Courses for international students

Academic year 2014/2015, spring 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 College the language of instruction is mainly Latvian (except the courses provided for the Translation and Interpretation programme), we offer these courses 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, under the title **Courses in the form of individual tutoring/consultations for ERASMUS+ students**, you will find the courses you can choose for the next semester (spring 2015).

It is highly recommend that you to choose also some courses from the list **Courses joining student groups**, because then you will have the possibility to join students groups and mix more with the local students. These are the courses for our students of the Translation and Interpretation programme and they are taught in English.

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

Kind regards,
EKA Erasmus+ coordinator
### Courses in the form of individual tutoring/ consultations for ERASMUS students

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If you do not find in this list the course you are interested in, please send your request to erasmus@eka.edu.lv and we will check whether the respective course can be provided in English.

### Courses joining student groups

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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.
5. Human resource management historical development and key concepts.
6. Human resource planning, methods of analyzing professions and skills.
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.
12. Staff evaluation and assessment. Methods and usage options for assessment results.

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

Literature (01- course literature)

**Literature (02- additional literature)**

**Literature (03- recomended 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
INTERNATIONAL BUSINESS RELATIONS

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

Authors: Dr.oec., docent A. Grišins
Dr.oec., pssoc.prof. A. Roze

Course outcomes: Forming student’s theoretical practical knowledge about developing International business relations 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, relations 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 relations in an age of Globalization.
2. Country’s cultural and negotiation specific.
3. Hofstede's model of an international business.
5. Ethics in modern international business relations.
6. Role of Internet in the modern international business relations.
7. Looking into the future of international business relations.

Requirements for credits: Interactive lectures; active seminar participation (30%); paper/ project (about 25 pages) and its presentation (30%); Oral exam (40%);

Literature 01

Literature (02 – supplementary literature):


**Literature (03- recommended periodicals):**

Journals and newspapers:

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):

Literature (02 – additional):

Literature (03 - supplementary):
1. Newspapers: Dienas 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 Keišs
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)


Literature (03- recomended periodicals)

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 or 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.
3. Personality as essential phenomenon in social psychology. The personality and the individual. Psychological structure of personality, biological and social aspects. Temperament. Character.
10. Basic business communication.

Requirements for credits: 1 practical assignment (20%), practical classes (20%), 1 test (20%), written exam (40%)
Literature (01 – main):

Literature (02 – additional):

Literature (03 – supplementary):
1. Basic and Applied Social Psychology
2. European Review of Social Psychology
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.
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.
7. Business contract’s content of selling-purchasing.

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

Literature (01 – main):

Literature (02 – additional):

Literature (03 – supplementary):

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.
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.
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.
15. Possibilities and problems of Internet for International business.
MANAGEMENT THEORY

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

Author: Mg.psych., docent J. Bierne

Course abstract: The course provides theoretical and practical knowledge in the field of management theory; it forms an adequate understanding of organization structure, management functions, and main tasks of a manager. The course introduces the world’s most popular management theories, with team management, decision making, ways of conflict management and other significant management problems. Attention is paid to internal and external environment factors’ influence to company management, as well as organization adaptation in changing modern business environment.

Course outcomes: In this course the students develop skills to analyze and evaluate actual and potential challenges in organizational development, it promotes innovative thinking and responsibility, develops ability to set up and formulate aims, to analyze tasks to reach the aims, to understand functions of a manager in his/her work. Students will be able to define company’s or organization’s aims and tasks corresponding to the owners’ and society’s interests. They will be able to set up and confirm short-term (tactical) action plans; will be able to change and improve plans. Students will be able to plan and organize their own work and use the innovative work organization forms.

Course outline:
1. Introduction into management theory. The essence of management and it’s role in organization. Management key concepts and terms. Main processes of managing enterprise.
6. Organization internal factors. Organizational culture and identity. Types and levels of organizational culture.
7. Strategic, tactical and operative planning. Mission, aims, strategic levels in organization.
9. Motivation, its concept and basic principles. Commissioning, rotation, work refinement, financial stimulation.
11. Communication in an organization. Communication channels and organization structure from the point of view of information flow.
12. Organizational development and change management. Types and phases of organizational change and development.
13. Power and authority in organizations. Types of authority, horizontal and vertical authority, political processes in organization.
15. Team management. Types of teams, development stages and efficient functioning criteria.

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

Literature (01- course literature)

Literature (02- additional literature)
Literature (03- recommended periodicals)
1. Journal of Management
2. Journal of International Business Studies
3. Strategy & Leadership
5. Journal of Managerial Issues
6. Commersant Baltic
7. Scientific conference publications
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):**

### 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 major macroeconomic issues facing countries’ economic growth, economic development, unemployment, inflation and income distribution.
The economic strategies available to governments – demand-side policies, supply side policies, direct intervention – are introduced and evaluated.

### Course outcomes:
The course deals with external equilibrium encourage students to understand why countries trade, the problems involved and how these problems are addressed. Students need to understand how exchange rates affect international trade.

### Course outline:

#### 1. Macroeconomics

##### 1.1. Measuring national income
- Circular flow of income
- Methods of measurement – income, expenditure and output
- Distinction between:
  - gross and net
  - national and domestic
  - nominal and real
  - total and per capita

##### 1.2. Introduction to development
- Definitions of economic growth and economic development
- Gross Domestic Product (GDP) versus Gross National Product (GNP) as measures of growth
- Limitations of using GDP as a measure to compare welfare between countries

##### 1.3. Macroeconomic models
- Aggregate demand components
- Aggregate supply
  - short-run
  - long-run (Keynesian versus neo-classical approach)
- Full employment level of national income
- Equilibrium level of national income
- Inflationary gap
- Deflationary gap
- Diagram illustrating trade/business cycle

##### 1.4. Demand-side and supply-side policies
- Shifts in the aggregate demand curve/demand-side policies
  - fiscal policies
  - interest rates as a tool of monetary policy
- Shifts in the aggregate supply curve/supply-side policies
- Strengths and weaknesses of these policies
- Multiplier
1.5. Unemployment and inflation

Unemployment
- Full employment and underemployment
- Unemployment rate
- Costs of unemployment
- Types of unemployment:
  - structural
  - frictional
  - seasonal
  - demand-deficient
  - real wage

Measures to deal with unemployment

Inflation
- Definitions of inflation and deflation
- Costs of inflation and deflation
- Causes of inflation:
  - cost push
  - demand pull
  - excess monetary growth
- Methods of measuring inflation
- Problems of the methods of measuring inflation
- Phillips curve
  - short-run
  - long-run

Natural rate of unemployment

1.6. Distribution of income

Direct taxation
Indirect taxation
Progressive taxation
Proportional taxation
Regressive taxation
Transfer payments
Laffer curve
Lorenz curve and Gini coefficient

2. International trade

2.1. Reasons for trade
- Differences in factor endowments
- Variety and quality of goods
- Gains from specialization
- Political
- Absolute and comparative advantage
  - opportunity cost
  - limitations of the theory of comparative advantage

2.2. Free trade and protectionism

Definition of free trade
Types of protectionism
- Tariffs
  - Quotas
  - Subsidies
  - Voluntary Export Restraints
Administrative obstacles
Health and safety standards
Environmental standards

Arguments for protectionism
Infant industry argument
Efforts of developing country to diversify
Protection of employment
Source of government revenue
Strategic arguments
Means to overcome a balance of payments disequilibrium
Anti-dumping

Arguments against protectionism
Inefficiency of resource allocation
Costs of long-run reliance on protectionist methods
Increased prices of goods and services to consumers
The cost effect to protected imports on export competitiveness

2.3. Economic integration
Globalization
Trading blocs
  Free trade areas
  Customs unions
  Common markets
  Trade creation and trade diversion

2.4. World Trade Organization
Aims
Success and failure viewed from different perspectives

2.5. Balance of payments
Current account
  balance of trade
  invisible balance
Capital account

2.6. Exchange rates
Fixed exchange rates
Floating exchange rates
Managed exchange rates
Distinction between
  depreciation and devaluation
  appreciation and revaluation
Effects on exchange rates of
  trade flow
  capital flows/interest rate changes
  inflation
  speculation
  use of foreign currency reserves
Relative advantages and disadvantages of fixed and floating rates
Advantages and disadvantages of single currencies/monetary integration
Purchasing power parity theory

2.7. Balance of payment problems
Consequences of a current account deficit or surplus
Methods of correction
  managed changes in exchange rates
  reduction in aggregate demand/expenditure-reducing policies
  change in supply-side policies to increase competitiveness
protectionism/expenditure-switching policies
Consequences of a capital account deficit or surplus
Marshall-Lerner condition
J-curve

2.8. Terms of trade
Definition of terms of trade
Consequences of a change in the terms of trade for a country’s balance of payments and domestic economy
Measurement of terms of trade

Requirements for credits: 3 tests (30 %), 1 seminar (10 %), 1 analytical-evaluative paper work (20 %), paper exam (40 %).

Literature (01 – main):

MANAGEMENT ACCOUNTING

Credits: 3
ECTS Credits: 4.5
Student work load (academic hours): 160

Author: Dr.oec., as.prof.S. Keišs
Mg.oec., docent R. Tereško

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:
2. Review of calculated costs types.
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%).
STRATEGIC AND OPERATIONAL PLANNING OF BUSINESS

Credits 3
ECTS Credits 4,5
Student work load (academic hours) 120

Author: Mg.Psych. J. Bierne

Course abstract: The course is designed to provide students with knowledge about devising of company’s strategic aims, to understand how to reach the set aims, to acquire various concepts, elements and instruments of strategic management which are most widely used when developing and formulating strategic policy, to learn to develop company’s long term development plans and be able to take decisions regarding placement of resources, as well as to learn to develop company’s international commercial strategy choosing priorities in foreign markets and methods how to enter these markets.

Course outcomes: To plan, manage and coordinate company’s, organization’s functioning in general.
To organize rational and concerted activities of company or organization departments. To motivate and control implementation of responsibilities of subordinate staff. To summarize and provide information about company’s or organization’s work results for higher management and organizations, state institutions and owners.

Course outline:
1. Planning, its essence and importance in business.
2. Ways of planning.
4. Evaluation of entrepreneurship environment and company’s situation using various methods.
5. Business plan, its basic development principles, organization and structure of elaboration:
   5.1. Evaluation of business idea (demand, competitors);
   5.2. Evaluation of current operations (image of the company, production, assortment);
   5.3. Price development and organization of sale, production, quality, staff;
   5.4. Clients, competition;
   5.5. Setting up aims and strategy (problem evaluation);
   5.6. Operative plans (marketing plan, product realization plan, plan of production development, human resource management plan, plan of economical development).

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

Literature (01 – main):

**Literature (02 – additional):**

**Literature (03 – supplementary):**
1. Journal “Kapitāls”.
2. Journal “Latvijas ekonomists”.
3. Journal “Latvijas Tirgotājs”.
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.


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):

3. The European Union and Developing Countries the Challenges of Globalization – New York, 1999
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)

Literature (02 - additional literature)

**Literature (03- recommended periodicals)**
IT IN CULTURAL MANAGEMENT

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

**Course developers:** Mg.oec., lecturer Ināra Kantāne

**Course abstract:** The course is designed for students to get deep knowledge and practical skills in practical seminars in preparing of high-volume documents, business documents, using of data analysis methods and using Relation Data Base Management Systems (RDBMS) (used for formation of friendly data base interface - MS Access).

**Course outline:**

1. **Text editor MS Word:**
   1.1. Preparing and formatting of high-volume documents.
   1.2. Creation of serial documents and their linking to data bases.

2. **Spreadsheets editor MS Excel:**
   2.2. Calculations by using formulas and functions. Protection of spreadsheets.
   2.2. Data sorting, grouping, filtering. Data analysis.
   2.3. Possibilities for designing charts.
   2.4. Examples for practical usage in entrepreneurship.
   2.5. Work with databases in MS Excel. Database functions. Calculation and consolidation of salary.
   2.6. Internet databases, their download and analysis in MS Excel.

3. **Data base editor MS Access:**
   3.1. The relation data model and relation database management systems (RDBMS), database capabilities.
   3.2. Data base components: Tables, Queries, Forms, Reports, Macros.
   3.3. Creating of tables, structure of tables, field types and properties. Relationships among tables.
   3.5. Creating of forms, their formatting, inserting different objects in the forms.
   3.6. Creating of simple and structured reports and their formatting.
   3.7. Possibilities of data import, export.

**Requirements for credits:** Manual training required (60%)
Examination (40%)

**Literature 01:**

**Literature 02:**
11. Microsoft Word 2007 apmācību moduļi:
12. Microsoft Excel 2007 apmācību moduļi:
13. Microsoft Access 2007 apmācību moduļi:

**Literature 03 (Periodicals and other sources):**
PC World: http://www.pcworld.com/
Laikraksts „Digital Times”, pieejams elektroniski: www.times.lv
Tehnoloģiju portāls: http://zparks.lv
Tehnoloģiju jaunumu portāls: www.datuve.lv
INTERCULTURAL COMMUNICATION

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 intercultural communication and its practical application in communicating with representatives of different cultures.

Course outcomes: Students will acquire knowledge on behaviour, verbal and non-verbal communication patterns and peculiarities of communication with representatives of different cultures. They will learn about the stereotypes and communication barriers hindering efficient communication. By acquiring theoretical conclusions of intercultural communication, students will be able to understand the importance of learning different aspects of foreign cultures before starting cooperation with their representatives.

Course outline:
1. Introduction to intercultural communication. Overcoming stereotypes and communication barriers.
2. Language in intercultural communication. Language of numbers. Role of interpreters and translators.
3. Types of non-verbal communication. Impact of space on communication patterns around the world.
4. Cultural shock and possibilities for diminishing its impact.

Requirements for credits: Active participation in classes (20%); report and presentation of communication peculiarities in a chosen country of the world (40%), exam (40%).

Literature (01-course literature)

Literature (02-additional literature)
1. Geert Hofstede Online: http://www.geert-hofstede.com/

**Literature (03- recommended periodicals)**

2. CBS Money Watch: [www.cbsnews.com](http://www.cbsnews.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)

Literature (02- additional literature)


**Literature (03- recommended periodicals)**

The Times
The Guardian
The Baltic Times
The Independent
Economist
BUSINESS ENGLISH II

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

Author: Dr. Philol., docent Aleksejs Taube

Course abstract: In the second semester, the students are introduced to more complicated areas of business English, such as banking, the stock market, international trade, company law, changes in company structure, and corporate strategy. In addition, the students get acquainted with different business styles as well as with different types of team workers and corporate cultures. Finally, the students learn the fundamentals of entrepreneurship and the basics of developing their own business plans.

Course outcomes: By the end of their second course in business English, the students will have learned to speak and write about a number of relevant business-related issues. They will also have acquired enough business vocabulary to be able to understand texts and speeches on business issues as well as to express their opinions on these issues. As the free market economy has become an inalienable part of our lives, the students’ knowledge of business English will surely equip them with an important tool for surviving, if not prospering, in the world ruled by the laws of the market. Moreover, their knowledge of business English will greatly assist them in their professional activities as translating and interpreting are of increasing importance in the globalized economy.

Course outline
1. International business styles and team building - 1
2. International business styles and team building - 2
3. Banking and finance - 3
4. Banking and finance - 4
5. The Stock Market; stocks and bonds - 1
6. The Stock Market; stocks and bonds - 2
7. International trade; import and export - 1
8. International trade; import and export - 2
9. Business and law; company law and the contract - 1
10. Business and law; company law and the contract – 2
11. Small business; setting up a business - 1
12. Small business; setting up a business - 2
13. Corporate culture and corporate strategy - 1
14. Corporate culture and corporate strategy - 2
15. Corporate alliances and acquisitions - 1
16. Corporate alliances and acquisitions - 2

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

Literature (01- course literature)

**Literature (02- additional literature)**


**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):

Literature (02):

Literature (03):
1. www.manythings.org (Grammar Super Quiz)
PRACTICAL GRAMMAR II

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

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

Course Description:
The aim of this course is to further investigate the subtleties of English grammar. This semester will focus on the usage of modal verbs (on degrees of certainty; expressing a necessity, lack of necessity, prohibition, obligation, suggestions, polite requests and so on). Another theme that we will be looking at is the usage of passive voice. We will also be studying the usage of noun clauses and how the questions may be changed to noun clauses. This will lead us to the discussion of direct and indirect speech. The basic rules of punctuation (the usage of quotation marks and commas) will be provided.

Course outline:
1. Modal Verbs.
3. Direct Speech.
4. Indirect Speech.
5. Rules of punctuation.
7. Noun Clauses.

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):

Literature (02):

Literature (03):
1. www.manythings.org (Grammar Super Quiz)
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.
8. The Usage of Capital Letters.

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):

Literature (02):

Literature (03):
1. www.manythings.org (Grammar Super Quiz)
CONVERSATION I & II

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

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.
8. Food II – different cuisines.
11. Climate and Weather II – calamities of nature.
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.
21. Culture II – cultural festivals and traditions over the world; watching the movie My Big Fat Greek Wedding.
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.
31. Books I.

Course outline (Semester II)
2. Health and Illness II: serious illnesses and health problems, medical metaphors.
4. Medical information leaflets.
7. The Performance Arts.
8. The Plastic Arts - Modern Art
9. Languages I – different types of English.
11. The Language of Law – legal verbs and legal adjectives.
14. Economy and Finance I – growing economies of the world (China, India, Russia).
15. Economy and Finance II – poverty, malnutrition, GDP.

**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):**

**Literature (02):**
1. The Economist
2. Time Magazine
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.

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)

Literature (02- additional literature)
Story collections:

Vocabularies:
Longman’s Dictionary of English Language and Culture, any of the latest editions.
READING COMPREHENSION II

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

Author: Dr. Philol., docent Aleksejs Taube

Course abstract: The course continues to develop 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 Strategies for longer reading (short stories)
2 Focus on plot construction (The Lottery by Shirley Jackson)
3 Focus on satire (Cheaper by the Dozen by Frank B. Gilbreth, Jr., and Ernestine Gilbreth Carey)
4 Focus on suspense (The Dusty Drawer by Harry Miles Muheim)
5 Focus on social criticism (Harrison Bergeron by Kurt Vonnegut)
6 Focus on irony (The Secret Life of Walter Mitty by James Thurber)
7 Focus on plot development (The Speckled Band by A. Conan Doyle)
8 Focus on beliefs and stereotypes (Big Black Good Man by Richard Wright)
9 Focus on character interpretation (Where Are You Going, Where Have You Been? by J. C. Oates)
10 Focus on symbolism (The Cloak by I. Dinesen)
11 Focus on setting (Children On Their Birthdays by Truman Capote)
12 Focus on narrative levels (The Amish Farmer by Vance Bourjaily)
13 Focus on ideas and ideals (The Lover of Horses by Tess Gallagher)
14 Focus on paradox (*The Honour of Israel Gow* by G. K. Chesterton)
15 Focus on ambiguity (*The Intensive Care Unit* by J. G. Ballard)
16 Focus on points of view (*For Esme with Love and Squalor* by J. D. Salinger)

**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)**


**Literature (02- additional literature)**

Story collections:

Vocabularies:
*Longman’s Dictionary of English Language and Culture*, 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)

Literature (02- additional literature)
LISTENING COMPREHENSION II

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

Course abstract: The course continues the film-based approach initiated by the course Listening Comprehension I in order to continue to perfect students’ auditing skills. This course will pay special attention to the difficulties involved in understanding authentic spoken English in comparison with written English, such as its greater redundancy, repetitiousness, reduced cognitive content and cohesion, as well as looser structure and grammar. The course continues to broaden the students’ scope of general knowledge by involving them in a number of film-related discussions on a wide variety of subjects.

Course outcomes: The course should perfect the students’ ability to understand authentic spoken English by enabling them to successfully deal with the peculiarities and difficulties involved in understanding spoken English mentioned in the annotation. Moreover, the students will have further developed their writing and speaking skills and enriched their vocabulary.

Course outline:
1 Introduction to the Course
2 Americans in Europe 1 (Vicky, Cristina, Barcelona)
3 Americans in Europe 2 (Vicky, Cristina, Barcelona)
4 Americans in Europe 3 (Vicky, Cristina, Barcelona)
5 Questions of Faith and Personal Change 1 (A Walk to Remember)
6 Questions of Faith and Personal Change 2 (A Walk to Remember)
7 Questions of Faith and Personal Change 3 (A Walk to Remember)
8 Gender Issues and Feminism 1 (The Devil Wears Prada)
9 Gender Issues and Feminism 2 (The Devil Wears Prada)
10 Gender Issues and Feminism 3 (The Devil Wears Prada)
11 Teachers and Students 1 (Good Will Hunting)
12 Teachers and Students 2 (Good Will Hunting)
13 Teachers and Students 3 (Good Will Hunting)
14 Shakespeare For All Times 1 (Othello 2003)
15 Shakespeare For All Times 2 (Othello 2003)
16 Shakespeare For All Times 3 (Othello 2003)

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

Literature (01- course literature)

Literature (02- additional literature)
LEXICAL-STYLISTIC TEXT ANALYSIS I

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

Author: Mag. philol., lecturer Margarita Spirida

Course abstract: The course aims to provide students with a well-balanced and integrated theoretical and practical knowledge in text analysis, by developing more delicate theoretical and practical accounts of register and genre. Particular attention is paid, inter alia, to improving the quality of translation and hence, students are introduced to theoretical framework for the translation-oriented model of text analysis. During practical classes students will analyse publicistic style texts, determine text internal and external structures to understand the language styles and layers of vocabulary as well as principles of differentiation.

Course outcome: Having completed the course, students will have gained practical experience in pre-translation text analysis and be able to analyse publicistic style texts for their organization, style and content.

Course outline:
1. Introductory lecture. Lexico-stylistic text analysis.
2. Text types. Text function. Seven standards of textuality (Cohesion, Coherence, Intentionality, Acceptability, Informativity, Situationality)
3. Coherence and cohesion.
4. Register.
5. Analysis of publicistic texts. Text external and internal structures.

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 10%; tests 20%; text analysis (presentation) 20%; final test 50%;

Literature (01)

Literature (02)

**Literature (03)**

Dictionaries and encyclopaedias:
1. Longman's Dictionary of English Language and Culture, any of the latest editions.
LEXICO-STYLISTIC TEXT ANALYSIS II

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

Authors: Mag. philol., lecturer Margarita Spirida
Dr. philol., docent Aleksejs Taube

Course abstract: The course focuses on the study of narrative and equips the students with the most essential theoretical concepts used in contemporary narratology. The students learn to apply these concepts in their analysis and interpretation of a wide variety of literary texts.

Course outcomes: The course aims to enable the students to become competent and sophisticated readers of literary texts so that in the future they will be able to translate Anglophone literature, paying attention to all its peculiarities and nuances.

Course outline
1 Narratology: study of narrative
2 Plot and story; plot structure
3 Setting and exposition
4 Conflict, climax and resolution
5 Leitmotif, theme and subject
6 Different types of characters
7 Different types of characterization
8 Different types of narrators
9 Narrative voice
10 Point of view
11 Variable and multiple points of view
12 Focalization: the focalizer and the focalized
13 Intertextuality
14 Readers and authors
15 Ideology and discourse
16 Revision

Requirements for credits: Min. 75% attendance of lectures and active classroom work 15%; tests 20%; final test/exam 65%.

Literature (01-course literature)

**Literature (02- additional literature)**

Short story and poetry collections:

Dictionaries and encyclopedias:
*The American Heritage Dictionary of the English Language*, any of the latest editions.
*Longman's Dictionary of English Language and Culture*, any of the latest editions.
*The Macmillan Encyclopedia*, any of the latest editions.
*Webster's New Explorer Desk Encyclopedia*, any of the latest editions.
*Webster's New World College Dictionary*, any of the latest editions.
ACADEMIC WRITING (IN ENGLISH) I

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

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

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):
Literature (02 - additional literature):

Literature (03 - recommended resources on the Internet):
1. Language and translation training blog: [http://drgatisdilans.blogspot.com/](http://drgatisdilans.blogspot.com/)
2. The Purdue Online Writing Lab: [http://owl.english.purdue.edu/](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.
5. Naturalism and realism.
7. Th. Dreiser.
8. J. Steinbeck.
10. Modernism.
11. E. Hemingway.
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):

Literature (02):

**Periodicals and other sources:**

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