Grammar Scan. Diagnostic Tests for Practical English Usage. Oxford University Press, 2008.

Literature (03):

1. www.manythings.org (Grammar Super Quiz)

CONVERSATION I & II

Credits	4
ECTS Credits	6
Student work load (academic hours)	160

Author: Dr. philol., docent Aija Poikāne-Daumke

Course Description

The aim of this course is to develop speaking skills in the English language. Throughout the semester, the students will be given an opportunity to discuss numerous and very diverse topics. We will be reading literary texts as well as articles from such magazines and newspapers as *The Economist*, *Times* and others. During the semester, the students will be asked to give short presentations on the topics that we will be discussing at the particular moment. Apart from reading and speaking, the students will engage themselves in different role-plays and situations.

Course outline (Semester I)

1. Modern Day Slavery (The focus will be laid on the Freedom Project carried out by CNN.)
2. Continuation: Modern Day Slavery II
3. The language of conflicts – military conflicts, illegal trade of “blood diamonds” in West Africa.
4. Conflicts II – reading the excerpts from Tim O’Brien’s text *Going After Cacciato*.
5. Discussion: diverse wars: Vietnam War, WW II and its aftermath.
6. Watching the movie *Blood Diamond* starring Leonardo DiCaprio. Discussion.
7. Food I – learning vocabulary.
8. Food II – different cuisines.
9. Food III – healthy diet.
10. Climate and Weather I – learning vocabulary.
11. Climate and Weather II – calamities of nature.
12. Global Warming and its effects on climate.
13. Tourism I – learning vocabulary.
14. Eco Tourism II – national parks over the world.
15. Environment I – learning to describe diverse types of landscapes.
16. Environment II – Wildlife, endangered species; achievements of the WWF.
17. Character Traits I.
18. Character Traits II.
19. Character Traits III – reading O. Henry’s stories. Discussion.
20. Culture I – reading Barbara Kingsolver’s short story *Homeland* and discussion.
21. Culture II – cultural festivals and traditions over the world; watching the movie *My Big Fat Greek Wedding*.
22. Culture III – conflicts – reading excerpts from Amy Tan’s novel *The Joy Luck Club*.
23. Culture IV – cultural festivals in the U.S. – Thanksgiving, Halloween.
24. Houses and Homes I – learning vocabulary.
25. Houses and Homes II – presentation “*My Dream House*”.
26. Houses and Homes III – buying and selling a house (looking into advertisements, role-plays).
27. Famous buildings and places.
28. History I – Civil Rights Movement in the U.S.
29. History II – development of the Italian Mafia in the U.S.
30. History III – famous / notorious people.
31. Books I.
32. Books II – analyzing literary texts.

Course outline (Semester II)

1. Health and Illness I – phrasal verbs and verb-preposition collocations for health and illness.
2. Health and Illness II: serious illnesses and health problems, medical metaphors.
3. Health III – alternative medicine.
4. Medical information leaflets.
5. Leisure and Lifestyle: Free time - relaxation and leisure.
6. Clothes and Fashion.
7. The Performance Arts.
8. The Plastic Arts - Modern Art
9. Languages I – different types of English.
10. Languages II – challenges learning a foreign language. Discussion.
11. The Language of Law – legal verbs and legal adjectives.

12. Crime and Law II – different types of crime.
13. Crime III – violence in the U.S. black ghettos. Reading an article from CNN. Discussion.
14. Economy and Finance I – growing economies of the world (China, India, Russia).
15. Economy and Finance II – poverty, malnutrition, GDP.
16. Conclusions.

Requirements: Semester I Regular participation and attendance, i.e. active classroom work; 3 vocabulary tests (20%); Individual short presentations assigned during the semester (30%); Exam – Group Presentation (three up to four people) in Powerpoint format (50%)

Requirements: Semester II . Regular participation and attendance, i.e. active classroom work; 3 vocabulary tests (20%); Individual short presentations assigned during the semester (30%); Exam – Presentation in pairs in Powerpoint format (50%)

Literature (01):

1. Aaron, Jane E. *The Little Brown Compact Handbook*. 5th ed. Pearson Education, Inc.: United States, 2004.
2. McCarthy, Michael and Felicity O'Dell. *English Vocabulary in Use: Upper-Intermediate*. 2nd ed. Cambridge University Press: Cambridge, 2001.
3. McCarthy, Michael and Felicity O'Dell. *English Vocabulary in Use: Advanced*. Cambridge University Press: Cambridge, 2001.
4. Redman, Stuart and Ellen Shaw. *Vocabulary in Use: Reference and Practice for Students of North American English, Intermediate Level*. Cambridge University Press: Cambridge, 1999.

Literature (02):

1. The Economist
2. Time Magazine

READING COMPREHENSION I

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

Author: Dr.philol., docent Aleksejs Taube

Course abstract: The course develops the students' reading skills by acquainting them with a number of reading techniques and strategies and by training them in the application of these techniques and strategies to a number of texts belonging to different genres and written in a number of different registers. In the second semester, the students focus on reading and understanding fiction (short stories). Fiction presents special problems for understanding and interpretation as it is full of ambiguity and equivocation. It is precisely because fiction is far from being straightforward in its articulation of ideas that it is an ideal medium for the perfection of the students' ability to read texts closely, that is to pay attention to the subtlest and tiniest nuances of meaning, which is an indispensable skill for future translators. Fiction is a perfect testing ground for the students' ability to draw inferences from what they read. It also presents a great opportunity for honing the students' debating skills and for developing their creative writing skills as they discuss their interpretations of fictional texts in class and complete creative assignments both in class and at home. In addition, a lot of attention is paid to developing and enriching the students' vocabulary. The ultimate goal of the course is to produce independent readers who are able to determine their own goals for a reading task, and then use the appropriate skills and strategies to reach these goals.

Course outcomes: The students will have become sufficiently competent readers to read and interpret both fairly straightforward and highly ambiguous fictional texts, paying attention to all the main elements of narrative, such as setting, point of view, narrative voice, symbolism, character, irony, etc. The students will have further enriched their vocabulary and significantly broadened the scope of their general knowledge. They will also have developed their creative writing skills and their ability to express and to support their opinions on a number of text-related issues.

Course outline:

- 1 Reading strategies and strategies for vocabulary development
- 2 Focus on fiction (The Midnight Visitor by Robert Arthur)
- 3 Focus on narrative (An Attack on the Family by Gerald Durrell)
- 4 Focus on analogy (The Chaser by John Collier)
- 5 Focus on expressing an opinion (The City by John V. Lindsay)
- 6 Focus on exemplification (Conjugal Prep (a newspaper article) & Pockety Women Unite by Jane Myers)
- 7 Focus on critical analysis (Toledo: A Problem of Menus by James Michener)
- 8 Focus on argumentation (American Values in Education & Parents Seeking Cool Classroom for Son (newspaper articles))
- 9 Focus on description (The Sacred "Rac" by Patricia Hughes)
- 10 Focus on using supporting data (Graveyard of the Atlantic (magazine article))
- 11 Focus on drawing inferences (Why We Laugh by Janet Spencer)
- 12 Focus on presenting a viewpoint (Happy Customers by John Burgess)
- 13 Focus on comparison and contrast (Japanese Style in Decision-Making by Yoshio Terasawa)
- 14 Focus on summarizing (American Values by Robert Kohl)
- 15 Focus on stating a position (Culture Shock and the Problem of Adjustment in New Cultural Environments by Kalvero Olberg)
- 16 Focus on technical prose (The Milgram Experiment by Ronald E. Smith and others)

Requirements for credits: Min. 75% attendance of lectures and active classroom work 30%; creative tasks and tests 40%; final test/ exam 30%.

Literature (01- course literature)

Baudoin, E. Margaret et al., *Reader's Choice*, Ann Arbor: The University of Michigan Press, 1994.

Literature (02- additional literature)

Story collections:

1. Carver, Raymond and Tom Jenks, ed. *American Short Story Masterpieces*. New York: Dell, 1987.
2. Crane, Milton, ed. *50 Great American Short Stories*. New York: Bantam Books, 1965.
3. Gordon, Giles. ed. *English Short Stories: 1900 to the Present*. London: Everyman Classic, 1988.
4. Gray, Rosemary, ed. *Gripping Yarns*. Ware, Hertfordshire: Wordsworth Editions, 2008.
5. Gray, Rosemary, ed. *The Wordsworth Collection of Classic Short Stories*. Ware, Hertfordshire: Wordsworth Editions, 2007.
6. Warren, Robert Penn and Albert Erskine, eds. *Short Story Masterpieces*. New York: Random House, 1982.

Vocabularies:

Longman's Dictionary of English Language and Culture, any of the latest editions.

Oxford Advanced Learner's Dictionary of Current English, any of the latest editions.

LISTENING COMPREHENSION I

Credits	2
ECTS Credits	3
Student work load (academic hours)	80
Author:	Dr.philol., docent Aleksejs Taube

Course abstract: The course aims to begin introducing students to authentic texts in the target language (in the form of a series of thematically organized feature films) in order to familiarize the students with the peculiarities of authentic speech in different social and regional contexts so that the students can eventually come to feel confident that they can understand a wide variety of dialects and registers, ranging from the speech of the British upper class to the teenagers' slang in the south of the United States. A secondary aim of the course is to broaden the students' horizons by involving them in discussions on a wide range of film-related topics.

Course outcomes: By the end of the course, the students should be able to considerably improve their ability to understand spoken English and to develop their note-taking skills. Moreover, the students will have enriched their vocabulary and they will have further developed both their speaking (in the course of the class discussions of the films included in the course) and writing skills (as they write their opinion papers on the film-related themes).

Course outline:

- 1 Introduction to the Course 1: Understanding Movies
- 2 Introduction to the Course 2: Listening and Note-taking skills
- 3 Family Values in the USA 1 (*Little Miss Sunshine*)
- 4 Family Values in the USA 2 (*Little Miss Sunshine*)
- 5 Family Values in the USA 3 (*Little Miss Sunshine*)
- 6 Questions of Luck and Morality 1 (*Just My Luck*)
- 7 Questions of Luck and Morality 2 (*Just My Luck*)
- 8 Questions of Luck and Morality 3 (*Just My Luck*)
- 9 Lifelines 1 (The Scent of a Woman)
- 10 Lifelines 2 (The Scent of a Woman)
- 11 Lifelines 3 (The Scent of a Woman)
- 12 Lifelines 4 (The Scent of a Woman)
- 13 Magic and Ethics 1 (The Prestige)
- 14 Magic and Ethics 2 (The Prestige)
- 15 Magic and Ethics 3 (The Prestige)
- 16 Magic and Ethics 4 (The Prestige)

Requirements for credits: Min. 75% attendance of lectures and active classroom work 40%; written assignments 30%; final test/ exam 30%.

Literature (01- course literature)

Monaco, James. *How to Read a Film*. Oxford University Press, 2009.

Literature (02- additional literature)

1. Belgar, D., Murrey, N. *Contemporary Topics 3: Advanced Listening and Note-Taking Skills*. London and New York: Longman, 2002.
2. Harmer, Jeremy. *The Practice of English Language Teaching*. London and New York: Longman, 1983.
3. Kisslinger E. *Contemporary Topics 1*. Longman, 2002.
4. Kisslinger E. *Contemporary Topics 2*. Longman, 2002.
5. Kisslinger E. *Contemporary Topics 3*. Longman, 2002.
6. Larsen-Freeman, Diane. *Techniques and Principles in Language Teaching*. Oxford: Oxford University Press, 1998.
7. Solorzano, H., Frazier, L. *Contemporary Topics 1: Intermediate Listening and Note-Taking Skills*. London and New York: Longman, 2002.

ACADEMIC WRITING (IN ENGLISH) I

C	
redits	2
ECTS credits	3
Student work load (academic hours)	80

Author of the course: Ph.D., associate professor Gatis Dilāns

Course abstract: The course introduces academic English writing by helping to understand the basics of writing (in terms of idea, audience, organization, flow, editing and publishing). During the course, by reading material, doing exercises and homework, students learn to draft different types of articles in English. Special attention is given to writing design, structure, formal / informal language, style, clarity of thought, as well as expressive and precise language.

Course outcomes: Students will acquire electronic document editing and translation, plus learn how to use on-line dictionaries. Finally, the course also provides an introduction to research reporting, the process of bachelor's paper drafting process is discussed and some scientific publications in English on the subject of translation are reviewed.

Course outline:

1. Introduction to Academic English (AE)
2. AE design, structure and purpose
3. AE architecture: the idea, the audience, organization, process, editing and publishing
4. Essay
5. Paragraph structure and components
6. Formal and informal English
7. Idea, structure and linking
8. Argument
9. Comparison
10. Contrast
11. Description, analysis and synthesis: differences and similarities
12. Forenames:
13. Spelling and Electronic Editing
14. Introduction to structure of research
15. Bachelor paper
16. AE in scientific publications

Description of seminars and practical works:

1. Group presentations and discussion of writing tasks
2. Group analysis of homework
3. Pair work editing in digital environment

Requirements for credits: Writing tasks during lectures (20%) and presentations (10%), homework (30%), a test (40%).

Literature (01 - study literature):

1. Emmerson, P. (2003). *email English*. London: Macmillan Education.
2. *Preparing for the GED essay* (Chapter 8). New York: McGraw Hill Education.
3. Stephens, M. (2002). *Longman exam skills new proficiency writing*. London: Longman Publishers.

Literature (02 - additional literature):

1. Swales, J.M. and Feak, C.B. (2004). *Academic writing for graduate students*. 2nd edition. Ann Arbor, MI: University of Michigan Press.

Literature (03 - recommended resources on the Internet):

1. Language and translation training blog: <http://drqatisdilans.blogspot.com/>
2. The Purdue Online Writing Lab: <http://owl.english.purdue.edu/>

HISTORY OF ENGLISH/AMERICAN LITERATURE II

Credit points	2
ECTS creditpoints	3
Student work load (academic hours)	80

Author: Mag. philol., lecturer Margarita Spirida

Course abstract: The course is designed to offer students an introduction to the practices commonly encountered in literary study, presented by way of texts from the history of American literature. The course aims to provide broad exposure to a national literary tradition across its history as well as develop skills in literary interpretation and argumentation, ability to critically evaluate translations of literary texts and prepare students to address texts as translators and to identify problems in translation of literary texts.

Course outline:

1. Introductory lecture. Literary and historical context.
2. Romanticism..
3. E. A. Poe. H. Melville.
4. W. Whitman. E. Dickinson.
5. Naturalism and realism.
6. M. Twain.
7. Th. Dreiser.
8. J. Steinbeck.
9. F. S. Fitzgerald.
10. Modernism.
11. E. Hemingway.
12. W. Faulkner.
13. Postmodernism.
14. T. Capote
15. K. Vonnegut.
16. D. H. Hwang

Requirements for credits: The attendance of lectures and seminars is mandatory. (75%)
The credit points are awarded on successful meeting the following requirements: *participation in seminars 50%; presentation - 20%; exam - 30%*;

Literature (01):

1. Perrine's Literature. Thomas R. Arp. – Harcourt Brace College Publishers, 1991
2. The Heath Anthology of American Literature. Paul Lauter. – Houghton Mifflin Company, 1998
3. The Norton Anthology of American Literature, Sixth Edition, Volume C: 1865-1914, W. W. Norton & Company; 6 edition, 2002

Literature (02):

1. Bradbury, Malcolm. *The Modern American Novel. Second edition.* Oxford and New York: Oxford University Press, 1992.
2. Cottingham, John, ed. *Western Philosophy.* Second Edition. Blackwell, 2008.
3. McKeon, Michael. Ed. *A Critical Anthology. Theory of the Novel. A Historical Approach.* Baltimore & London: The John Hopkins University Press, 2000.
4. Weston, Michael. *Philosophy, Literature and the Human Good.* London and New York: Routledge, 2001.
5. Baldick, Chris. *The Concise Oxford Dictionary of Literary Terms.* Oxford University Press, 1996.
6. Barry, Peter. *Beginning Theory. An Introduction to Literary and Cultural Theory.* Manchester and New York: Manchester University Press, 1995.
7. Hassan I. *Contemporary Literature.* – New York, 1989.
8. Morrison J. and Watkins S. *Scandalous Fictions: The Twentieth-Century Novel in the Public Sphere,* 2007

Periodicals and other sources:

1. The Times Literary Supplement
2. The New York Times Book Review

GENERAL PHILOSOPHY

Credit points	2
ECTS creditpoints	3
Student work load (academic hours)	80

Course annotation: The aim of the course is to present knowledge about models of philosophical thinking and their significance today, to develop students' abilities to analyze literature, to present an argument, to participate in discussions about intellectual matters that concern society.

Course results:

Results to be attained	System of evaluation
<p>Knowledge on:</p> <ul style="list-style-type: none"> • Models of philosophical thinking • History of philosophy, important personalia • Contemporary social and cultural processes 	<p>Study course involves independent research, discussions. Evaluation procedure includes test, independent work and exam.</p>
<p>Skills:</p> <ul style="list-style-type: none"> • Students are able to read and to analyze works in philosophy • Students are able to select literature • Students are able to put forward and defend their arguments • Students are able to write philosophical essays 	<p>Students participate in seminars and discussions about significant cultural, social and intellectual matters.</p>
<p>Competences:</p> <ul style="list-style-type: none"> • in understanding contemporary social processes • in continuous self-development 	<p>Method of group work, analysis and discussion of students' research</p>

Course description:

- (1) European beginnings of philosophy:
 - A) Concept of philosophy, its origin
 - B) Philosophy prior to philosophy (mythology)
 - C) Greek natural philosophy
 - D) Classic Greek philosophy
- (2) Later antiquity and middle ages:
- (3) Classical philosophical conceptions:
 - A) Renaissance humanism and social theories
 - B) Empiricism and rationalism
 - C) Enlightenment
 - D) German idealism
 - E) Irrationalism
- (4) Contemporary philosophy
 - A) Nietzsche's reversal of philosophy
 - B) Phenomenology and existentialism
 - C) Philosophy of life and Hermeneutics
 - D) Psychoanalysis
 - E) Analytical philosophy
 - F) Postmodernity
- (5) Problems of philosophy
 - A) Problem of man in philosophy – body, will and quest for the essence of human being
 - B) Forms of spiritual existence, a man in the world of culture
 - C) Social dimensions of human existence – power, community, freedom

Independent work

1. analysis of 3 philosophy fragments according to special model offered by the professor
2. preparing for the test

Requirements for receiving credit

points:

Requirements:	1 test (25%), 1 independent work (25%), exam (50%).
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