RNU Course
Catalogue 2025/2026
for International (Erasmus+) Students

Bachelor Business Administration in Tourism

Pleasenotesome subject`snames,ECTSandcodesmay be changed during the study year.

Student can choose any subject from Autumn Semester or any subject from Spring Semester, depends on which semester student is going to study in RNU.

Master students in order to expand their course can get an individual plan of studies and to join courses delivered for Bachelor students. In this case these elected subjects will also be reflected at a Transcript of Records. Orientation meeting with RNU coordinator is compulsory.

RNU will inform the student about possible changes and according alternatives will be offered. Changes in Learning Agreement will be done then. RNU International Relations department karina.lazareva@isma.lv and erasmus@isma.lv

Autumn Semester 2025			
Semester	Course Code	Course Name ENG	ECTS
1	HU0236	Legal Regulation of Enterprise Activity	6
1	IN0674	Applied Informatics	6
1	EK0129	Introduction to Entrepreneurship	6
1	MA0328	Quantitative Methods and Statistics	3
1	EK0150	Economics	3
1	VA2005	Business English	3
1	HU0282	Philosophy, World Culture and Ethics	3
3	ME0700	Management Theory	6
3	EK1100	Marketing	6
3	EK1300	Accounting and Taxes	6
3	HU0257	Management Psychology and Sociology	6
3	ME1402	Hospitality Industry	2
3	VA0402	Spanish	3
3	VA0401	German	3
5	ME0838	Complex Tourism Product Development	3
5	DA0584	Travel and Hotel Management Information Technology	3
5	HU0210	Business Communication	3
5	DA0513	Logistics	3
5	EK1320	Financial Management	6
5	ME0820	Catering Enterprise Management	3
7	IN1201	Electronic Commerce	3
7	EK0154	Digital Marketing	3
7	ME0710	Total Quality Management	3
7	EK0155	Marketing Visual Communication	3
7	ME0826	Social Entrepreneurship	3
7	EK1101	Marketing Research	3
7	ME0715	Innovation Management	3
7	DA0515	Recrealogy	3
Spring Semester 2026			
Semester	Course Code	Course Name ENG	ECTS
2	HU0808	Labour Law	3
2	HU0237	Environment, Labour and Civil Protection	3
2	SD3301	Course Project 1: Introduction to Studies and Research	6
2	MA0328	Quantitative Methods and Statistics	3
2	EK0150	Economics	3
2	VA2005	Business English	3
2	HU0282	Philosophy, World Culture and Ethics	3
2	ME1400	Tourism Basics	2
4	ME0832	Enterprise Management	3
4	ME0814	Event Management	3
4	SD3302	Course Project 2: Project Management	6
4	VA0402	Spanish	3
4	VA0401	German	3
4	ME0848	Personnel Management and Record Keeping	6
6	ME1306	Tourism Company Activity Practice	ECTS
6	ME0812	Tourism Management	3
6	ME1403	Excursion Training (Guiding)	6
6	SD3303	Course Project 3: Strategic Management	6
6	DA0584	Travel and Hotel Management Information Technology	3
6	ME0839	Economic Justification for Complex Tourism Industry Product	3
6	ME0850	Sustainable Tourism Development	3

IRNU study course description "Legal Regulation of Enterprise Activity"

Study programme	Bachelor Study Programme Business Administration in Tourism
ECTS	6 ECTS
Author (s)	Žanna Kļeščevņikova, Jūlija Galkina
Preliminary knowledge, Related study courses	Secondary School discipline Politics and Law
Aim	To provide students with the necessary knowledge on the regularities of law development and functioning. To develop understanding of nature, content and forms of law, the legislative process, as well as branches of law and legal behavior. To provide students theoretical knowledge and practical skills in commercial law, as well as understanding of the application of laws and regulations necessary for the organization and management of commercial activities. To impart knowledge of the concept of commercial law, its main objectives, subjects of commercial activities, processes of liquidation and reorganization of merchants
Planned learning outcomes:	
knowledge	**Awareness level** International environment of commercial activity Commercial activity environment and its influencing factors **Application level** Methods of commercial environment analysis Methods of influencing factors analysis

skills	To understand the regularities and principles of economic development
	To evaluate the factors of the external environment of tourism and hospitality industry enterprises
	To evaluate the factors of the internal activity of tourism and hospitality industry enterprises
	To plan the activity of tourism and hospitality industry enterprise
	To analyse and evaluate the results of the activity of tourism and hospitality industry enterprise within the planning period
	To be aware of the forms of entrepreneurial activity
	To be aware of the enterprise development theories
	To select the appropriate model of setting up and development of a business
	To apply the business model appropriate for the establishing and development of tourism and hospitality industry enterprise, which is based on venture capital, business angels, equity co-funding, business incubators, seed funding, etc.
	To select and apply the state support tools to start commercial activity and receive credit
	To search and process the obtained information
	To process, systematise and analyse data
	To process information and select the most appropriate solution
	To organise the application and development of information technology at tourism and hospitality industry enterprise
	To use the tools and services of information technologies Lietot informācijas tehnoloģiju rīkus un pakalpojumus
	To process and interpret research results To
	prepare the report on research results To
	perform research and process its results To
	process statistical data

	To ensure the storage of electronic documentation and data
	To implement personnel policy at tourism and hospitality industry enterprise
	To understand the risks of entrepreneurial activity and their impact on the perspective of an enterprise development
	To evaluate the risks of commercial activity and financial risks
	To develop measures to prevent and mitigate commercial and financial risks
	To be aware of the requirements of the legal enactments of the industry
	To apply the appropriate legal enactments to solve problems
	To ensure accounting in compliance with the requirements of legal enactments
	To apply industry relevant standards
	To evaluate personal professional experience
	To be aware of the necessity of learning for career growth
	To systematically acquire new knowledge and experience
	To follow the current events in the industry
	To apply the acquired knowledge in practice
	To find innovative solutions for the activity and development of an enterprise
	To comply with the norms of communication culture and professional ethics
	To communicate orally and in writing in various professional situations and environments. To use professional terminology. To present information both in the professional environment and for the public
	To ensure safe working environment

competencies	Ability to comply with the legal enactments related to the tourism and hospitality industry
	Ability to manage changes at tourism and hospitality industry enterprise
	Ability to critically evaluate and manage risks of entrepreneurial activity
	Ability to evaluate the opportunities of a business development and optimise its activity to achieve the set aims
	Ability to prepare publications and make presentations of them
	Ability to comply with the regulations of labour relations
	Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development
Literature and other sources of information:	

compulsory reading	Latvijas Republikas Satversme. Stājas spēkā: 07.11.1922. Publicēts: Latvijas Vēstnesis, 43, 01.07.1993.; Latvijas Republikas Saeimas un Ministru Kabineta Ziņotājs, 6, 31.03.1994.; Valdības Vēstnesis, 141, 30.06.1922.; Diena, 81, 29.04.1993. https://likumi.lv/ta/id/57980-latvijas-republikas-satversme
	The Connstitution of the Republic of Latvia. Publication: Latvijas Vēstnesis, 43, 01.07.1993.; Latvijas Republikas Saeimas un Ministru Kabineta Ziņotājs, 6, 31.03.1994.; Valdības Vēstnesis, 141, 30.06.1922.; Diena, 81, 29.04.1993. https://likumi.lv/ta/en/id/57980-the-constitution-of-the-republic-of-latvia
	Komerclikums. Stājas spēkā: 01.01.2002. Publicēts: Latvijas Vēstnesis, 158/160, 04.05.2000.; Latvijas Republikas Saeimas un Ministru Kabineta Ziņotājs, 11, 01.06.2000. https://likumi.lv/ta/id/5490-komerclikums
	The Commercial Law. Publication: Latvijas Vēstnesis, 158/160, 04.05.2000.; Latvijas Republikas Saeimas un Ministru Kabineta Ziņotājs, 11, 01.06.2000. https://likumi.lv/ta/en/en/id/5490-the-commercial-law
	Civillikums. Stājas spēkā: 01.09.1992. Publicēts: Valdības Vēstnesis, 41, 20.02.1937. https://likumi.lv/doc.php?id=225418
	The Civil Law. Publication: Valdības Vēstnesis, 41, 20.02.1937. https://likumi.lv/doc.php?id=225418. https://likumi.lv/ta/en/en/id/225418-the-civil-law
	Latvijas Administratīvo pārkāpumu kodekss. Stājas spēkā: 01.07.1985. Publicēts: Latvijas Padomju Sociālistiskās Republikas Augstākās Padomes un Valdības Ziņotājs, 51, 20.12.1984. https://likumi.lv/ta/id/89648-latvijas-administrativo-parkapumu-kodekss
	Latvian Administrative Violations Code. Publication: Latvijas Padomju Sociālistiskās Republikas Augstākās Padomes un Valdības Ziņotājs, 51, 20.12.1984. https://likumi.lv/ta/en/en/id/89648-latvian-administrative-violations-code

Administratīvās atbildības likums. Stājas spēkā: 01.07.2020. Publicēts: Latvijas Vēstnesis, 225, 14.11.2018. https://likumi.lv/ta/id/303007

Krimināllikums. Stājas spēkā: 01.04.1999. Publicēts: Latvijas Vēstnesis, 199/200, 08.07.1998.; Latvijas Republikas Saeimas un Ministru Kabineta Ziņotājs, 15, 04.08.1998. https://likumi.lv/ta/id/88966-kriminallikums.

The Criminal Law. Publication: Latvijas Vēstnesis, 199/200, 08.07.1998.; Latvijas Republikas Saeimas un Ministru Kabineta Ziņotājs, 15, 04.08.1998. https://likumi.lv/ta/en/en/id/88966-the-criminal-law

Kaspars Balodis. Ievads civiltiesības.-Rīga, Zvaigzne ABC, 2018.- 386 lpp.

Juris Bojārs. Starptautiskās tirdzniecības un komercijas tiesības. Starptautiskās privāttiesības V.- Rīga, Latvijas Universitāte, 2018.- 824 lpp.

Daiga Rezevska. Vispārējo tiesību principu nozīme un piemērošana. Rīga, Tiesu namu aģentūra, 2015. -176 lpp.

Joanne B. Hames, Yvonne Ekern. Introduction to Law (6th Edition) 6th Edition. Pearson, 2018 – 608 p.Krimināllikums

recommended	Kārlis Dišleris. Ievads Latvijas valststiesību zinātnē. Rīga, Tiesu namu aģentūra, 2017. -320 lpp.
	Jautrīte Briede, Edvīns Danovskis, Anita Kovaļevska. Administratīvās tiesības. Mācību grāmata. Rīga, Tiesu namu aģentūra, 2017. -352 lpp.
	Aigars Strupišs. Komerclikuma komentāri. A daļa: Komercdarbības vispārīgie noteikumi (1.–73. panti). Rīga: „A. Strupiša juridiskais birojs" SIA, 2003.-303 lpp.
	Aigars Strupišs. Komerclikuma komentāri. B daļa. Komersanti. XI sadaļa. Kapitālsabiedrības (134.–184. panti). Rīga: „A. Strupiša juridiskais birojs" SIA, 2003.- 335 lpp.
	Strupišs A. „Kapitālsabiedrības dalībnieku savstarpējo attiecību tiesiskais pamats". Jurista vārds, 07.04.2009. Nr.14/15
	Neimanis J. Prokūras tiesību apjoms // Jurista Vārds, 03.07.2007., Nr. 27.
	Kalniņš E. Mākleris. Privāttiesību teorija un prakse. Rīga, Tiesu namu aģentūra, 2005–284. lpp.
	Tavares Da Costa C., De Meester Bilreiro A. The European Company Law Statute. The Hague, London, New York: Kluwer Law International, 2003.
	Schafer/Agusti/Earle, International Business Law and Its Environment. Cengage Learning, 2009.

Contents and schedule of the contact hours

week	topic	academic hours	
		full-time	
1.	Concepts and essence of law and its essential elements	2	2
2	Features and main elements of law: rightholders, objects of law and legal relationships.		

3	Legal norms and their difference from other norms	2	2
4	Law. Creativity of law.		
4	Test Themes 1-4		
5	Legal system and structure	2	
6	Legal behavior, misconduct, legal liability		
6	Legal Behavior, Offense, Legal Liability - Case Study	2	2
7	Insights into key areas of law		
7	Test: "Civil Law"	2	
7	Test: "Administrative Law and Criminal Law"	6	6
8	Signs of commercial activity. Comparative analysis of merchants		
9	Official business representatives: legal and contractual	2	
10	Merchant Liability: Full, Limited and Additional Liability		
11	Individual merchants: obligation to register, liability, rules of operation	2	
11	Thesis 8-10 , test		
12	Partnerships: Types, Liability, Governance and Rules of Conduct	2	2
12	IC and partnerships - case studies	2	2
13	Limited Liability Companies: Rules of Operation, Management Regulations, Protection of Creditors		

13	LLC (SIA) functioning rules - situation analysis	2	2
14	Joint-stock companies: securities, rules of operation, peculiarities of management in case of losses	4	2
14	Rules of operation of JSC - situation analysis	2	
14	Merchants rules and operation rights		
15	Liquidation of Commercial Companies: Types and Rules	4	2
15	Reorganization of commercial companies: types and regulations	2	
16	Commercial transactions and their types	4	2
16	Commercial transactions and their types - contract analysis	2	
		64 st.	32 st

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes

	40/80/112	Knowledge of:
Study of literature, sources and methodical aids		• regularities of law development and functioning; • the nature, content and forms of rights; • the legislative process, • sectors of law and legal behavior; • the application of laws and regulations necessary for the organization and conduct of business • the concept of commercial law, • the main objectives of commercial law; • on business entities, on liquidation and reorganization of merchants.
Preparation for Test Themes 1-4	8/0/0	Knowledge of the nature, content and forms of law, the legislative process, as well as on the branches of law and legal behavior.
Preparatory work for test "Civil Law - Basis of Private Law"	8/0/0	Is able to navigate in the most important legal acts, can analyze current problems and practical situations in civil law
Preparatory work for test "Administrative Law and Criminal Law"	8/0/0	Is able to navigate the most important legal acts, can analyze current problems and practical situations in Administrative Law and Criminal Law
Preparation for Test Theme 8-10	8/0/0	Acquired knowledge about the concept commercial law, its main objectives, subjects of commercial activities. Able to make decisions on the choice of legal form.
Preparation for seminar "Rules of operation of SIA"	8/0/0	Ability to analyze problematic situations of LLC legal regulation. Ability to apply theoretical knowledge independently analyzing practical situations. Ability to work in a team, ability to explain and justify one's opinion reasonably. Able independently draw up internal and external documents for the operation of the merchant.

Preparation for seminar "Rules of operation of the JSC"	8/0/0	Ability to analyze problematic situations in the legal framework of AS. Ability to apply theoretical knowledge independently analyzing practical situations. Ability to work in a team, ability to explain and justify one's opinion reasonably. Able independently draw up internal and external documents for the operation of the merchant.
Preparation for seminar "Commercial transactions and their types"	8/0/0	Is able to analyze commercial contracts. Ability to analyze environmental problems of legal regulation from the point of view of national law. Ability to put theoretical knowledge into practice when making decisions. Ability to work in a team, ability to explain and justify one's opinion reasonably.
Project work for part time students	0/48/48	The content of the project work for full-time students consists of tests that are completed during the course.
Total:	96/128/160	

Study work	Knowledge	Skills	Competences	% of final evaluation
Test work for full time students / Project work for part time students	+	+	+	40
Examination (test + case study)	+	+	+	60

Evaluation of the study course

Achievable level	Requirements
Very high level (10 excellent, 9 excellent)	10- Knowledge, skills and competence meet and exceed the course requirements; has acquired knowledge and skills at a level that is able to perceive, memorize, reproduce, use the model in a similar situation, and be able to use it independently to acquire new knowledge and solve creative tasks. 9 - Knowledge, skills and competence meet the requirements of the course, are able to solve relevant problems, justify and reason the idea, discern and explain regularities;
High level (8 - very good, 7 - good)	8 - Knowledge, skills and competence meet the requirements of the training course; expresses personal attitudes more at the core of the curriculum than at the level of analysis; 7 - Knowledge, skills and competence are in line with the requirements of the course, but sometimes there is an inability to use the acquired knowledge independently.
average level (6 - almost good, 5 - average, 4 - almost average)	6 - Knowledge, skills and competence meet the requirements of the training course; sometimes lacking in-depth understanding of the problem, not being able to fully apply knowledge in practice, but being able to use knowledge and skills by model. 5 - Knowledge, skills and competences partially meet the requirements of the training course; lack of competence to apply knowledge in practice 4 - Knowledge meets the minimum requirements of the course.
Low level (3 - 1 - negative rating)	3 - Superficial knowledge of the main problems of the study course. 2 - Upgraded individual study course questions; 1 - Not fully mastered the course. There is no understanding of the basic problems of the study course.

RNU study course description "Applied Informatics"

Study programme	Bachelor Study Programme Business Administration in Tourism
ECTS	6 ECTS
Author (s)	J.Caiko, Kristīne Hamruna
Preliminary knowledge, Related study courses	Introduction to Entrepreneurship.
Aim	To provide students with the according knowledge and develop their competence to represent, process and communicate information in compliance with the Standard.
Planned learning outcomes	

Knowledge	In compliance with the Standard students shall:
	Awareness level
	
	    Opportunities and potential risks of information technologies
	
	    Safety of electronic information
	
	    Information technology capabilities
	
	Application level
	
	    Requirements of the industry relevant legal enactments and standards
	
	    Preparation of reviews and publications
	
	    Development of management information system
	
	    Development and application of data bases
	
	    Information technologies for data processing, analysis and management
	
	    Digital environment and its tools

	Organisation of information technology application
	In addition to the standard:
	1. to understand the place of information systems in the management process of a tourism company;
	2. understand the problems that accompany the process of data transmission and information conversion

Skills	In compliance with the Standard:
	To be aware of the forms of entrepreneurial activity
	To be aware of the enterprise development theories
	To select the appropriate model of setting up and development of a business
	To apply the business model appropriate for the establishing and development of tourism and hospitality industry enterprise, which is based on venture capital, business angels, equity co-funding, business incubators, seed funding, etc.
	To select and apply the state support tools to start commercial activity and receive credit
	To search and process the obtained information
	To process, systematise and analyse data
	To process information and select the most appropriate solution
	To organise the application and development of information technology at tourism and hospitality industry enterprise
	To use the tools and services of information technologies Lietot informācijas tehnoloģiju rīkus un pakalpojumus
	To process and interpret research results To prepare the report on research results To perform research and process its results To process statistical data To ensure the storage of electronic documentation and
	data
	To be aware of the digital environment for marketing organisation
	To evaluate personal professional experience
	To be aware of the necessity of learning for career growth
	To systematically acquire new knowledge and experience

	To follow the current events in the industry
	To apply the acquired knowledge in practice
	To prepare and publish presentation materials
	To prepare reviews and presentations
	To prepare presentation materials and publications
	To argument personal opinion
	To communicate orally and in writing in various professional situations and environments. To use professional terminology. To present information both in the professional environment and for the public

Competencies	In compliance with the Standard:
	Ability to comply with the legal enactments related to the industry
	Ability to ensure the economic activity of tourism and hospitality industry enterprise
	Ability to manage production processes at tourism and hospitality industry enterprise
	Ability to organise the service management at tourism and hospitality industry enterprise
	Ability to organise the logistics of tourism and hospitality industry enterprise
	Ability to ensure quality at tourism and hospitality industry enterprise
	Ability to manage changes at tourism and hospitality industry enterprise
	Ability to critically evaluate and manage risks of entrepreneurial activity
	Ability to start entrepreneurial activity by using an appropriate business model
	Ability to evaluate the opportunities of a business development and optimise its activity to achieve the set aims
	Ability to develop and implement the most effective business model for tourism and hospitality industry enterprise
	Ability to find innovative solutions for the activity of tourism and hospitality industry enterprise
	Ability to prepare publications and make presentations of them
	Ability to perform applied research, prepare presentations and make presentations of them
	Ability to apply knowledge and methodology to explain the matters of sustainable development and provide evidence-based conclusions
	Ability to perform value-added research, interpret and analyze its results

	Ability to understand the properties and application of information technologies necessary for the operations of tourism and hospitality industry enterprise and the improvement of its activity
	Ability to use information technologies for work, including for communication in the relevant field
	Ability to develop the information system of tourism and hospitality industry enterprise
	Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development

Literature and other sources of information:	
Compulsory reading	• Microsoft Office 2019. Inside Out 1st Edition by Joe Habraken. Series: Inside Out. Publisher: Microsoft Press; 1 edition (December 10, 2018), - 1024 pages. • Ilmārs Dukulis, Iveta Gultniece, Aina Ivane, Laila Kuriloviča, Lauris Pārups, Viesturs Vēzis, Raimonds Viļums un Arta Žodziņa. "Datorzinību pamati". Interneta resurspunkts. 2019. (On-line: http://www.liis.lv/mspamati/). • Information Technology for Management: On-Demand Strategies for Performance, Growth and Sustainability by Efraim Turban. Publisher: Wiley; 11 edition (January 31, 2018), - 480 pages.
Recommended	• Pillage, E., Plota, S., Pilegis, G., Zivitere, M., Luchev, D., Goynov, M. The Role of the Digital Environment in the Context of Cultural Rights, 2022, Page859-865 https://www.scopus.com/record/display.uri?eid=2-s2.0-85139490479&origin=resultslist&sort=plf-f&src=s&sid=63d4e7abf5c23864491ab7912e97081f&sot=b&sdt=b&s =AUTHOR - NAME%28plota%2C+s.%29&sl=28&sessionSearchId=63d4e7abf5c23864491ab7912e97081f • Pillage, E., Plota, S., Pilegis, G., Impact of digital technologies on development of creative industries, 2020, Digital Presentation and Preservation of Cultural and Scientific HeritageVolume 2020-September, Pages 159 - 1712020 10th International Conference on Digital Presentation and Preservation of Cultural and Scientific Heritage, DiPP 2020Burgas24 September 2020through 26 September 2020Code 167691, https://www.scopus.com/record/display.uri?eid=2-s2.0-85102871799&origin=resultslist&sort=plf-f&src=s&sid=63d4e7abf5c23864491ab7912e97081f&sot=b&sdt=b&s =AUTHOR - NAME%28plota%2C+s.%29&sl=28&sessionSearchId=63d4e7abf5c23864491ab7912e97081f • Iryna Kalenuk, Antonina Djakona, The trends of ICT development in the globalization , 2018, Innovative trends in world trade development : the monograph / Edited by Prof. A.P. Rumyantsev – Kyiv : NAU, 2018. – 416 p.(P.233 – 247). • Stair R.M. and Reynolds G. Principles of Information Systems: A Managerial Approach (International Edition). Delmar Cengage Learning, 2007. - 635 p. • Bocij P., Greasley A. and Hickie S. Business Information Systems: Technology, Development and Management for the E-Business (4th Edition). Prentice Hall, 2008. - 696 p.

	• Walkenbach J., Tyson H., Groh M. R., Wempen F., Bucki L. A.. Office 2010 Bible. – Wiley, 2010. - 1344 p.

Study course content and schedule of contact hours

Week	Topic	Academic hours	
		full-time	part-time
1.	**Conception of information and its presentation.** Definition and basic properties of information. Levels of information transfer problems. Measures of information.	4	2
2.	Information encoding. The process of converting information. Encoding tasks.	4	2
3.	**Submission of information in information - computing systems.** Number systems. Binary representation of data (numbers, text, graphics, sounds).	4	2
4.	**PC structure and basic functioning principles.** Generalized block diagram of a PC. Functions, characteristics and perspective development of PC functional units.	4	2
5	**Theoretical bases of data compression.** Compression objects. Compression reversibility. Universal data compression algorithms.Lossy compression algorithms.	4	2

6.	**PC peripheral devices.** Data input devices. Data output devices. Data storage devices. Data exchange devices (modems). Multimedia devices.	2	2
6.	**Operating systems.** PC software structure. The main purpose and functions of the OS.	2	
7. - 8.	**Information technology and information systems.** IS classification. The cybernetic model of the control process. Architecture of the Economic Information Systems (Classification of EIS. Functional EIS. Providing EIS). Types of the information systems in tourism business.	8	4
9.	**Computer-based control technology** in tourism business (MRP, CRP, MRP II, ERP, CRM, SCM, CSRP).	4	2
10.	Creation of file structure. Performing practical tasks in MS Windows.	4	2
11. -12.	Creating complex text documents containing special design elements and embedded non-text objects. Performing practical tasks in application MS Word.	8	4
13.- 14.	Performing practical tasks in application MS Excel.	8	4
15.-16.	Presentation in MS Power Point on the theme "The Influence of Information Technologies on the Efficiency of Tourism Firm Management".	8	4
	Total:	64 ac.h.	32 ac.h.

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes
1. Compulsory reading, sources and methodological materials learning	40/80/112	Acquired knowledge of: the role of globalization in the development management information systems in tourism; the role of information systems in the process of tourism enterprise management; understanding the problems that accompany the process of data transmission and information conversion; know the composition and purpose of PC basic functional elements and understand its work principles; understand the current state and prospects of development of PC peripherals. working with MS Office applications, with system means of protection information and data compression; can use modern information technologies for data collecting, processing and systematization. Testing form - test
2. Preparing for practical tasks in MS Windows: Creation of file structure.	4/0/0	Knowledge, skills and competencies: knowledge of the main functions of an operating system; understanding of file system management; performing necessary operations with the file structure (file structure navigation; launching programs and opening documents; creating folders; copying and moving documents; deleting and renaming folders and documents; creating shortcuts).

3. Preparing for practical tasks in the MS Office applications: Creating text documents with MS Word.	4/0/0	Knowledge, skills and competences: creating a document; font/character formatting; paragraph formatting attributes; bullets and numbering; headers and footers; page layout; a new theme application. Students: understand the use of direct formatting or a style; know how to choose, modify and create styles. are aware of paragraph-formatting attributes and other kinds of attributes.
4. Preparing for practical tasks in the MS Office applications: Creating an integrated MS Word documents.	4/0/0	Skills and Competencies: using Equation Editor students are able to perform tasks: build complex equations by picking symbols from a toolbar and typing variables and numbers; to create formulas and insert them into a text document.
5. Preparing for practical tasks in the MS Office applications: Creating an integrated MS Word documents.	4/0/0	Skills and Competencies: Students know how to modify and format tables using a variety of tools and understand table layout and design. Students are able to perform tasks: creating tables; handling tables, rows, columns, and cells; entering and formatting table contents; using table styles.
6. Preparing for practical tasks in the MS Office applications: Creating an integrated MS Word documents.	4/0/0	Skills and Competencies Students are able to perform tasks: creating a base diagram with which a certain base table is associated; customizing the appearance of the chart; formatting the attached design elements.

7. Preparing for practical tasks in the MS Office applications: Creating an integrated MS Word documents.	4/0/0	Skills and Competencies: using the Ribbon tools to create, modify and design Graphic objects; individual formatting for each of the attached design elements (shapes).
8. Preparing for practical tasks in the MS Excel application.	8/0/0	Skills and Competencies: using Excel worksheets and workbooks; entering and editing sheet data; creation, editing and formatting of tables; processing data in formulas and functions; visual presentation of data; creating, customizing and formatting charts and graphs; processing information in lists (sorting and filtering).
9. Preparing for practical tasks in the MS Excel application.	8/0/0	Skills and Competencies: to use modern technologies of information acquisition, processing and systematization.
10. Report writing. Theme: PC peripherals. Functions, characteristics and development prospects.	8/0/0	Skills and Competencies: students know the composition and purpose of basic functional elements of PC.

11. Preparing for practical tasks in the MS Office applications: Preparing presentation in MS Power Point on the theme "The Influence of Information Technologies on the Efficiency of Firm Management".	8/0/0	Skills and Competencies: students are able to describe the information flow of the enterprise, and evaluate the effectiveness of the use of information resources for the tourism firm management; understand the role of information systems in tourism business.
12. Tests for part-time students	0/48/48	The aim of tests for part time students is to assess their knowledge, skills and competences in the application of modern technologies of information acquisition, processing and systematisation, which is essential for the efficient operations of a tourism enterprise. Practical work in MS Office applications.
Total:	96/128/160	

Study work	Knowledge	Skills	Competences	% of final evaluation
1. Tests for full-time / part-time students	+	+	+	40
2. Exam	+	+	+	60

Evaluation of mastering the study course

Level	Requirements

Very high (10 – with distinction 9 – excellent)	10 (with distinction) - knowledge, skills and competences exceed the requirements of the study course and demonstrate the ability to perform independent research as well as the deep understanding of problems;
	9 (excellent) - knowledge, skills and competences fully meet the requirements of the study course, student is able to apply the acquired knowledge independently;
High (8 – very good 7 - good)	8 (very good) – the requirements of the study course are fully met, however, there is insufficient understanding of individual issues to use the knowledge independently for the solution of more complex problems; 7 (good) – the requirements of the study course are met in general, however, sometimes the inability to use the acquired knowledge independently is detected;
Average (6 – almost good 5 – satisfactory 4 – almost satisfactory)	6 (almost good) –. the requirements of the study course are met in general, however insufficient understanding of some problems and inability to apply the acquired knowledge is detected; 5 (satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of many problems and inability to apply the acquired knowledge is detected; 4 (almost satisfactory) – the requirements of the study course are met, for the most part, however insufficient understanding of some main concepts is detected as well as considerable difficulties in the practical application of the acquired knowledge are stated;
Low (3 – 1 – negative evaluation)	3 (bad) – knowledge is superficial and incomplete, the student is unable to use it in specific situations; 2 (very bad) – superficial and incomplete knowledge of only some problems, the most part of the study course is not mastered; 1 (very very bad) – an absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.

ISMA study course description "Introduction to Entrepreneurship"

Study programme	Bachelor Study Programme Business Administration in Tourism
ECTS	6ECTS
Author (s)	Diana Zmicerevska, Zaiga Oborenko
Preliminary knowledge, Related study courses	Legal Regulation of Enterprise Activity Economics
Aim	To provide understanding of nature and importance of entrepreneurship in the economy and within the area of tourism and hospitality industry. To study out the basic concepts, goals, forms and organizational forms of business within the area of tourism and hospitality industry. Understand content and indicators of the business environment within the area of tourism and hospitality industry. Understand nature of planning and types of plans. Identify basic business functions.
Planned learning outcomes:	

knowledge	**Awareness level**
	International environment of commercial activity
	Methods of influencing factors analysis
	Regularities of the internal environment development
	Change management
	Basic principles of project management
	Forms of entrepreneurial activity
	Theories of enterprise development
	Evaluation and attraction of investments
	State offered tools for setting up and development of a business
	Opportunities for commercial activity crediting
	Project management
	Business models
	Effective entrepreneurship
	Basics of social responsibility
	Social and political structure of the society
	Communication (including intercultural) in the society (including multicultural)
	Social diversity and the principle of equality
	Intercultural communication
	Modern management theories
	Planning and decision making
	Opportunities and potential risks of information technologies
	Safety of electronic information
	Business ethics and social responsibility
	Application level
	Methods of influencing factors analysis
	Commercial activity risks and their management

	Business modelling
	Principles of tourism and hospitality industry enterprise planning
	Principles of tourism and hospitality industry enterprise activity planning
	Methods of commercial environment analysis
	Strategic planning of tourism and hospitality industry enterprise
	Principles and methods of aims defining and formulating
	Principles of aims defining and correcting
	Risk management
	Management of production processes
	Organisation of services
	Effective entrepreneurship
	Methods of efficiency evaluation
	Development of management information system
	Development and application of data bases
	Information technologies for data processing, analysis and management

skills	To understand the regularities and principles of economic development
	To plan, manage and coordinate the activity of tourism and hospitality industry enterprise
	To organise the coordinated functioning of tourism and hospitality industry enterprise
	To define the resources necessary for the activity of tourism and hospitality industry enterprise
	To evaluate the world economic development tendencies and their impact on the activity of tourism and hospitality n enterprise as a whole
	To evaluate the factors of the external environment of tourism and hospitality industry enterprises
	To be aware of the research methods in the tourism and hospitality industry
	To evaluate the factors of the internal activity of tourism and hospitality industry enterprises
	To plan the activity of tourism and hospitality industry enterprise
	To analyse and evaluate the results of the activity of tourism and hospitality industry enterprise within the planning period
	To develop corrections during the process of the achievement of aims in order to optimise activity in the conditions of the changing environment
	To be aware of the forms of entrepreneurial activity
	To be aware of the enterprise development theories
	To select the appropriate model of setting up and development of a business
	To apply the business model appropriate for the establishing and development of an enterprise, which is based on venture capital, business angels, equity co-funding, business incubators, seed funding, etc.
	To select and apply the state support tools to start commercial activity and receive credit
	To search and process the obtained information

	To process, systematise and analyse data
	To process information and select the most appropriate solution
	To organise the application and development of information technology at tourism and hospitality industry enterprise
	To use the tools and services of information technologies Lietot informācijas tehnoloģiju rīkus un pakalpojumus
	To process and interpret research results
	To prepare the report on research results
	To perform research and process its results
	To process statistical data
	To ensure the storage of electronic documentation and data
	To implement personnel policy at tourism and hospitality industry enterprise
	To organise production/service processes at tourism and hospitality enterprise
	To organise logistics processes at tourism and hospitality industry enterprise
	To formulate the mission and vision of tourism and hospitality industry enterprise
	To define the strategic, tactical and operational aims of tourism and hospitality industry enterprise
	To work out the development strategy of tourism and hospitality industry enterprise
	To perform tactical and operational planning of tourism and hospitality industry enterprise
	To analyse and evaluate the results achieved within the planning period
	To develop corrections within the process of the achievement of aims in order to optimise activity in the conditions of the changing environment
	To develop and manage projects
	To develop project portfolio structures in compliance with the strategic management of tourism and hospitality industry enterprise

	To analyze and evaluate project performance against company aims
	To understand the risks of entrepreneurial activity and their impact on the perspective of tourism and hospitality industry enterprise development
	To define and develop the effective model of the activity of tourism and hospitality industry enterprise
	To evaluate personal professional experience
	To be aware of the necessity of learning for career growth
	To systematically acquire new knowledge and experience
	To follow the current events in the industry
	To apply the acquired knowledge in practice
	To communicate orally and in writing in various professional situations and environments. To use professional terminology. To present information both in the professional environment and for the public

competences	Ability to comply with the legal enactments related to the tourism and hospitality industry
	Ability to ensure the economic activity of tourism and hospitality industry enterprise
	Ability to manage production processes at tourism and hospitality industry enterprise
	Ability to organise the service management at tourism and hospitality industry enterprise
	Ability to organise the logistics of tourism and hospitality industry enterprise
	Ability to ensure quality at tourism and hospitality industry enterprise
	Ability to manage changes at tourism and hospitality industry enterprise
	Ability to critically evaluate and manage risks of entrepreneurial activity
	Ability to evaluate necessary investments and risks related to them
	Ability to use the tools offered by the state and other sources for starting up and development of a business
	Ability to apply the tools of the state support for starting up and crediting of a business
	Ability to start entrepreneurial activity by using an appropriate business model
	Ability to evaluate the opportunities of a business development and optimise its activity to achieve the set aims
	Ability to develop and implement the most effective business model for tourism and hospitality industry enterprise
	Ability to find innovative solutions for the activity of tourism and hospitality industry enterprise
	Ability to plan the activity of tourism and hospitality industry enterprise
	Ability to develop and manage projects at tourism and hospitality industry enterprise

	Ability to coordinate the functioning of tourism and hospitality industry enterprise as a whole
	Ability to define the development directions, mission and vision of tourism and hospitality industry enterprise
	Ability to define the strategic, tactical and operational aims, and main directions of tourism and hospitality industry enterprise in compliance with the interests of the owners, stakeholders, the society and other interested
	Ability to develop the strategy of tourism and hospitality industry enterprise to achieve the set aims
	Ability to develop the tactical plans of tourism and hospitality industry enterprise
	Ability to plan the operational activity of tourism and hospitality industry enterprise
	Ability to develop measures to assess commercial activity, to evaluate risks and minimise their impact
	Ability to evaluate the development opportunities and improve activity plans of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to define the resources necessary for the activity of tourism and hospitality industry enterprise
	Ability to perform financial analysis
	Ability to organise accounting at tourism and hospitality industry enterprise
	Ability to optimise the enterprise oriented taxation system
	Ability to apply an appropriate tax paying regimen
	Ability to organise marketing principles at tourism and hospitality industry enterprise
	Ability to develop new products/services and form the assortment of tourism and hospitality industry enterprise
	Ability to form the pricing policy of tourism and hospitality industry enterprise
	Ability to implement the integrated marketing communication of tourism and hospitality industry enterprise
	Ability to develop in-house sales system

	Ability to effective team work performing professional work tasks
	Ability to prepare publications and make presentations of them
	Ability to demonstrate personal, social and civic, interpersonal and intercultural skills which ensure active and effective participation in the professional activity and formation of social dialogue in the society
	Ability to understand the properties and application of information technologies necessary for the operations of an enterprise and the improvement of its activity
	Ability to use information technologies for work, including for communication in the relevant field
	Ability to develop the information system of tourism and hospitality industry enterprise
	Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development

Literature and other sources of information:	
compulsory	• Butler E. An Introduction to Entrepreneurship. - London: Institute of Economic Affairs, 2020.-146p. Barringer B. & Ireland D.(2016). *Entrepreneurship: Successfully Launching New Ventures*, Pearson Education Limited, 5th ed. Hisrich R., Peters M., Shepherd D.(2017). *Entrepreneursip*, McGraw-Hill International, 10th ed., 587 p. Hofs G.K.; Alsiņa R (2019). *Biznesa ekonomika* 3. izdevums. Rīga: RTU, 602 lpp. Pauli G. (2018). Zilā ekonomika 3.0. Rīga Zvaigzne ABC, 320 lpp.
recommended	Burns P. (2016). *Entrepreneurship & Small Business: start-up, growth and maturity*,4th ed., Palgrave Macmillan, 539 p. Pelše G., Ruperte I.(2009). *Uzņēmēja rokas grāmata*. R.: Jumava, 375 lpp. Rajeev R.(2011). *Entrepreneurship*, Oxford University Press, 571 p. Zelmenis D. (2018) Valsts loma tirgus ekonomikā: teorija un prakse. Rīga: RSU, 316 lpp.
other resources	Kunicina N.Bilic I.,Zabasta A.,Caiko J.,Ribickis L., Development of entrepreneurship skills for students creative thinking support in higher education, 2019, Conference proceedings 2019 International Conference on Engineering Applications, ICEA 2019 - ProceedingsJuly 2019 Article number 88834502019 International Conference on Engineering Applications, ICEA 2019, 8 July 2019 - 11 July 2019, https://www.scopus.com/record/display.uri?eid=2-s2.0-85075040020&origin=resultslist Maslii, N., Riashchenko, V., Syvolap, L., Bezpartochna, O. Management approach to implementation of eep-system and cbip for effective of enterprises' integration 2021 Journal Information Technology Management this link is disabled , 2021, 13, pp. 91–102

J.Dehtjare, V. Riaschenko. Social entrepreneurship: issues and trends. - The 13th International Conference „Information Technologies and management 2015”. April 16-17, 2015, Riga, Information Systems Management Institute – CD proceedings, 6 pg.

J.Dehtjare, V. Riaschenko. Social entrepreneurship: issues and trends. - The 13th International Conference „Information Technologies and management 2015”. April 16-17, 2015, Riga, Information Systems Management Institute – CD proceedings, 6 pg.

Entrepreneur Europe. Pieejams https://www.entrepreneur.com/magazine

Forbes. Pieejams https://www.forbes.com

Harvard Business Review. Pieejams https://hbr.org/

Dienas Bizness. Pieejams https://www.db.lv/

Description of students' self-studies organisation and assignments

Week	Topic	Academic hours	
		full-time	part-time
1.	1. Nature of entrepreneurship and its importance in national economy. 2. State regulation of entrepreneurship	4	2
2.	3. What is a company? Who is an entrepreneur? What is a successful enterpreneur?	4	2
3.	Business idea and its development.	4	2
4.	5.Entrepreneurship environment: macroenvironment and microenvironment	4	2
5.	6. Market and competition analysis	4	2
6.	Company mission, vision, values, goals, tasks.	4	2

7.	8. Planning of entrepreneruship. Goals of entrepreneurship. Types of plans.	4	2
8.	9. Business plan, its planning principles. Business model canvas.	4	2
8.	10. Marketing activities in the company. Concept, essence and significance of marketing in the operation of a company	4	2
9.	11. Customer and market. The concept of product. Product life cycle. Pricing. Distribution. Market promotion.	4	2
10.	12. Competitive advantage of the company / product. Supply to Target Market / Market Positioning.	4	2
11.	13. Startegic vision of perspectives of company development. PESTEL and SWOT analysis.	4	2
12.	14. Business management. The manager. Managerial roles. Management functions.	4	2
13.	15. Organizational structure of an enterprise.	4	2
14.	16. Entrepreneurship risks and its management.	4	2
15.	17. Financial planning in the enterprise.	4	2
16.	18. Life cycle of a company and its management at every stage of its life cycle.	4	2
		64 st.	32 st.

Contents and schedule of the contact hours

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes
Compulsory reading, sources and methodological materials learning	12/32/44	Acquired **knowledge** andunderstanding of: - entrepreneurship, - its role in the economy, - types of entrepreneurship activities, - national regulation of entrepreneurship.
Prepare a presentation about three successful Latvian entrepreneurs - pp presentation format, 1-2 slides for each entrepreneur,4-7 slides altogether with title slide	10/12/14	Acquired **skills** to evaluate successful entrepreneurs, understand the criteria and personal qualities that characterize successful entrepreneurs.
Practical independent assignment consists of separate sections on topics : Develop a business idea for a new company; Describe the customers of the new business and the product being offered ; Compare your product with competing products, analyze your product's competitive advantages, and develop supply positioning; Analyze company external environment using PESTEL, identify SWOT analysis elements.	60/60/70	Strengthened knowledge acquired during the study course. **Skills** acquired: - use theoretical knowledge to develop definite new business idea, - analyze and evaluate the situation. Advanced **competencies**: - ability to debate, activity, expressing one's position, - ability to argue and defend one's opinion about a newly created business idea and company, - develope and defend own project.

Preparation for the test	14/24/32	Basic **knowledge** of entrepreneurship and **skills** to use it in different situations, which are embedded in test work.	
	Total:	96 /128/160	

Study work	Knowledge	Skills	Competences	% of final evaluation
Study of literature, sources and methodical aids.	+			10%
Portraits of successful Latvian entrepreneurs - presentations.		+	+	10%
Practical independent assignment during the semester in addition to theoretical studies.	+	+	+	50%
Test on multiple aspects of entrepreneurship.	+	+		30%

Evaluation of mastering the study course

Level	Requirements
Very high (10 –with distinction 9 – excellent)	10 (with distinction) - knowledge,skills and competences exceed the requirements of the studycourse and demonstrate the ability to perform independent research as well as the deep understanding of problems; 9 (excellent) - knowledge, skills and competences fully meet the requirements of the study course, student is able to apply the acquired knowledge independently;

High (8 –very good 7 - good)	8 (very good) – the requirements of the study course are fully met, however, there is insufficient understanding of individual issues to use the knowledge independently for the solution of more complex problems; 7 (good) – the requirements of the study course are met in general, however sometimes the inability to use the acquired knowledge independently is detected;
Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	6 (almost good) –. the requirements of the study course are met in general, however insufficient understanding of some problems and inability to apply the acquired knowledge is detected; 5 (satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of many problems and inability to apply the acquired knowledge is detected; 4 (almost satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of understanding of some main concepts is detected as well as considerable difficulties in the practical application of the acquired knowledge are stated;
Low (3 – 1 – negative evaluation)	3 (bad) – knowledge is superficial and incomplete, student is unable to use it in specific situations; 2 (very bad) – superficial and incomplete knowledge of only some problems, the most part of the study course is not mastered; 1 (very very bad) – absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.

ISMA study course description "Quantitative Methods and Statistics"

Study programme	Bachelor Study Programme Business Administration in Tourism
ECTS	6 ECTS
Author (s)	A.Mročko, K.Hamruna, E.Liepa
Preliminary knowledge, Related study courses	Mathematics on secondary school level
Aim	To improve students' knowledge of data collection, processing and analysis, to develop understanding of data acquisition and processing methods, an ability to display and process data using the information technology, to learn how to assess data reliability and received results, as well as to analyze the results and draw conclusions.
Planned learning outcomes:	

knowledge	In compliance with the Standard students shall:
	Application level
	
	    Scientific research methods
	
	    Basic principles of statistics
	
	    Preparation of reviews and publications
	
	Additional:
	
	    data mining, explication, processing and analysis methods;
	
	    advanced mathematics, putting forward and studying alternative decisions;
	
	    forecasting, putting forward hypotheses and test methods, evaluation of reliability of the results.

skills	In compliance with the Standard :
	To understand the regularities and principles of economic development
	To be aware of the research methods in the corresponding industry
	To analyse and evaluate the results of the activity of tourism and hospitality industry enterprise within the planning period
	To search and process the obtained information
	To process, systematise and analyse data
	To process information and select the most appropriate solution
	To organise the application and development of information techno;ogy at tourism and hospitality industry enterprise
	To use the tools and services of information technologies Lietot informācijas tehnoloģiju rīkus un pakalpojumus
	To process and interpret research results
	To prepare the report on research results
	To perform research and process its results
	To process statistical data
	To ensure the storage of electronic documentation and data
	To analyse and evaluate the results achieved within the planning period
	To analyse the risks of economic activity
	To evaluate the results of the economic activity of tourism and hospitality industry enterprise
	To evaluate personal professional experience
	To be aware of the necessity of learning for career growth
	To systematically acquire new knowledge and experience
	To follow the current events in the industry
	To apply the acquired knowledge in practice
	To prepare and publish presentation materials
	To prepare reviews and presentations
	To prepare presentation materials and publications

| | To communicate orally and in writing in various professional situations and environments. To use professional terminology. To present information both in the professional environment and for the public

Additional:

to improve the skill to perform data processing for formulation and solution of economic and management tasks within the area of tourism and hospitality industry;

to develop skills in the use of advanced mathematics elements for economics and management science;

to develop skills to forecast the situations and predict their activity results;

to develop skills to carry out the research and evaluate the results obtained;

to develop the skills to analyze the data collected and to use the results in decision-making. |

competences	In compliance with the Standard:
	Ability to comply with the legal enactments related to the industry
	Ability to ensure the economic activity of tourism and hospitality industry enterprise
	Ability to critically evaluate and manage risks of entrepreneurial activity
	Ability to start entrepreneurial activity by using an appropriate business model
	Ability to evaluate the opportunities of a business development and optimise its activity to achieve the set aims
	Ability to develop and implement the most effective business model for tourism and hospitality industry enterprise
	Ability to find innovative solutions for the activity of tourism and hospitality industry enterprise
	Ability to perform applied research, prepare presentations and make presentations of them
	Ability to apply knowledge and methodology to explain the matters of sustainable development and provide evidence-based conclusions
	Ability to perform value-added research, interpret and analyze its results
	Ability to understand the properties and application of information technologies necessary for the operations of tourism and hospitality industry enterprise and the improvement of its activity
	Ability to use information technologies for work, including for communication in the relevant field
	Ability to develop the information system of tourism and hospitality industry enterprise
	Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development
	Additional:
	to choose the most appropriate methods to analyze the situation and evaluate the results;

	to develop the competence of decision-making based on a preliminary analysis of the situation within the area of tourism and hospitality industry.
Literature and other sources of information:	
compulsory reading	• Oakland J. Total Quality Management and Operational Excellence: Text with Cases. - Abington: Routledge, 2020.-556p. • Beckford O.Quality Management. - Abington: Routledge, 2022.-330p. • Curwin J., Slater R., Eadson D. Quantitative Methods for Business Decisions. 7th Edition, 2013, 606 pp • https://www.academia.edu/19514376/Quantitative_Methods_for_Business

recommended	• Burton Gl., Caroll G., Wall St. Quantitative Methods for Business and Economics. 2nd ed. 2002, 409 pp. • Croft T., Burton Gl., Myddelton D.R., Morris Cl., Barrow M. Quantitative Methods. 2004, 322 pp. • Walters D.W., Walters D.J. Quantitative Methods for Business. Pearson Education, 2008, 309 pp. • Brink D. Essentials of statistics. 2008, Pages: 103, https://www.e-booksdirectory.com/details.php?ebook=3175 • Singpurwalla D. A Handbook of Statistics. An Overview of Statistical Methods, 2013, Pages: 79 https://bibalex.org/baifa/en/resources/document/456424 • http://www.aup.ru/books/m906/ • http://window.edu.ru/resource/858/27858

Contents and scheduleof the contact hours

Week	Topic	Academic hours	
	1st Term:	full-time	part-time
1.	Elements of linear algebra. Determinants and matrixes. Determination of the valued of determinants. Matrix algebra.	2	1
2.	Elements of linear algebra. Linear equation systems, their solution and methods of solution.	2	1
3.	Possibilities to use matrix calculus in tasks related to production planning.	2	1
4.	Modelling and solution of economic issues by applying the system of linear equations.	2	1
5.	Inverse matrix	2	1
6.	Markov analysis	2	1
7.	Linear planning. Structure of the basic model.	2	1

8.	Linear planning – models. Solver.	2	1
9.	Elements of mathematical analysis. Notion of the limits of sequences and functions, their calculation. Uncertainties and their prevention.	2	1
10.	Derivation of one argument functions, differential and its economic interpretation. Derivation of simple functions.	2	1
11.	Derivation of complex-valued functions. Monotony of one argument functions, extremes.	2	1
12.	Use of derivatives in the research of the market and basic economic functions (costs, income, profit).	2	1
13.	Partial derivatives of variable argument functions, exact differential and its economic interpretation.	2	1
14.	Extremes of variable argument functions. Function of production.	2	1
15.	Basic connectedness of financial mathematics-common and compound interests.	2	1
16.	Discounting. Current and future value of cash flow. Credit payback plan.	2	1
	2nd Term	32ac.h	16 ac.h.
1.	Concept of statistics, goals, objectives, types and methods of monitoring.	2	1
2.	Statistical methods. Identification of general entity. Defining the selection size. Creation of selection. Types of information gathering.	2	1
3.	Principles for the choice of grouping indications, creation of groups and intervals. Methods of data processing. Explication of data.	2	1
4.	Descriptive statistics.	2	1

5.	Concept of average values. Mode, median, and quartiles.	2	1
6.	Absolute and relative indicators of variation. Dispersion and standard deviation. Average and relative average standard errors of selection.	2	1
7.	Correlation and regression.	2	1
8.	Characteristics of time series. Base and chain growth. Growth rate. Average values.	2	1
9.	Extrapolation of time series. Moving average model.	2	1
10.	Extrapolation of time series. Exponential smoothing model.	2	1
11.	Time-series. Linear trend. Seasonality.	2	1
12.	Assessment of data correlation. Calculation of correlation and determination coefficient. Regression equation.	2	1
13.	Individual indices and general indices. Their calculation and interpretation.	2	1
14.	Non-parametric hypotheses	2	1
15.	Parametric hypotheses	2	1
16.	Rank criteria	2	1
	Total on study year:	64 ac.h	32ac.h.

Description of students' self-studies organisation and assignments on1st term:

Self-study work	Ac.hours for full-time/ part-time/	Planned learning outcomes

	distance studies	
1. Linear algebra	10/14/20	The acquired knowledge, skills and competences
2. Markov analysis and linear planning	15/20/20	The acquired knowledge, skills and competences
3. Functions	15/20/24	The acquired knowledge, skills and competences
4. Finance mathematics	8/10/16	The acquired knowledge, skills and competences
Total ac.h.s:	48/64/80	

Study work	Knowledge	Skills	Competences	% of final evaluation
1.	*	*	*	15
2.	*	*	*	20
3.	*	*	*	25
4.	*	*	*	10
Exam	*	*	*	30

Description of students' self-studies organisation and assignments on 2nd term:

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes
1. Data processing and explication	10/14/20	The acquired knowledge, skills and competences
2. Time series	15/20/20	The acquired knowledge, skills and competences
3. Hypotheses	15/20/24	The acquired knowledge, skills and competences
4. Data correlation	8/10/16	The acquired knowledge, skills and competences
Total ac.h.s:	48/64/80	

Study work	Knowledge	Skills	Competences	% of final evaluation
1.	*	*	*	20
2.	*	*	*	20
3.	*	*	*	20
4.	*	*	*	20
Exam	*	*	*	20

Evaluation of mastering the study course

Level	Requirements

Very high (10 –with distinction 9 – excellent)	10 (with distinction) - knowledge, skills and competences exceed the requirements of the study course and demonstrate the ability to perform independent research as well as the deep understanding of problems; 9 (excellent) - knowledge, skills and competences fully meet the requirements of the study course, student is able to apply the acquired knowledge independently;
High (8 –very good 7 - good)	8 (very good) – the requirements of the study course are fully met, however, there is insufficient understanding of individual issues to use the knowledge independently for the solution of more complex problems; 7 (good) – the requirements of the study course are met in general, however sometimes the inability to use the acquired knowledge independently is detected;
Average (6 – almost good 5 – satisfactory 4 – almost satisfactory)	6 (almost good) –. the requirements of the study course are met in general, however insufficient understanding of some problems and inability to apply the acquired knowledge is detected; 5 (satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of many problems and inability to apply most acquired knowledge is detected; 4 (almost satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of understanding of some main concepts is detected as well as considerable difficulties in the practical application of the acquired knowledge are stated;
Low (3 – 1 – negative evaluation)	3 (bad) – knowledge is superficial and incomplete, student is unable to use it in specific situations; 2 (very bad) – superficial and incomplete knowledge of only some problems, the most part of the study course is not mastered; 1 (very very bad) – absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.

RNU study course description "Economics"

Study programme	Bachelor Study Programme Business Administration in Tourism
ECTS	6 ECTS
Author (s)	Inese Spīča, T.Odinokova
Preliminary knowledge, Related study courses	General secondary education
Aim	Provide theoretical and practical knowledge about the laws of economic development and the economic environment
Planned learning outcomes:	

knowledge	In compliance with the Standard:
	Awareness level
	
	    Current issues in economics and entrepreneurship
	
	    Regularities of economic processes
	
	    Regularities of the external environment development
	
	    Principles of sustainable development
	
	Application level
	
	    Preparation of reviews and publications

skills	In compliance with the Standard :
	To understand the regularities and principles of economic development
	To evaluate the world economic development tendencies and their impact on the activity of tourism and hospitality industry enterprise as a whole
	To evaluate the factors of the external environment of tourism and hospitality industry enterprises
	To be aware of the research methods in the tourism and hospitality industry
	To be aware of the forms of entrepreneurial activity
	To be aware of the enterprise development theories
	To select the appropriate model of setting up and development of a business
	To search and process the obtained information
	To process, systematise and analyse data
	To process information and select the most appropriate solution
	To process and interpret research results
	To prepare the report on research results
	To perform research and process its results
	To process statistical data
	To understand the risks of entrepreneurial activity and their impact on the perspective of tourism and hospitality industry enterprise development
	To define and develop the effective model of the activity of tourism and hospitality industry enterprise
	To evaluate personal professional experience
	To be aware of the necessity of learning for career growth
	To systematically acquire new knowledge and experience

	To follow the current events in the industry
	To apply the acquired knowledge in practice
	To communicate orally and in writing in various professional situations and environments. To use professional terminology. To present information both in the professional environment and for the public

competences	In compliance with the Standard :
	Ability to analyse economic situation
	Ability to analyse the environmental factors which influence the activity of tourism and hospitality industry enterprise
	Ability to critically evaluate the external environment factors and their impact on the activity of tourism and hospitality industry enterprise
	Ability to critically evaluate the internal environment factors and their impact on the activity of tourism and hospitality industry enterprise
	Ability to identify the environmental changes
	Ability to evaluate development opportunities and optimise activity to achieve the aims of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development
Literature and other sources of information:	
compulsory reading	**Nešpors, V.** Mikroekonomikas pamati. Rīga: RTU, 2015, 244 lpp.
	Bikse, V. Ekonomikas teorijas pamatprincipi. Rīga: SIA "Izglītības soļi", 2007, 454 lpp.
	Ķeniņš Kings, G. Krīzes laika komentāri. Rīga: Apgāds "Biznesa partneri", 2011, 144 lpp.
	Krūgmens, P. Depresīvās ekonomikas atgriešanās un 2008.gada krīze. Rīga: Jumava, 2010.
	Michael Parkin, Microeconomics. Harlow. Pearson. 2019, 529 p.
	Michael Parkin, Macroeconomics. Harlow. Pearson. 2019, 435 p.

recommended	**Tatyana Odinokova, Yerbol Akhmedyarov,** Development of innovation activity research model and its implementation, 2022, Development of innovation activity research model and its implementation. ACCESS Journal: Access to Science, Business, Innovation in Digital Economy. ISSN 2683-1007 (Online) 2022, 3(1), 29-42, https://doi.org/10.46656/access.2022.3.1(3)
	Odinokova, T. Incentives for Promoting Innovation in Engineering 2021 X INTERNATIONAL SCIENTIFIC AND PRACTICAL CONFERENCE INNOVATIONS IN MECHANICAL ENGINEERING (ISPCIME-2019) Volume297 DOI10.1051/matecconf/201929708005 https://www.webofscience.com/wos/woscc/full-record/WOS:000568117700076
	Spīča, I. Baltijas valstu brīvā tirdzniecība un muitas ūnijas iespējas. Rīga: LU, 2000, 404 lpp.
	Škapars, R. Mikroekonomikas teorijas pamati. Rīga:LU, 1998, 376 lpp.
	Bikse, V. Makroekonomikas pamati. Rīga: LU, 1998, 314 lpp.
	Biznesa kompetences. Monogrāfija. I.Spīčas red. 1. [sēj.] Biznesa kompetences un Latvijas tautsaimniecības krīze. Rīga: Biznesa kompetences centrs, 2009. 146 lpp.
	N. Gregory Mankiw and Mark P.Taylor Microeconomics. Audover. 2017, 423 p.
	N. Gregory Mankiw and Mark P.Taylor Macroeconomics. Cengage Learning, 2017, 423 p.
	Mansfield,E. Microeconomics.8th edition. New York: W.W.Norton & Company, 1994. 572 lpp.
	Isachsen, A. J,.Hamilton, C.,B., Gylfason, T. Understanding the Market Economy. Oxford: Oxford University Press, 1992. 244 p.
	Stiglics, Dž.E.,Drifils, DŽ. Mikroekonomika. Rīga: LU, 1995, 336 lpp.

	Diderihs, H. Uzņēmuma ekonomika. Rīga: Zinātne, 2000, 516 lpp.
	Ziņojumi par Latvijas tautsaimniecības attīstību. Rīga: Latvijas Republikas Ekonomikas ministrija

Contents and schedule of the contact hours

Week	Topic	Academic hours	
	Microeconomics	Full-time	Part-time
1	Basic concepts of economics, business environment and economic environment factors	4	2
2	The movement of economic resources in the national economy and the principle of economics	2	1
3	Production, productivity, costs and profits	2	1

4	Abstract of preparation and testing of a research topic in microeconomics	2	1
5	Market concept, market forms, competition and profit maximization model	2	1
6	Quantity of demand, function, law of demand and various demand reactions	2	1
7	Test 1 on topics studied during the study week 1, 2, 3, 5, 6	2	1
8	The influence of various goods, their prices, non-price factors and the number of buyers on market demand	2	1
9	Preparation and testing of a computer presentation of a research topic on microeconomics	2	1
10	Quantity of supply, the function, the law of the supply and a description of the factors affecting the supply	2	1
11	Supply, demand, market equilibrium	2	1
12	Elasticity of supply and elasticity of demand	2	1
13	Consumer Behavior in the Market	2	1
14	The disadvantages of the market mechanism and their elimination	2	1
15	Preparation and testing of scientific research on the selected topic of microeconomics.	2	1
16	Test 2 on topics studied during the school week 8, 10, 11, 12, 13, 14	2	1
		32 ac.h	16 ac.h

		Macroeconomics	FT	PT
1	Macroeconomics, concept, essence, content and basic macroeconomic indicators	2	1
2	The development of the national economy, economic growth, economic development cycles	2	1
3	Employment, Unemployment and Inflation	2	1
4	Abstract of preparation and testing of the research topic on macroeconomics	2	1
5	Aggregate demand, aggregate supply and macroeconomic equilibrium	2	1
6	Money supply and demand regulation and the banking system	2	1
7	Test 1 on topics studied during the school week 1, 12, 3, 5, 6	2	1
8	Aggregate expenditure, consumption, savings, investments and business finance	2	1
9	Preparation and testing of a computer presentation of a macroeconomic research topic	2	1
10	Revenues, government revenues and expenditure, taxes and the state budget	2	1
11	Fiscal policy, nature, goals, instruments, types and relationships	2	1
12	Monetary policy, nature, its goals, types of instruments and interactions	2	1

13	Theory of international trade, politics and the international environment	2	1
14	Nature and content of the country's balance of payments and exchange rate	2	1
15	Preparation and testing of scientific work on selected macroeconomic topics.	2	1
16	Test 2 on topics 8, 10, 11, 12, 13, 14 studied during the school week.	2	1
		32 ac.h	16 ac.h
		64 ac.h	32 ac.h

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes
Microeconomics		

	10/32/32	**Knowledge** of:
Study of literature, sources and methical materials		The essence, content, basic characteristics of the microeconomics and economic environment; Microeconomic trends in the world under the influence of globalization; Microeconomic theory and practice in international business environment; Organization of production and services in tourism. Knowledge test form: Test 1, 2, research, individual and group work at seminars, thematic discussions, written exam.
Abstract preparation of research topic in microeconomics	2/2/2	Competences: Ability to prepare an abstract of research of scientific value in microeconomics.
Preparation for test 1 on microeconomics topics acquired during study weeks 1, 2, 3, 4, 6, 7.	6/6/6	Knowledge of the basic concepts of microeconomics, economic resources, economic profiles, production, productivity, costs, profits, markets, competition and demand, skills and competences to apply them in tourism business
Preparation of computer presentation of research topic in microeconomics	4/4/4	Competences: Ability to prepare a computer presentation of a study of scientific value in microeconomics.
Preparation of scientific paper on selected microeconomic topics	8/8/8	Competences: Ability to prepare a scientific work with scientific value in microeconomics.
Preparation for test 2 on microeconomics topics acquired during study weeks 9, 10, 11, 12, 13, 14	8/8/8	Knowledge of commodity price and non-price factors, supply, market equilibrium, elasticity of supply and demand, market behaviour of consumers and market failures, skills and competences to use them in tourism business.

Preparation for individual and group work in microeconomic seminars	10/4/0	Knowledge of microeconomic problems and solutions, microeconomic indicators, their calculation, evaluation, control methodology and their economic explanations, skills and competences to use microeconomic indicators in tourism business and to solve microeconomic problems.
During the preparation session for the written exam on the microeconomics part of the study course	0/0/20	Knowledge of microeconomic development trends, microeconomic theory, organization of production and services, skills to analyse, evaluate internal economic environment, tourism enterprise performance, market, competition and find out tourism business development opportunities in local market, competencies in microeconomic theory in tourism enterprise, forecasting and organizing
Total ac.h.s:	48/64/80	
Macroeconomics		
Study of literature, sources and methodical materials	10/32/32	**Knowledge** of: -The essence of macroeconomics, content, basic macroeconomic indicators; - The impact of international globalization on macroeconomic development trends; -Macroeconomic theory and practice in the international business environment. Knowledge Testing Form: Test 1, 2, research, individual and group work at seminars, thematic discussions, written exam.
Abstract preparation of research topic in macroeconomics	2/2/2	Competencies: the ability to prepare an abstract of research of scientific value in macroeconomics.

Preparation for test 1 on macroeconomics topics acquired during study weeks 1, 2, 3, 5, 6, 7, 8,	6/6/6	Knowledge of macroeconomic concepts, key indicators, cycles of economic growth and development, employment, unemployment, inflation, aggregate demand and aggregate supply, macroeconomic equilibrium, regulation of money supply and demand, as well as the banking system, skills and competencies for use in tourism business.
Preparation of computer presentation of research topic in macroeconomics	4/4/4	Competencies: The ability to prepare a computer presentation of a study of scientific value in macroeconomics.
Preparation and testing of scientific work on selected macroeconomic topics.	8/8/8/	Competencies: Ability to prepare scientific work of scientific importance in macroeconomics.
Preparation for test 2 on macroeconomics topics acquired during study weeks 10, 11, 12, 13, 14.	8/8/8	Knowledge of general expenses, consumption, savings, investments, tourism enterprise finance, state budget, taxes, tax and monetary policy, international trade and politics, balance of payments and exchange rates, skills and competencies for applying the above knowledge in tourism business.
Preparation for individual and group work in macroeconomic seminars	10/4/0	Knowledge of macroeconomic problems and solutions, macroeconomic indicators, their calculation, assessment, methodology and control and their economic explanations, skills and abilities to use macroeconomic indicators in tourism business and solve macroeconomic problems.

During the preparation session for the written exam on the macroeconomics part of the study course	0/0/20	Knowledge of trends in macroeconomic development, macroeconomic theory, organization of production and services in the national economy, the ability to analyse, evaluate the external economic environment, indicators of industry and the national economy, labor, capital, money market, find out tourism enterprise development opportunities in the foreign market, competencies in macroeconomic theory, effective planning, forecasting and organization of economic activities of tourism enterprises
Total ac.h.s:	48/64/80	

Study work	Knowledge	Skills	Competences	% of final evaluation
Microeconomics				
1.Test	+	+	+	15
2.Test	+	+	+	15
Research work	+	+	+	10
Individual and group work	+	+	+	10
Written exam on the microeconomic part of the course	+	+	+	50
Macroeconomics				
1.Test	+	+	+	15

2.Test	+	+	+	15
Research work	+	+	+	10
Individual and group work	+	+	+	10
Written exam on the macroeconomic part of the course	+	+	+	50

Evaluation of mastering the study course

Level	Requirements
Very high (10 –with distinction 9 – excellent)	10 (with distinction)-knowledge,skills and competences exceed the requirements of the study course and demonstrate the abilityto performindependent research as well as the deep understanding ofproblems (Final work from 94% to 100%). 9 (excellent) - knowledge, skills and competences fully meet the requirements of the study course, student is able to apply the acquired knowledge independent (Final work from 85% to 94%).
High (8 –very good 7 - good)	8 (very good) – the requirements of the study course are fully met, however, there is insufficient understanding of individual issues to use the knowledge independently for the solution of more complex problems; (Final work from 75% to 84%). 7 (good) – the requirements of the study course are met in general, however sometimes the inability to use the acquired knowledge independently is detected (Final work from 65% to 74%).

RNU study course description "Business English"

Study programme	Bachelor Study Programme Business Administration in Tourism
ECTS	6ECTS
Author (s)	Tatjana Lapaine, M.Grinčuks
Preliminary knowledge, Related study courses	Secondary school level knowledge of the English language
Aim	To provide students the knowledge and develop their competence to apply professional terminology in compliance with the Standard
Planned learning outcomes:	
knowledge	In compliance with the Standard students shall: **Awareness level** Communication (including intercultural) in the society (including multicultural) **Application level** Extencive and relevant vocabulary Functional grammar Professional terminology Basics of intercultural communication Preparation of reviews and publications Additional: know professional terminology in the field of tourism and hospitality business and economics in English on the intermediate level;

	be aware of the social, cultural and linguistic conventions; be able to apply the acquired professional writing business correspondence. terminology for
skills	In compliance with the Standard :
	To search and process the obtained information
	To argue and defend an argument
	To evaluate personal professional experience
	To be aware of the necessity of learning for career growth
	To systematically acquire new knowledge and experience
	To follow the current events in the tourism and hospitality industry
	To apply the acquired knowledge in practice
	To argument personal opinion
	To communicate orally and in writing in various professional situations and environments. To use professional terminology. To present information both in the professional environment and for the public
	Additional:

	maintain communication on the topics of tourism and hospitality business and economics in the English language on the intermediate level. use the acquired knowledge in the bounds of professional activities.

competences	In compliance with the Standard :
	
	    Ability to fluently communicate, write and present information in one or more foreign languages, to understand and use professional terminology and concepts
	
	    Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development
	
	Additional:
	
	    understanding of professional terminology in English in the field of business and economics .
	
	    ability to maintain communication in various forms of
	business correspondence (letters, e-mails, reports, etc.) in accordance with the required level of knowledge.

Literature and other	

sources of information:	
compulsory reading	'First Insights into Business', Sue Robbins. Students' Book, Workbook. Longman, 2004. Kraus A. Business Correspondence: How To Write A Business Letter. Santa Fe: Garcia Books, 2023.- 304p. Kraus A. Business Correspondence: How To Write A Business Letter. Santa Fe: Garcia Books, 2023.- 304p. Talbot F. How to Write Effective Business English: Your Guide to Excellent Professional Communication. - London: Kogan Page, 2023. - 190p. Talbot F. How to Write Effective Business English: Your Guide to Excellent Professional Communication. - London: Kogan Page, 2023. - 190p. Tuleja E. Intercultural Communication for Global Business. - Abington: Routledge, 2021.-314p.
recommended	'Working in English' , Jones L., Cambridge University Press, 2004. 'English Grammar in Use', R. Murphy, Cambridge, 2004 'Business Grammar Builder'. Paul Emmerson, Macmillan, 2002 British Council. Learn English: https://learnenglish.britishcouncil.org Former president Obama speaks at the University of Illinois: https://www.youtube.com/watch?v=jaCdyuSt1Ps

Contents and schedule of the contact hours

Week	Topic	Academic hours	
		full-time	part-time

1.	Customers	4	2
2.	Companies	4	2
3.	Travel	4	2
4.	Midterm practice	4	2
5.	Troubleshooting	4	2
6.	Company history	4	2
7.	Retailing	4	2
8.	Semester quiz. Theoretical knowledge and practical skills summarizing	4	2
9.	Products	4	2
10.	People	4	2
11.	Business environment	4	2
12.	Midterm practice	4	2
13.	Finance	4	2
14.	Corporate responsibility	4	2
15.	Competition	4	2
16.	Semester quiz. Theoretical knowledge and practical skills summarizing	4	2
		64	32

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes
1.Compulsory reading, sources and methodological materials learning	36/68/100	**Knowledge** of: English grammar in compliance with the course content Business writing (form, notice, message, CV, letter of application) The use of English in particular business situations (in the framework of the study topics of the course depending on the study programme: business administration and management, tourism and hospitality, information technology.) Testing form: test
2.Test "Semester 1, Midterm test"	10	**Knowledge, skills, competences:** Students are able to Ask and answer direct and indirect questions Use Present Simple, Present Continuous and Present Continuous for Future Understand and apply professional terminology on the topics according the study course content.

3.Differentiated test "Semester 1 test"	15	**Knowledge, skills, competences:**
		
		- speaking on the topics mastered in the framework of the study course
		
		- writing a notice, a form, and a message
		
		- use of English: business English terminology on the topics:
		
		    Customers
		
		    Companies
		
		    Travel
		
		    Troubleshooting
		
		    Company History
		
		    Retailing

4. Test "Semester 2, Midterm test"	10	**Knowledge, skills, competences:**
		
		    using linking words of cause and effect
		
		    using adjectives in the proper degree of comparison and order
		
		    using going to and will for Future
		
		    using Present Perfect and Present Passive both orally and in writing.
		
		    understanding and applying professional terminology on the topics according the study course.

5. Differentiated test "Semester 2 test"	15	**Knowledge, skills,competences:**
		
		- speaking on the topics mastered in the framework of the study course
		
		- writing a CV and a letter of application
		
		- use of English: business English terminology on the topics:
		
		    Retailing
		
		    Products
		
		    People
		
		    Business Environment

		Finance Corporate Responsibility Competition
6.Group work "Company or Product Presentation"	10	**Skills, competences:** - team-work - using professional terminology according the content of the study course.
Total ac.h.s:	96/128/160	

Study work	Knowledge	Skills	Competences	% of final evaluation
1.	+			40
2.	+	+	+	10
3.	+	+	+	15
4.	+	+	+	10
5.	+	+	+	15
6.	+	+	+	10

Evaluation of mastering the study course

Level	Requirements

Very high (10 –with distinction 9 – excellent)	10- knowledge, skills and competences exceed the requirements of the study course and demonstrate a student's ability to perceive, memorise and reproduce the obtained knowledge and apply it in a similar situation, as well as to use it for mastering new knowledge and creatively solve problems. 9 - knowledge, skills and competences fully meet the requirements of the study course, student is able justify and logically state the problem, solve relevant problems, identify and explain the regularities.
High (8 –very good 7 - good)	8 –the requirements of the study course are fully met; in the framework of the curriculum a student demonstrates personal attitude more on the level of statement than analysis . 7 – knowledge, skills and competences meet the requirements of the study course, however sometimes the inability to use the acquired knowledge independently is detected;
Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	6 –. knowledge, skills and competences meet the requirements of the study course, however insufficient understanding of some problems and inability to apply the acquired knowledge at practice is detected, a student can apply the mastered knowledge and skills in accordance with an example. 5 –the requirements of the study course are met for the most part, however insufficient ability to apply the acquired knowledge is detected; 4 – knowledge meets the minimal requirements of the study course.
Low (3 – 1 – negative evaluation)	3 – superficial knowledge of the main concepts of the study course; 2 –superficial and incomplete knowledge of only some problems of the study course; 1 – absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.

RNU study course description "Philosophy, World Culture and Ethics"

Study programme	Bachelor Study Programme Business Administration in Tourism
ECTS	6 ECTS
Author (s)	O.Pozdņakova
Preliminary knowledge, Related study courses	No preliminary knowledge required
Aim	To promote the self-improvement and socially active attitude of a moral and capable person by developing philosophical thinking skills and understanding of philosophical problems, the possibilities and diversity of their solutions, as well as responsibly developing a person's life and relationships in the society respecting ethical values and principles.
Planned learning outcomes:	
knowledge	Additional to the Standard: **Awareness level** - Basics of social responsibility - Social and political structure of the society - Social diversity and the principle of equality - Intercultural communication - Communication (including intercultural) in the society (including multicultural) - Business ethics and social responsibility **Application level** - Extencive and relevant vocabulary - Professional terminology - Basics of intercultural communication - Preparation of reviews and publications

skills	• In compliance with the Standard students shall be able to: To search and process the obtained information
	• To process and interpret research results
	• To prepare the report on research results
	• To perform research and process its results
	• To argue and defend an argument
	• To be tolerant of the diversity of opinions
	• To find compromises
	• To evaluate personal professional experience
	• To be aware of the necessity of learning for career growth To systematically acquire new knowledge and experience To follow the current events in the industry
	• To apply the acquired knowledge in practice
	• To prepare and publish presentation materials
	• To prepare reviews and presentations
	• To prepare presentation materials and publications
	• To argument personal opinion
	• To comply with the norms of communication culture and professional ethics
	• To communicate orally and in writing in various professional situations and environments. To use professional terminology. To present information both in the professional environment and for the public
	•
	• Additional:
	• reflect on the essence of human being, understanding the regularities of personality formation, human social activity and environmental relations;
	• reflect on existence and its characteristic categories, sense of space and time;
	• reflect on lifestyle choices and experiences and ways of dealing with ethical issues;

	• understanding of the relationship between different areas of the society and the phenomena of morality.

competencies	In compliance with the Standard: • 1 Ability to adhere to the basic principles of professional and general ethics and generally accepted standards of conduct • Ability to select, effectively manage andd coordinate the work of personnel • Ability to motivate employees to the best performance Ability to objectively evaluate the performance of employees • Ability to effective team work performing professional work tasks • Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development
Literature and other sources of information:	
compulsory reading	Crane A., Matten D. Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization. Oxford, fourth edition, 2015. Macaro Antonian More than happines Buddhist and Stoic Wisdom for a Steptical age – Icon Books, 2019. Moore M. Classical Philosophy in a Nutshell: The complete guide to the founders of western philosophy, including Socrates, Plato, Aristotle, and Epicurus (Knowledge in a Nutshell), Amazon Paperback 2018. Robinson S., Dowson P. Business Ethics in Practice, Online Resources, 2012. Russel B. The Problems of Philosophy. J.P. Piper books, 2015. Ingrems Deivids Brūss, Pārksa Dženifera D Ceļvedis ētikā – Riga: Dienas grāmata, 2011.

recommended	Dehtjare J., Ryaschenko V. Marketing the Social Entrepreneurship. - Applied Research in Health and Social Sciences: Interface and Interaction, 2015, No. 12 ISSN 1822-3338
	J.Dehtjare, V. Riaschenko. Social entrepreneurship: issues and trends. - The 13th International Conference „Information Technologies and management 2015". April 16-17, 2015, Riga, Information Systems Management Institute – CD proceedings, 6 pg.
	FÎȚĂ N. Occupational Health and Safety Management.- London: LAP LAMBERT Academic Publishing, 2023.-176p.
	Braithwaite J. Security Tips for Personal Safety - Independently published, 2023.-96p
	Vorbertons, N. Filosofijas pamati. – Rīga, RaKa, 2003.
	Kūle, M., Kūlis, R. Filosofija. – Rīga: Burtnieks, 2006.
	Šuvajevs, I. Filozofija kā dzīvesmāksla. – Rīga: Zvaigzne ABC, 2007.
	Lasmane, S. Rietumeiropas ētika no Sokrāta līdz postmodernismam. – Rīga: Zvaigzne ABC, 1998.
	Megi, B. Filozofijas vēsture. – Rīga: Zvaigze ABC, 2000.
	Džejs Stīvensons Ceļvedis filozofijā – Rīga; Diena, 2008
	Oksana Vilnīte, Skaidrīte Lasmane, Tatjana Semane, Juris Rozenvalds Filozofiskā doma Renesanses laikmetā – Rīga: Zvaigzne Abc, 2009
	Ludmila Apsīte, Roberts Ķīlis, Juris Rozenvalds 17. – 18. gs. Rietumeiropas filozofija – Rīga: Zvaigzne ABC, 2009

Contents and scheduleof the contact hours

Week	Topic	Academic hours	
		Full-time	Part-time
1.	**1. General description of philosophy and the basic problems.** 1.1. What is Philosophy?The peculiarity of philosophicalthinking. 1.2. Difference of philosophical thinking from everyday and scientific thinking. 1.3. Importance of philosophy for self-awareness and in the context of other sciences.	2 2	1 1
2.	**2. The problem of cognition and knowledge in philosophy** 2.1. Cognitive process, concept of knowledge, scientific knowledge. 2.2. The problems of cognition of the world and the limits of cognition.	2 2	1 1
3.	**3. Paradigms of philosophical thinking** 3.1. Philosophical Thought of the Ancient East. Basic ideas of Vedicism, Buddhism, Taoism, Confucianism. 3.2. Antique, medieval, modern philosophy. Changing philosophical paradigms. 3.3. The main directions of modern philosophy. 3.4.Variety of solutions to philosophical problems.	2 6	1 3

4.	**4. Human problem in philosophy** 4.1. Man as a biological being. The human body, the problem of the relationship between body and spirti. 4.2. Man as a social being. Social activity regularities. 4.3. The problem of human self. Man as a measure of values.	2 2	1 1
5.	**5. Philosophical reflection on values** 5.1. Philosophical teaching on values. 5.2. Diversity of values and relativity. Values and morlity. 5.3. Society and values. Theories of state and power.	2 2	1 1
6.	**6. The problem of consciousness in philosophy** 6.1. The connection between consciousness and the world. Explanation of the concept of consciousness in different directions of philosophy. 6.2. Consciousness and the subconscious. States of consciousness. 6.3. Text, understanding and interpretation.	2 2	1 1
7.	**7. Philosophical understanding of existence** 7.1. Philosophical notions about the construction, creation / creation of the world. 7.2. Existence and language. Existence-language relations in language philosophy.	2 2	1 1

	7.3. Space and time. Understanding space and time across different ages and cultures.		
8.	**8. Philosophy and the Future of Humanity** 8.1. Philosophers' perspective on globalization and human development perspectives. 8.2. Consumption problems in the eyes of philosophers. 8.3. Problems of the Information and Communication Society. 8.4. Utopias and anti-utopias. Ideal society theories.	2 2	1 1
9.	**9. Virtues, ethical values, principles, and norms** 9.1. Specificity of morals, ethical values, principles. 9.2. Historical development of ethical criteria. 9.3. Concepts of ethics and morality. 9.4. Ethics in different ages and cultures.	2 4	1 2
10.	**10. Moral choice** 10.1. Social andmoralnorms. 10.2. Moral choice. 10.3. Moral conflictsand their resolution.	2 2	1 1

	10.4. The role of tolerance and responsibility in building a sustainable society.		
11.	**11. Ethical behavior and ethical styles of life** 11.1.Virtue as the essential character of the self. 11.2. External and internal moral control. 11.3. Perspectives of moral development of the society. 11.4. Youth subcultures as lifestyles and their moral aspects.	2 2	1 1
12.	**12. Morality and Society** 12.1. Power, violence, non-violence. 12.2. Resistance, disobedience. 12.3. Importance of morality in social relations. 12.4. Ethical aspects of marriage and family. 12.5. Ethical aspects of information society and consumption.	2 4	1 2
13.	**13. Moral problems in today's world**. 13.1. Ethical attitude to the environment and history. 13.2. Eco-ethics, understanding of eco-ethics. 13.3. Bioethics, Bioethics Awareness, Biotechnology.	2 6	1 3

	13.4. Ethical dilemmas of modern society.		
		64 academic hours	32 academic hours

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes

1.Compulsory reading, sources and methodological materials learning	60/110/142	Knowledge of: philosophy, thinking, reflection, myths, paradigm, science, social sciences. the importance of philosophy for self-awareness and in the context of other sciences; the issue of global awareness; concepts: knowledge, understanding, concept, word, term - use and definition; concepts: cognition, epistemology, feelings, mind, induction, deduction, truth, conviction, truth, empirical, rational, sign, symbol, meaning, meaning, skeptic, solipsist, relativist; texts on different directions of philosophy and ability to justify one's opinion on them; Vedicism, Buddhism, Taoism, Confucianism, Logos, Platonism, Kinism, Hedonism, Stoicism, Scholasticism, Mysticism, Empiricism, Rationalism, Irrationalism, Enlightenment, Marxism, Existentialism, Philosophy of Life, Philosophy of Language; value, axiology, sacred, profane, absolute, relative, nihilism, immoral, ethics, aesthetics.
2.Test work for the mark "Society processes and political theories"	8/4/4	Students are able to: evaluate societal processes using political theories; use concepts: civilization, globalization, global problems, ecology, ethology, futurology, consumerism, utopia, anti-utopia, progress, regression.

3.Test work for the mark "Motivation for choosing moral norms"	8/4/4		Students are able to: • motivate their moral norms and principles; • analyze moral issues of public interest; • understand and are able to use concepts of good, evil, conscience, responsibility, respect, honor, honest, meaning of life.
4.Test work for the mark "Morality - national, European, world, own experience"	10/5/5		Students are able to: • analyze the moral aspects of the history of their people, Europe and the world, the stories of different people and their personal experience; • analyze and evaluate the impact of ethical behavior on the course of history; • use concepts: tolerance, self-determination, free will, eidemonism, hedonism, utilitarianism, intelligent egoism.

| 5.Groupwork "Me and the World Around Me" | 10/5/5 | • Competencies – the ability to:
• argue one's opinion about the problems of bioethics;
• justify and express one's opinion and ethical position regarding the duties towards the environment, previous and future generations;
• express reasonable opinion about the value and connection of one's physical body and spirit;
• analyze and substantiate one's viewpoint on embryo rights, abortion, stem cell use in medicine, contraception, organ transplantation, euthanasia;
• reasonably debate the obligation towards future generations;
• appreciate the importance of historical and social memory in the formation and development of human morality and self;
• use concepts: ecoethics, bioethics, biotechnology, embryo law, euthanasia, moral ecology;
• cooperate and work effectively in a group. |
| Total hours: | 96/128/160 | |

Study work	Knowledge	Skills	Competences	% of final evaluation
1.	+			60
2.	+	+		10
3.	+	+		10
4.	+		+	10
5.	+		+	10

Evaluation of mastering the study course

Level	Requirements
Very high (10 –with distinction 9 – excellent)	10- knowledge, skills and competences exceed the requirements of the study course and demonstrate a student's ability to perceive, memorise and reproduce the obtained knowledge and apply it in a similar situation, as well as to use it for mastering new knowledge and creatively solve problems. 9 - knowledge, skills and competences fully meet the requirements of the study course, student is able justify and logically state the problem, solve relevant problems, identify and explain the regularities.
High (8 –very good 7 - good)	8 –the requirements of the study course are fully met; in the framework of the curriculum a student demonstrates personal attitude more on the level of statement than analysis . 7 – knowledge, skills and competences meet the requirements of the study course, however sometimes the inability to use the acquired knowledge independently is detected;
Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	6 –. knowledge, skills and competences meet the requirements of the study course, however insufficient understanding of some problems and inability to apply the acquired knowledge at practice is detected, a student can apply the mastered knowledge and skills in accordance with an example. 5 –the requirements of the study course are met for the most part, however insufficient ability to apply the acquired knowledge is detected;

	4 – knowledge meets the minimal requirements of the study course.
Low (3 – 1 – negative evaluation)	3 – superficial knowledge of the main concepts of the study course; 2 –superficial and incomplete knowledge of only some problems of the study course; 1 – absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.

RNU study course description "Management Theory"

Study programme	Bachelor Study Programme Business Administration in Tourism
ECTS	6ECTS
Author (s)	Diana Zmicerevska
Preliminary knowledge, Related study courses	Introduction toEntrepreneurship Economics
Aim	To develop understanding and knowledge of basic concepts of management theory, evolution and development of the concept of organization; to give an insight into different theories and approaches of organization management in tourism industry, supplementing with the insight into the theory of personality development, which could be practically used facing different situations and solving problems.
Planned learning outcomes:	

knowledge	In compliance with the Standard students shall:
	Awareness level
	Regularities of the external environment development
	Regularities of the internal environment development
	Change management Basic principles of project management Forms of entrepreneurial activity Theories of enterprise development Business ethics and social responsibility Evaluation and attraction of investments State offered tools for setting up and development of a
	business
	Opportunities for commercial activity crediting
	Project management
	Business models
	Effective entrepreneurship
	Basics of social responsibility
	Innovation management
	Social and political structure of the society
	Social diversity and the principle of equality
	Intercultural communication
	Quality management systems
	Business ethics and social responsibility
	Opportunities and potential risks of information technologies
	Application level
	Principles of enterprise planning
	Principles of enterprise activity planning
	Contemporary management theories
	Quality management

	Methods of influencing factors analysis
	Commercial activity risks and their management
	Business modelling

skills	In compliance with the Standard:
	To understand the regularities and principles of economic development
	To plan, manage and coordinate the activity of tourism and hospitality industry enterprise
	To organise the coordinated functioning of tourism and hospitality industry enterprise
	To define the resources necessary for the activity of tourism and hospitality industry enterprise
	To evaluate the world economic development tendencies and their impact on the activity of tourism and hospitality industry enterprise as a whole
	To evaluate the factors of the external environment of tourism and hospitality industry enterprises
	To be aware of the research methods in the tourism and hospitality industry
	To evaluate the factors of the internal activity of tourism and hospitality industry enterprises
	To plan the activity of tourism and hospitality industry enterprise
	To analyse and evaluate the results of the activity of tourism and hospitality industry enterprise within the planning period
	To develop corrections during the process of the achievement of aims in order to optimise activity in the conditions of the changing environment
	To be aware of the forms of entrepreneurial activity
	To be aware of the enterprise development theories
	To select the appropriate model of setting up and development of a business
	To apply the business model appropriate for the establishing and development of tourism and hospitality industry enterprise, which is based on venture capital, business angels, equity co-funding, business incubators, seed funding, etc.
	To select and apply the state support tools to start commercial activity and receive credit

	To search and process the obtained information To process, systematise and analyse data To use the tools and services of information technologies To process and interpret research results To prepare the report on research results To perform research and process its results To process statistical data To implement personnel policy at tourism and hospitality
	industry enterprise
	To organise production/service processes at tourism and hospitality industry enterprise
	To formulate the mission and vision of tourism and hospitality industry enterprise
	To define the strategic, tactical and operational aims of tourism and hospitality industry enterprise
	To work out the development strategy of tourism and hospitality industry enterprise
	To perform tactical and operational planning of tourism and hospitality industry enterprise
	To analyse and evaluate the results achieved within the planning period
	To develop corrections within the process of the achievement of aims in order to optimise activity in the conditions of the changing environment
	To develop and manage projects
	To develop project portfolio structures in compliance with the strategic management of tourism and hospitality industry enterprise
	To analyze and evaluate project performance against company aims
	To understand the risks of entrepreneurial activity and their impact on the perspective of tourism and hospitality industry enterprise development
	To evaluate the risks of commercial activity and financial risks

	To develop measures to prevent and mitigate commercial and financial risks
	To define and develop the effective model of the activity of tourism and hospitality industry enterprise
	To evaluate personal professional experience
	To be aware of the necessity of learning for career growth
	To systematically acquire new knowledge and experience
	To follow the current events in the industry
	To apply the acquired knowledge in practice
	To find innovative solutions for the activity and development of tourism and hospitality industry enterprise
	To comply with the norms of communication culture and professional ethics
	To communicate orally and in writing in various professional situations and environments. To use professional terminology. To present information both in the professional environment and for the public
	To ensure safe working environment
	To organise a work place in compliance with requirements of the legal enactments on labour protection
	To follow the requirements of the legal enactments on labour protection
	To follow the requirements of the legal enactments on civic and environmental protection
	To identify potential risks when performing work tasks

competences	In compliance with the Standard:
	Ability to comply with the legal enactments related to the industry
	Ability to ensure the economic activity of tourism and hospitality industry enterprise
	Ability to manage production processes at tourism and hospitality industry enterprise
	Ability to organise the service management at tourism and hospitality industry enterprise
	Ability to organise the logistics of tourism and hospitality industry enterprise
	Ability to ensure quality at tourism and hospitality industry enterprise
	Ability to manage changes at tourism and hospitality industry enterprise
	Ability to critically evaluate and manage risks of entrepreneurial activity
	Ability to evaluate necessary investments and risks related to them
	Ability to use the tools offered by the state and other sources for starting up and development of a business
	Ability to apply the tools of the state support for starting up and crediting of a business
	Ability to start entrepreneurial activity by using an appropriate business model
	Ability to evaluate the opportunities of a business development and optimise its activity to achieve the set aims
	Ability to develop and implement the most effective business model for tourism and hospitality industry enterprise
	Ability to find innovative solutions for the activity of tourism and hospitality industry enterprise
	Ability to define the directions of the development and to formulate the mission and vision of tourism and hospitality industry enterprise

	Ability to define the strategic, tactical and operational aims, and main directions in compliance with the interests of the owners, stakeholders and the society
	Ability to develop the strategy of tourism and hospitality industry enterprise in accordance with the set aims
	Ability to analyse economic situation
	Ability to analyse the environmental factors which influence the activity of tourism and hospitality industry enterprise
	Ability to critically evaluate the external environment factors and their impact on the activity of tourism and hospitality industry enterprise
	Ability to critically evaluate the internal environment factors and their impact on the activity of tourism and hospitality industry enterprise
	Ability to identify the environmental changes
	Ability to evaluate development opportunities and optimise activity to achieve the aims of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to effective team work performing professional work tasks
	Ability to demonstrate personal, social and civic, interpersonal and intercultural skills which ensure active and effective participation in the professional activity and formation of social dialogue in the society
	Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development

Literature and other sources of information:	
compulsory reading	• Clegg S. Managing and Organizations. An Introduction to Theory and Practice. - London: SAGE Publications, Inc., 2021.-584p. Burkus D.Jauna vadība. - • Rīga: Avots, 2020.-276lpp Stephen Cummings, Todd • Bridgman, John Hassard and Michael Rowlinson. A New History of Management, Cambridge University Press, 2017 Richard L Daft. Management. CENCAGE • Learning, 2014.
recommended	• Kalenyuk, I., Tsymbal, L., Grishnova, O., Djakona, A. , INTELLECTUAL COMPONENT OF GLOBAL LEADERSHIP, 2020, MANAGEMENT THEORY AND STUDIES FOR RURAL BUSINESS AND INFRASTRUCTURE DEVELOPMENTVolume42Issue4Page476-485DOI10.15544/mts.2020.49, https://www.webofscience.com/wos/woscc/full-record/WOS:000609182500008 • Kalenyuk I.,Djakona A.,Tsymbal L.,Panchenko E., Assessment of intellectual leadership under global competition, 2018, Journal Problems and Perspectives in ManagementOpen AccessVolume 16, Issue 4, Pages 212 - 2232018https://www.scopus.com/record/display.uri?eid=2-s2.0-85063177933&origin=AuthorNamesList&txGid=5f4c96ad1429d09a2a9c3973611aaea1 • Gerard Hanlon. The dark side of management. A secret history of management theory, 2016, Routledge • Eric H. Kessler (editor). Encyclopedia of management theory. Volume 1, SAGE Reference, 2013 • G.A.Cole. Management Theory and Practice. South-Western Cengage Learning, 2014 • Vladimirs Ukolovs, Aleksandrs Mass, Igors Bistrjakovs. Vadības teorija. Jumava, 2006 • Dāvidsone G. Organizāciju efektivitātes modelis. Rīga: Jelgavas tipogrāfija. 2008 • R.K.Sapru. Administrative theories and management thought. 3rd edition, PHI Learning, 2013 • John Sheldrake. Management theory. Thomson, 2013 • Carlos C Lorenzana. Management: theory and practice. Book Store, 2013

	• William Roth. The evolution of management theory. CRC Press LLC, 2010

Contents and schedule of the contact hours

Week	Topic	Academic hours	
		full-time	part-time
1	1. Fundamentals of management and organization.	4	2
2	2. Historical perspective and development of management theories.	4	2
3	3.External and internal environment of the organization.	4	2
4	Test with evaluation	2	2
4, 5	4. Objectives of organization.	4	2
5, 6	5. Levels and functions of management.	4	2
6, 7	6. Planning and organizing.	4	2
7	Test with evaluation	4	2

8	7. Staffing and directing.	4	2
8	8. Leading and motivation.	4	2
10	9. Controlling.	4	2
11	Test with evaluation	2	2
11, 12	10. Communicaton and information in management.	4	2
12, 13	11. Management efficiency and effectiveness.	4	2
13, 14	12. Management in global environment.	4	
14, 15	13. Modern management theories and practices.	6	2
16	Test with evaluation	2	2
		64 ac.h.	32 ac.h.

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes

1. Compulsory reading, sources and methodological materials learning	34/68/100	**Knowledge** of: Management theories and its development; Historical framework of development of management theories. Features of external environment and their impact on organization and management. Internal environment of an organization. Types of objectives in an organization. Functions of management and its levels. How planning is conducted in an organization and how organizing function is fulfilled. Essence of staffing, leading and motivation. Difference between efficiency and effectiveness of management. Impact of global environment on management functions. Testing form: test
2. Reading and preparation for the Differentiated test/project part on Topics 1,2,3	16/0/0	Skills: students can outline fundamentals of organization, analyse the processes taking place in the economic environment and make decisions according to the changes in the situation; analyse, systematize, synthesize and integrate information about external and internal environment necessary for the operation of an enterprise; can acquire new knowledge independently and use professional terminology in the state language and at least two foreign languages. Competences: Students are able to apply theoretical knowledge about management for the effective managing of an enterprise and its structural divisions; are able to identify features of external and internal environment and identify stakeholder groups.

3. Reading and preparation for the Differentiated test/project part on Topics 4, 5, 6	15/0/0	**Skills:** Students can formulate the aims of an enterprise, to draw up a development plan and evaluate its implementation; can effectively plan and organize work of the enterprise that is compliant with regulations. Competences: Student are able to apply theoretical and practical knowledge about management and skills for the effective managing of an enterprise and its structural divisions; to develop effective and aims of the activity of an enterprise in the interests of the state, owners and society; to plan and forecast effective activity of an enterprise in accordance with the set aims, economic environment and labour market situation.
4. Reading and preparation for the Differentiated test/project part on Topics 7,8,9	15/0/0	Skills: To analyse the necessity in personnel in an enterprise, systematize, synthesize and integrate information necessary for personnel staffing, directing and motivation; to work in a team/group, delegate and coordinate responsibilities; to manage team/group work. Competences: The ability to develop an effective personnel management strategy. The ability to plan and forecast effective management of an enterprise in accordance with the set aims, demand in employees and labour market situation. The ability to work with stakeholder groups, to achieve the aims of an enterprise.

5. Reading and preparation for the Differentiated test/project part on Topics 10, 11, 12, 13	16/0/0	Skills: To communicate within an enterprise on different levels, to manage information flows using modern Technologies of information management. To analyse, systematize, synthesize and integrate information. To implement advanced solutions and methods in the organization of operations, production and management of a company. To apply the latest information systems to the process of organization of performance and management of an enterprise. Competences: The ability to develop an effective strategy and aims of the activity of an enterprise in the interests of the globalization environment and society. The ability to manage an enterprise effectively and efficiently.
5. Project work	0/60/60	The content of the project work for full-time students consists of tests completed during the course.
Total ac.h.s:	96/128/160	

Study work	Knowledge	Skills	Competences	% of final evaluation
Tests for full-time students/Project for part-time/distance studies students	+	+	+	40
Exam (multiple choice test + case study)	+	+	+	60

Evaluation of mastering the study course

Level	Requirements
Very high (10 –with distinction 9 – excellent)	10 (with distinction)-knowledge,skillsandcompetences exceed therequirementsofthestudycourseand demonstratetheabilitytoperformindependentresearch as well as thedeepunderstandingofproblems; 9 (excellent)-knowledge,skillsandcompetencesfully meet therequirementsofthestudycourse,studentisable to applytheacquiredknowledgeindependently;
High (8 –very good 7 - good)	8 (verygood)–therequirementsofthestudycourseare fully met,however,thereisinsufficientunderstandingof individualissuestousetheknowledgeindependentlyfor the solutionofmorecomplexproblems; 7 (good)–therequirementsofthestudycoursearemetin general,howeversometimestheinabilitytousethe acquiredknowledgeindependentlyisdetected;
Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	6 (almostgood)–.therequirementsofthestudycourse are metingeneral,howeverinsufficientunderstandingof some problemsandinabilitytoapplytheacquired knowledge is detected; 5 (satisfactory)–therequirementsofthestudycourseare met for themostpart,howeverinsufficientunderstanding of many problemsandinabilitytoapplytheacquired knowledge is detected; 4 (almostsatisfactory)–therequirementsofthestudy course aremetforthemostpart,howeverinsufficient understandingofunderstandingofsomemainconceptsis detected aswellasconsiderabledifficultiesinthe practical applicationoftheacquiredknowledgeare stated;

RNU study course description "MARKETING" (1st part, Basics of Marketing)

Study programme	Bachelor Study Programme Business Administration in Tourism
ECTS	3 ECTS
Author (s)	Z.Oborenko
Preliminary knowledge, Related study courses	Introduction to Entrepreneurship, Economics, Tourism Basics
Aim	To provide knowledge of the basics of marketing and its practical applications in tourism and hospitality business, including: marketing strategies, marketing environments, customer segmentation and behavior, marketing mix, tools of marketing analysis.
Planned learning outcomes:	

knowledge	In compliance with the Standard students shall:
	Awareness level
	Regularities of the external environment development
	Regularities of the internal environment development
	Modern management theories
	Planning and decision making
	Information technology capabilities
	Effective communication techniques
	Argumentation techniques
	Business communication
	Business ethics and social responsibility
	Application level
	Strategic planning of an enterprise
	Principles and methods of aims defining and formulating
	Principles of aims defining and correcting
	Principles of aims defining and correcting
	Motivation theory
	Preparation of reviews and publications
	Basic principles of CRM
	Development of products/services and assortment
	Pricing policy development
	Principles of integrated marketing communication
	Digital environment and its tools
	Development of products/services sales system at an enterprise
	Management of production processes
	Organisation of services
	Effective entrepreneurship in tourism and hospitality

	Methods of efficiency evaluation
	Development of management information system
	Development and application of data bases
	Information technologies for data processing, analysis and management
	Organisation of information technology application

skills	In compliance with the Standard :
	To understand the regularities and principles of economic development
	To evaluate the world economic development tendencies and their impact on the activity of tourism and hospitality industry enterprise as a whole
	To evaluate the factors of the external environment of tourism and hospitality industry enterprises
	To be aware of the research methods in the tourism and hospitality industry
	To evaluate the factors of the internal activity of tourism and hospitality industry enterprises
	To plan the activity of tourism and hospitality industry enterprise
	To analyse and evaluate the results of the activity of tourism and hospitality industry enterprise within the planning period
	To develop corrections during the process of the achievement of aims in order to optimise activity in the conditions of the changing environment
	To be aware of the forms of entrepreneurial activity
	To be aware of the tourism and hospitality industry enterprise development theories
	To select the appropriate model of setting up and development of a tourism and hospitality business
	To search and process the obtained information
	To process, systematise and analyse data
	To process information and select the most appropriate solution
	To organise the application and development of information technology at tourism and hospitality industry enterprise
	To use the tools and services of information technologies
	To process and interpret research results

	To prepare the report on research results
	To perform research and process its results
	To process statistical data
	To organise the work of the information system of tourism and hospitality industry enterprise
	To formulate the mission and vision of tourism and hospitality industry enterprise
	To define the strategic, tactical and operational aims of tourism and hospitality industry enterprise
	To work out the development strategy of tourism and hospitality industry enterprise
	To perform tactical and operational planning of tourism and hospitality industry enterprise
	To analyse and evaluate the results achieved within the planning period
	To develop corrections within the process of the achievement of aims in order to optimise activity in the conditions of the changing environment
	To assess competitors and their impact on the activity of tourism and hospitality industry enterprise
	To organise marketing processes at tourism and hospitality industry enterprise
	To organise product/service policy and the assortment policy at an enterprise
	To organise products/services pricing policy at an enterprise
	To organise the sales of products/services of an enterprice
	To organise the promotion of products/services of tourism and hospitality industry enterprise on the market
	To be aware of the digital environment for marketing organisation
	To develop and manage projects

	To develop project portfolio structures in compliance with the strategic management of tourism and hospitality industry enterprise
	To analyze and evaluate project performance against company aims
	To understand the risks of entrepreneurial activity and their impact on the perspective of tourism and hospitality industry enterprise development
	To develop measures to prevent and mitigate commercial and financial risks
	To define and develop the effective model of the activity of tourism and hospitality industry enterprise
	To communicate in the networks through the Internet
	To argue and defend an argument
	To be tolerant of the diversity of opinions
	To find compromises
	To evaluate personal professional experience
	To be aware of the necessity of learning for career growth
	To systematically acquire new knowledge and experience
	To follow the current events in the industry
	To apply the acquired knowledge in practice
	To find innovative solutions for the activity and development of tourism and hospitality industry enterprise
	To prepare and publish presentation materials
	To prepare reviews and presentations
	To prepare presentation materials and publications
	To argument personal opinion
	To comply with the norms of communication culture and professional ethics
	To communicate orally and in writing in various professional situations and environments. To use

	professional terminology. To present information both in the professional environment and for the public

competences	In compliance with the Standard :
	Ability to comply with the legal enactments related to the industry
	Ability to ensure the economic activity of tourism and hospitality industry enterprise
	Ability to manage production processes at tourism and hospitality industry enterprise
	Ability to organise the service management at tourism and hospitality industry enterprise
	Ability to organise the logistics of tourism and hospitality industry enterprise
	Ability to ensure quality at tourism and hospitality industry enterprise
	Ability to manage changes at tourism and hospitality industry enterprise
	Ability to critically evaluate and manage risks of entrepreneurial activity
	Ability to evaluate necessary investments and risks related to them
	Ability to use the tools offered by the state and other sources for starting up and development of a business
	Ability to apply the tools of the state support for starting up and crediting of a business
	Ability to start entrepreneurial activity by using an appropriate business model
	Ability to evaluate the opportunities of a business development and optimise its activity to achieve the set aims
	Ability to develop and implement the most effective business model for tourism and hospitality industry enterprise
	Ability to find innovative solutions for the activity of tourism and hospitality industry enterprise
	Ability to define the directions of the development and to formulate the mission and vision of tourism and hospitality industry enterprise

	Ability to define the strategic, tactical and operational aims, and main directions in compliance with the interests of the owners, stakeholders and the society
	Ability to develop the strategy of tourism and hospitality industry enterprise in accordance with the set aims
	Ability to analyse economic situation
	Ability to analyse the environmental factors which influence the activity of tourism and hospitality industry enterprise
	Ability to critically evaluate the external environment factors and their impact on the activity of tourism and hospitality industry enterprise
	Ability to critically evaluate the internal environment factors and their impact on the activity of tourism and hospitality industry enterprise
	Ability to identify the environmental changes
	Ability to evaluate development opportunities and optimise activity to achieve the aims of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to plan the activity of tourism and hospitality industry enterprise
	Ability to develop and manage projects at tourism and hospitality industry enterprise
	Ability to coordinate the functioning of tourism and hospitality industry enterprise as a whole
	Ability to define the development directions, mission and vision of tourism and hospitality industry enterprise
	Ability to define the strategic, tactical and operational aims, and main directions of tourism and hospitality industry enterprise in compliance with the interests of the owners, stakeholders, the society and other interested

	Ability to develop the strategy of tourism and hospitality industry enterprise to achieve the set aims
	Ability to develop the tactical plans of tourism and hospitality industry enterprise
	Ability to plan the operational activity of tourism and hospitality industry enterprise
	Ability to develop measures to assess commercial activity, to evaluate risks and minimise their impact
	Ability to evaluate the development opportunities and improve activity plans of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to define the resources necessary for the activity of tourism and hospitality industry enterprise
	Ability to perform financial analysis
	Ability to organise accounting at tourism and hospitality industry enterprise
	Ability to optimise the enterprise oriented taxation system
	Ability to apply an appropriate tax paying regimen
	Ability to organise marketing principles at tourism and hospitality industry enterprise
	Ability to develop new products/services and form the assortment of tourism and hospitality industry enterprise
	Ability to form the pricing policy of tourism and hospitality industry enterprise
	Ability to implement the integrated marketing communication of tourism and hospitality industry enterprise
	Ability to develop in-house sales system
	Ability to prepare publications and make presentations of them

	Ability to demonstrate personal, social and civic, interpersonal and intercultural skills which ensure active and effective participation in the professional activity and formation of social dialogue in the society
	Ability to understand the properties and application of information technologies necessary for the operations of tourism and hospitality industry enterprise and the improvement of its activity
	Ability to use information technologies for work, including for communication in the relevant field
	Ability to develop the information system of tourism and hospitality industry enterprise
	Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development
	Additional:
	The ability to organize the marketing department according to the objectives and market situation in the field of tourism an hospitality.
	The ability to conduct marketing research and apply the results obtained in business in the field of tourism an hospitality.

Literature and other sources of information:	
compulsory reading	• Dib A. The 1-Page Marketing Plan: Get New Customers, Make More Money, And Stand out From The Crowd. – Page Two, 2018. – 228 p. • Kotler, Philip, Armstrong G. Principles of marketing 14th edition, - New Jersey: Pearson, 2012. - 740 pg. • Praude V. Mārketings 2.Burtene, 2011.g. -348 lpp.
recommended	• Tuleja E. Intercultural Communication for Global Business. - Abington: Routledge, 2021.-314p. • • Z.Oborenko, Digital marketing to promote employment of people with disabilities, 4, 2019, 4th International Conference Marketing and Management MM2019, 13th June 2019, Warsaw, Poland. • Dehtjare J., Ryaschenko V. Marketing the Social Entrepreneurship. - Applied Research in Health and Social Sciences: Interface and Interaction, 2015, No. 12 ISSN 1822-3338 • J.Dehtjare, V. Riaschenko. Social entrepreneurship: issues and trends. - The 13th International Conference „Information Technologies and management 2015". April 16-17, 2015, Riga, Information Systems Management Institute – CD proceedings, 6 pg. • Cateora Ph., Graham J. International Marketing. - The McGraw-Hill/Irwin, 2005. – 697 p. • Hollensen S. Global Marketing. A Decision-Oriented Approach. - Prentice Hall, 2007. -714 p. • Onkvisit S., Shaw J. International Marketing. Strategy and Theory. – Routledge, 2009. – 710 p. • Capon N. Managing Marketing in the 21st Century. Developing & Implementing . The Market Strategy. – Wessex, 2012. -595 p. • Kotlers F. Mārketings no A līdz Z. - Jumava ,2007. - 204 lpp. • Praude V. Mārketings. Jautājumi, uzdevumi, situācijas, testi. - Izglītības soļi, 2007. – 197 lpp. • Niedrītis J. Mārketings (UB 57)- Turība, 2008.g. – 488 lpp. • Praude V. Beļčikovs. Mārketings. Rīga, Vaidelote, - 2004.- 559 lpp. 37.

	• Praude V. Mārketings. Teorija un prakse. 1.grāmata.- Rīga, Burtene, 2011.- 521 lpp. • Praude V. Mārketings. Teorija un prakse. 2.grāmata.- Rīga, Burtene, 2011.- 348 lpp.

Contents and schedule of the contact hours

Week	Topic	Academic hours	
		Full-time	Part-time
1	Marketing definition, concepts	4	2
2	Marketing environment	2	2
2	Test with the evaluation: "Marketing environment in the field of tourism an hospitality "	2	
3	Consumer markets and consumer behavior, market analysis	2	2

3	Test with the evaluation: "Consumer Markets and Consumer Behavior, Market Analysis in the field of tourism an hospitality "	2	
4	Segmentation and positioning in the market	2	2
4	Test with the evaluation: "Segmentation and positioning in the market in the field of tourism an hospitality "	2	
5	Products, service, brand	2	2
5	Test with the evaluation: "Products, Service, Brand in the field of tourism an hospitality "	2	
6	Pricing policy	2	2
6	Test with the evaluation: "Pricing Policy in the field of tourism an hospitality "	2	
7	Promotion and distribution of goods	2	2
7	Test with the evaluation: "Promotion and distribution of goods in the field of tourism an hospitality "	2	
8	Marketing communication, complex internet marketing	2	2
8	Test with the evaluation: "Marketing Communication, Complex Internet Marketing in the field of tourism an hospitality "	2	
	Total:	32ac.h	16 ac.h.

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes
Compulsory reading, sources and methodological materials learning	20/40/56	Knowledge of: - the essence, concepts and principles of marketing; - basic principles of marketing activities; - marketing goals and objectives, strategies, market research. Evaluation form - test
Preparation for test / part of the project "Marketing environment in the field of tourism an hospitality "	4/0/0	Skills: to be able to define company goals in the field of tourism and hospitality, mission, to analyze assortment, to determine internal and external environment determinants and elements of marketing complex.
Preparation for test / part of the project "Consumer Markets and Consumer Behavior, Market Analysis in the field of tourism an hospitality "	4/0/0	Competencies: to be able to design a marketing research plan, to collect information using different methods, to identify factors that influence consumer behavior in the field of tourism and hospitality. An example for research is real business situations (case study)
Preparation for test / part of the project "Segmentation and positioning in the market in the field of tourism an hospitality "	4/0/0	Students are able to define the most important characteristics of consumers, companies and international markets, to choose a more appropriate market share for the researched product in the field of tourism and hospitality.

Preparation for test / part of the project "Products, Service, Brand in the field of tourism an hospitality "	4/0/0	Skills: to be able to make decisions regarding the organization of the assortment, to develop a strategy for the creation of a new product, to determine the place of the existing product in the life cycle of the product by studying real business situations in the field of tourism and hospitality (case study).
Preparation for test / part of the project "Pricing Policy in the field of tourism an hospitality "	4/0/0	Students know how to choose pricing methods and strategies depending on the company aims in the field of tourism and hospitality.
Preparation for test / part of the project "Promotion and distribution of goods in the field of tourism an hospitality "	4/0/0	Students got acquainted with distribution channels and their levels, the necessity of their selection in the context of today's market in the field of tourism and hospitality.
Preparation for test / part of the project "Marketing Communication, Complex Internet Marketing"	4/0/0	The students became familiar with the basic elements of the promotion complex, including online promotion tools, are able to identify communication channels appropriate to the market conquest strategy in the field of tourism and hospitality and to define the budget for the necessary promotion activities.
Project work for part time students	0/24/24	The content of the project work for full-time students consists of tests that are completed during the course.
Kopā:	48/64/80	

Study work	Knowledge	Skills	Competences	% of final evaluation
Test work for full time students / Project work for part time students	+	+	+	20

Examination (test + case study)	+	+	+	80

Evaluation of mastering the study course

Level	Requirements
Very high (10 –with distinction 9 – excellent)	10 (withdistinction)-knowledge,skillsandcompetences exceedtherequirementsofthestudycourseand demonstratetheabilitytoperformindependentresearch as wellasthedeepunderstandingofproblems; 9 (excellent)-knowledge,skillsandcompetencesfully meet therequirementsofthestudycourse,studentisable to applytheacquiredknowledgeindependently;
High (8 –very good 7 - good)	8 (verygood)–therequirementsofthestudycourseare fully met,however,thereisinsufficientunderstandingof individualissuestousetheknowledgeindependentlyfor the solutionofmorecomplexproblems; 7 (good)–therequirementsofthestudycoursearemetin general,howeversometimestheinabilitytousethe acquiredknowledgeindependentlyisdetected;
Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	6 (almostgood)–.therequirementsofthestudycourse are metingeneral,howeverinsufficientunderstandingof some problemsandinabilitytoapplytheacquired knowledge is detected; 5 (satisfactory)–therequirementsofthestudycourseare met forthemostpart,howeverinsufficientunderstanding of manyproblemsandinabilitytoapplytheacquired knowledge is detected; 4 (almostsatisfactory)–therequirementsofthestudy coursearemetforthemostpart,howeverinsufficient understandingofunderstandingofsomemainconceptsis detected aswellasconsiderabledifficultiesinthe practical applicationoftheacquiredknowledgeare stated;

Low (3 – 1 – negative evaluation)	3 (bad) – knowledge is superficial and incomplete, student is unableto use it in specific situations; 2 (very bad)–superficial and incomplete knowledge of only some problems, the most part of the study course is not mastered; 1 (very verybad)– absence of understanding of the main problems ofthesubject matter, almost no knowledge of the contentofthestudy course.

RNU study course description "MARKETING" (2nd part, Marketing Management)

Study programme	Bachelor Study Programme Business Administration in Tourism
ECTS	3 ECTS
Author (s)	Z.Oborenko
Preliminary knowledge, Related study courses	Introduction to Entrepreneurship; Economics; Management Theory; Marketing
Aim	To understand the place and role of marketing management in the management of a company / organization, to understand the importance of marketing function in business. To acquire the basics of marketing management and its application in practice, to master the directions and spheres of marketing management. To develop the ability to structure and analyse marketing problems and provide appropriate solutions with appropriate tools and techniques. To be able to apply marketing management functions in practice.

Planned learning outcomes:	Successfully learning this course, students get **Knowledge** (1) on the nature of the marketing management function, its place and role in the modern business world; on the organisation and management of the marketing function; (2) how to address marketing problems and model the firm's behaviour in a competitive environment through marketing management; **Skills: (1)** identifying, analysing and evaluating data, facts and information related to marketing opportunities and threats in the modern situation; (2) conducting strategic marketing analysis to develop relevant marketing objectives and strategies; (3) skills to develop a marketing plan and control mechanism for the implementation of the plan; (4) skills to work in a digital economy; **Competencies:** ability of planning, implementing and controlling a company's activities in the field of marketing management; ability of reflecting social and ethical issues about the role of companies in society.

knowledge	In compliance with the Standard students shall:
	Awareness level
	Regularities of the external environment development
	Regularities of the internal environment development
	Modern management theories
	Planning and decision making
	Information technology capabilities
	Effective communication techniques
	Argumentation techniques
	Business communication
	Business ethics and social responsibility
	Application level
	Strategic planning of tourism and hospitality industry enterprise
	Principles and methods of aims defining and formulating
	Principles of aims defining and correcting
	Principles of aims defining and correcting
	Motivation theory
	Preparation of reviews and publications
	Basic principles of CRM
	Development of products/services and assortment
	Pricing policy development
	Principles of integrated marketing communication
	Digital environment and its tools
	Development of products/services sales system at tourism and hospitality industry enterprise
	Management of production processes
	Organisation of services
	Effective entrepreneurship

	Methods of efficiency evaluation
	Development of management information system
	Development and application of data bases
	Information technologies for data processing, analysis and management
	Organisation of information technology application

skills	In compliance with the Standard :
	To understand the regularities and principles of economic development
	To evaluate the world economic development tendencies and their impact on the activity of tourism and hospitality industry enterprise as a whole
	To evaluate the factors of the external environment of tourism and hospitality industry enterprises
	To be aware of the research methods in the corresponding industry
	To evaluate the factors of the internal activity of tourism and hospitality industry enterprises
	To plan the activity of tourism and hospitality industry enterprise
	To analyse and evaluate the results of the activity of tourism and hospitality industry enterprise within the planning period
	To develop corrections during the process of the achievement of aims in order to optimise activity in the conditions of the changing environment
	To be aware of the forms of entrepreneurial activity
	To be aware of the enterprise development theories
	To select the appropriate model of setting up and development of a business
	To search and process the obtained information
	To process, systematise and analyse data
	To process information and select the most appropriate solution
	To organise the application and development of information technology at tourism and hospitality industry enterprise
	To use the tools and services of information technologies
	To process and interpret research results
	To prepare the report on research results
	To perform research and process its results
	To process statistical data

	To organise the work of the information system of tourism and hospitality industry enterprise
	To formulate the mission and vision of tourism and hospitality industry enterprise
	To define the strategic, tactical and operational aims of tourism and hospitality industry enterprise
	To work out the development strategy of tourism and hospitality industry enterprise
	To perform tactical and operational planning of tourism and hospitality industry enterprise
	To analyse and evaluate the results achieved within the planning period
	To develop corrections within the process of the achievement of aims in order to optimise activity in the conditions of the changing environment
	To assess competitors and their impact on the activity of tourism and hospitality industry enterprise
	To organise marketing processes at tourism and hospitality industry enterprise
	To organise product/service policy and the assortment policy at tourism and hospitality industry enterprise
	To organise products/services pricing policy at tourism and hospitality industry enterprise
	To organise the sales of products/services of an enterprice
	To organise the promotion of products/services of tourism and hospitality industry enterprise on the market
	To be aware of the digital environment for marketing organisation
	To develop and manage projects
	To develop project portfolio structures in compliance with the strategic management of tourism and hospitality industry enterprise
	To analyze and evaluate project performance against company aims

	To understand the risks of entrepreneurial activity and their impact on the perspective of tourism and hospitality industry enterprise development
	To develop measures to prevent and mitigate commercial and financial risks
	To define and develop the effective model of the activity of tourism and hospitality industry enterprise
	To communicate in the networks through the Internet
	To argue and defend an argument
	To be tolerant of the diversity of opinions
	To find compromises
	To evaluate personal professional experience
	To be aware of the necessity of learning for career growth
	To systematically acquire new knowledge and experience
	To follow the current events in the tourism and hospitality industry
	To apply the acquired knowledge in practice
	To find innovative solutions for the activity and development of tourism and hospitality industry enterprise
	To prepare and publish presentation materials
	To prepare reviews and presentations
	To prepare presentation materials and publications
	To argument personal opinion
	To comply with the norms of communication culture and professional ethics
	To communicate orally and in writing in various professional situations and environments. To use professional terminology. To present information both in the professional environment and for the public

competences	In compliance with the Standard :
	Ability to comply with the legal enactments related to the industry
	Ability to ensure the economic activity of tourism and hospitality industry enterprise
	Ability to manage production processes at tourism and hospitality industry enterprise
	Ability to organise the service management at tourism and hospitality industry enterprise
	Ability to organise the logistics of tourism and hospitality industry enterprise
	Ability to ensure quality at tourism and hospitality industry enterprise
	Ability to manage changes at tourism and hospitality industry enterprise
	Ability to critically evaluate and manage risks of entrepreneurial activity
	Ability to evaluate necessary investments and risks related to them
	Ability to use the tools offered by the state and other sources for starting up and development of a business
	Ability to apply the tools of the state support for starting up and crediting of a business
	Ability to start entrepreneurial activity by using an appropriate business model
	Ability to evaluate the opportunities of a business development and optimise its activity to achieve the set aims
	Ability to develop and implement the most effective business model for tourism and hospitality industry enterprise
	Ability to find innovative solutions for the activity of tourism and hospitality industry enterprise
	Ability to define the directions of the development and to formulate the mission and vision of tourism and hospitality industry enterprise

	Ability to define the strategic, tactical and operational aims, and main directions in compliance with the interests of the owners, stakeholders and the society
	Ability to develop the strategy of tourism and hospitality industry enterprise in accordance with the set aims
	Ability to analyse economic situation
	Ability to analyse the environmental factors which influence the activity of tourism and hospitality industry enterprise
	Ability to critically evaluate the external environment factors and their impact on the activity of tourism and hospitality industry enterprise
	Ability to critically evaluate the internal environment factors and their impact on the activity of tourism and hospitality industry enterprise
	Ability to identify the environmental changes
	Ability to evaluate development opportunities and optimise activity to achieve the aims of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to plan the activity of tourism and hospitality industry enterprise
	Ability to develop and manage projects at tourism and hospitality industry enterprise
	Ability to coordinate the functioning of tourism and hospitality industry enterprise as a whole
	Ability to define the development directions, mission and vision of tourism and hospitality industry enterprise
	Ability to define the strategic, tactical and operational aims, and main directions of tourism and hospitality industry enterprise in compliance with the interests of the owners, stakeholders, the society and other interested
	Ability to develop the strategy of tourism and hospitality industry enterprise to achieve the set aims
	Ability to develop the tactical plans of tourism and hospitality industry enterprise
	Ability to plan the operational activity of tourism and hospitality industry enterprise

	Ability to develop measures to assess commercial activity, to evaluate risks and minimise their impact
	Ability to evaluate the development opportunities and improve activity plans of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to define the resources necessary for the activity of tourism and hospitality industry enterprise
	Ability to perform financial analysis
	Ability to organise accounting at tourism and hospitality industry enterprise
	Ability to optimise the enterprise oriented taxation system
	Ability to apply an appropriate tax paying regimen
	Ability to organise marketing principles at tourism and hospitality industry enterprise
	Ability to develop new products/services and form the assortment of tourism and hospitality industry enterprise
	Ability to form the pricing policy of tourism and hospitality industry enterprise
	Ability to implement the integrated marketing communication of tourism and hospitality industry enterprise
	Ability to develop in-house sales system
	Ability to prepare publications and make presentations of them
	Ability to demonstrate personal, social and civic, interpersonal and intercultural skills which ensure active and effective participation in the professional activity and formation of social dialogue in the society
	Ability to understand the properties and application of information technologies necessary for the operations of tourism and hospitality industry enterprise and the improvement of its activity
	Ability to use information technologies for work, including for communication in the relevant field
	Ability to develop the information system of tourism and hospitality industry enterprise
	Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development

	Additional:
	The ability to organize the marketing department according to the objectives and market situation in the field of tourism an hospitality.
	The ability to conduct marketing research and apply the results obtained in business in the field of tourism an hospitality.

Literature and other sources of information:	
compulsory reading	Kotler, P.; Keller K.I.(2016). Marketing Management. 15th ed., Pearson, 832 p. Tuleja E. Intercultural Communication for Global Business. - Abington: Routledge, 2021.-314p.
recommended	Chaffey, D., Ellis-Chadwick, F. (2016). Digital Marketing, 6th Edition, Pearson 728 p. Hollensen, S. (2019). Marketing Management: Relationship Approach, 4th ed. Amsterdam:Pearson Benelux, 728 p. Hooley, G.; Piercy, N.; Nicoulaud, B.; Rudd, J.. (2017). Marketing Strategy and Competitive Positioning Pearson; 6 edition, 584 p. Koltler, P.; Kartajaya, H.; Setiawan, I.(2017). Marketing 4.0: Moving from Traditional to Digital, John Wiley & Sons, 208 p. Kotlers, F. (2007). Kotlers par mārketingu: Kā radīt, iekarot tirgu un dominēt tajā. R:Lietišķās informācijas dienests, 270 lpp. Levinson J.L. (2007). Guerilla Marketing: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business. Boston: HOUGHTON MIFFLIN, 368 p. Niedrītis, J. Ē.(2007). Mārketings. Biznesa augstskola "Turība",407 lpp. Praude, V. (2011) Mārketings:teorija un prakse. 1.grāmata, Rīga: Burtene, 522 lpp. Praude V. (2011). Mārketings: Teorija un prakse. 2.grāmata, Rīga.: Burtene, 340 lpp. Praude, V., Šalkovska, J.(2015). Integrētā mārketinga komunikācija 1. R:Burtene, 460 lpp. Praude, V., Šalkovska, J.(2015). Integrētā mārketinga komunikācija 2. R:Burtene, 408 lpp. Vestvuds, Dž.(2008). Kā rakstīt mārketinga plānu. R: Zvaigzne ABC, 128 lpp.

Other resources	Z.Oborenko, Digital marketing to promote employment of people with disabilities, 4, 2019, 4th International Conference Marketing and Management MM2019, 13th June 2019, Warsaw, Poland.
	Dehtjare J., Ryaschenko V. Marketing the Social Entrepreneurship. - Applied Research in Health and Social Sciences: Interface and Interaction, 2015, No. 12 ISSN 1822-3338
	J.Dehtjare, V. Riaschenko. Social entrepreneurship: issues and trends. - The 13th International Conference „Information Technologies and management 2015". April 16-17, 2015, Riga, Information Systems Management Institute – CD proceedings, 6 pg.
	The Marketing Journal (on-line) available http://www.marketingjournal.org/
	Kapitāls, ekonomikas un biznesa žurnāls. Rīga: Jaunais kapitāls, https://kapitals.lv/
	Dienas Bizness, laikraksts. Rīga: Dienas žurnāli, https://www.db.lv/

Contents and schedule of the contact hours

Week	Topic	Academic Hours	
		FT	PT
1.	**1. The place and role of marketing management.** Defining Marketing in the 21st Century. Marketing in a turbulent environment. Globalization processes and marketing.	4	2
2.	**2. Marketing planning system.** Strategic planning in business units. Development of marketing strategies and plans. Innovative marketing. Marketing management in consumer and business segments.	4	2

3.	**3. Marketing information system** Components of a modern marketinginformation system. Collection and identification of information. Internal data. Competition research. Macro-environment data.	4	2
4.	**4. Planning and management of marketing mix.** Marketing and Customer Value creation. Strategic analysis of competition.	4	2
5.	4.1. Product Strategies. Services as a product. 4.2. Brand strategies.	4	2
6.	4.3. Pricing strategies. 4.4. Distribution strategies.	4	2
7.	4.5. Communication strategies Measuring marketing effectiveness	6	2
8.	**5. Marketing control system**	2	2
	6. Sustainable Marketing Organization System Holistic marketing Holistic marketing organization for long term customer relationship.		
		32	16

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes
Studies of literature, sources and methodical materials	12/28/44	Knowledge of: - the place and role of marketing management in the operations of the company; - Marketing Management functions and tasks; - organization of marketing activities in the company; - marketing in a global context; - a holistic approach to marketing; - digital technology management in marketing. Test work with evaluation
Preparation for case analysis. To get familiarised with the situations, to study and analyse the cases.	4	Developed **skills**: ability to analyse the situation and discover solutions; ability to use theoretical approaches. Developed **competences**: ability to discuss, argue and defend one's opinion. Ability to cooperate and respect other students' point of view.
Preparation for the test on the theoretical and practical aspects of marketing mix strategies.	12	**Knowledge** of: - segment strategies; - product strategies - pricing strategies - dissemination strategies; - communication strategies; - competition strategies. Test work with evaluation

To develop individual independent work on creative marketing communications.	8	Developed **skills**: - to use various information resources, - ability to choose information, - ability to analyse cases, - ability to develop a presentation. Developed **competences**: developed creativity in presentation preparation, and ability to present and justify.
Team or individual project work on solving a specific marketing problem by analysing and developing a strategy and plan.	20	Strengthened **knowledge** acquired during the study course. Acquired **skills** to apply theoretical knowledge in analysis of marketing environment, problem identification and development of appropriate marketing strategy and plan. Developed **competencies:** - to solve a specific situation in marketing management; - to develop and defend a strategy and plan to address a particular marketing problem. -developed teamwork competence.
Total:	48/64/80	

Study work	Knowledge	Skills	Competences	% of final evaluation
Test on the role and place of marketing management in entrepreneurship.	+			15%
Test on marketing strategies.		+	+	15%
Case studies	+	+		10%

Independent creative work on modern marketing communication methods	+	+	+	15%
Project work on solving a specific marketing problem by analysing and developing a strategy and plan.				40%

Evaluation of mastering the study course

Level	Requirements
Very high (10 –with distinction 9 – excellent)	10 (with distinction) - knowledge, skills and competencesexceedtherequirements of the study course ability toperformdemonstrate the independentresearchaswellasthedeep understanding of problems; 9 (excellent)-knowledge,skillsandcompetences fully meet the requirementsofthestudycourse, student is able to applytheacquiredknowledgeindependently;
High (8 –very good 7 - good)	8 (very good)–therequirementsofthe study course are fully met, however,thereisinsufficient understanding of individualissuestousetheknowledge independently for the solutionofmorecomplexproblems; 7 (good) – therequirementsofthestudy course are met in general, howeversometimestheinability to use the acquired knowledgeindependentlyisdetected;

Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	6 (almost good) –. the requirements of the study course are met in general, however insufficient understanding of some problems and inability to apply the acquired knowledge is detected; 5 (satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of many problems and inability to apply the acquired knowledge is detected; 4 (almost satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of understanding of some main concepts is detected as well as considerable difficulties in the practical application of the acquired knowledge are stated;
Low (3 – 1 – negative evaluation)	3 (bad) – knowledge is superficial and incomplete, student is unable to use it in specific situations; 2 (very bad) – superficial and incomplete knowledge of only some problems, the most part of the study course is not mastered; 1 (very very bad) – absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.

RNU study course description "Accounting and Taxes"

Study program, which includes the study course	Bachelor Study Programme Business Administration in Tourism
ECTS	6 ECTS
Author (s)	Kristīne Hamruna
Requirements for commencement of study course, related study courses	Economics, Introduction to Entrepreneurship
The aim	To provide students with knowledge of accounting and business taxation, to develop skills so that a successful student can organize the accounting process in a company or institution.
Planned learning outcomes:	

knowledge	According to the standard:
	Awareness level
	
	    State taxation policy
	
	Application level
	
	    Preparation of reviews and publications
	
	    Analysis and planning of resources and finances
	
	    Accounting records
	
	    Optimal taxation system for tourism and hospitality industry enterprise development
	
	    Tax paying regimens
	
	In addition:
	
	• Demonstrate knowledge and skills in financial accounting.

	• Describe the content of financial statements and the basic principles of their preparation on the basis of the acquired theoretical knowledge.

• Describe the basic principles of the Latvian tax system.

• Assess the impact of taxation on the tourism and hospitality company's business.

• Demonstrate knowledge of basic principles of tax calculation, payment procedures and types of tax credits.

• Organize accounting in a tourism and hospitality company or institution based on the knowledge gained. |

skills	According to the standard:
	To understand the regularities and principles of economic development
	To evaluate the world economic development tendencies and their impact on the activity of tourism and hospitality industry enterprise as a whole
	To evaluate the factors of the external environment of tourism and hospitality industry enterprises
	To be aware of the research methods in the tourism and hospitality industry
	To evaluate the factors of the internal activity of tourism and hospitality industry enterprises
	To plan the activity of tourism and hospitality industry enterprise
	To analyse and evaluate the results of the activity of tourism and hospitality industry enterprise within the planning period
	To develop corrections during the process of the achievement of aims in order to optimise activity in the conditions of the changing environment
	To be aware of the forms of entrepreneurial activity
	To be aware of the enterprise development theories
	To select the appropriate model of setting up and development of a business
	To apply the business model appropriate for the establishing and development of tourism and hospitality industry enterprise, which is based on venture capital, business angels, equity co-funding, business incubators, seed funding, etc.
	To select and apply the state support tools to start commercial activity and receive credit
	To search and process the obtained information
	To process, systematise and analyse data
	To process information and select the most appropriate solution

	To use the tools and services of information technologies
	To process and interpret research results
	To prepare the report on research results
	To perform research and process its results
	To process statistical data
	To ensure the storage of electronic documentation and data
	To perform tactical and operational planning of tourism and hospitality industry enterprise
	To analyse and evaluate the results achieved within the planning period
	To develop corrections within the process of the achievement of aims in order to optimise activity in the conditions of the changing environment
	To analyse the risks of economic activity
	To evaluate the results of the economic activity of tourism and hospitality industry enterprise
	To plan and monitor cash flow and financial performance
	To attract financial resources
	To apply the taxation system at tourism and hospitality industry enterprise
	To apply the appropriate tax paying regimen
	To be aware of the requirements of the legal enactments of the industry
	To apply the appropriate legal enactments to solve problems
	To ensure accounting in compliance with the requirements of legal enactments
	To apply industry relevant standards
	To evaluate personal professional experience
	To be aware of the necessity of learning for career growth

	To systematically acquire new knowledge and experience
	To follow the current events in the industry
	To apply the acquired knowledge in practice
	To prepare reviews and presentations
	To communicate orally and in writing in various professional situations and environments. To use professional terminology. To present information both in the professional environment and for the public
	To follow the requirements of the legal enactments on labour protection
	To follow the requirements of the legal enactments on civic and environmental protection
	To identify potential risks when performing work tasks
	In addition: • Understands the tax system of the Republic of Latvia as an EU Member State and the legislation regulating it. Learn the basics of filing tax returns and reports. • Is able to navigate in accounting documents and regulations. Understands business accounting. Apply the acquired theoretical and practical knowledge in business management in a dynamic economic environment.

competences	According to the standard:
	Ability to comply with the legal enactments related to the industry
	Ability to ensure the economic activity of tourism and hospitality industry enterprise
	Ability to ensure quality at tourism and hospitality industry enterprise
	Ability to manage changes at tourism and hospitality industry enterprise
	Ability to critically evaluate and manage risks of entrepreneurial activity
	Ability to use the tools offered by the state and other sources for starting up and development of a business
	Ability to apply the tools of the state support for starting up and crediting of a business
	Ability to evaluate the opportunities of a business development and optimise its activity to achieve the set aims
	Ability to find innovative solutions for the activity of tourism and hospitality industry enterprise
	Ability to define the directions of the development and to formulate the mission and vision of tourism and hospitality industry enterprise
	Ability to define the strategic, tactical and operational aims, and main directions in compliance with the interests of the owners, stakeholders and the society
	Ability to develop the strategy of tourism and hospitality industry enterprise in accordance with the set aims
	Ability to plan the activity of tourism and hospitality industry enterprise
	Ability to develop and manage projects at tourism and hospitality industry enterprise
	Ability to coordinate the functioning of tourism and hospitality industry enterprise as a whole

	Ability to define the development directions, mission and vision of tourism and hospitality industry enterprise
	Ability to define the strategic, tactical and operational aims, and main directions of tourism and hospitality industry enterprise in compliance with the interests of the owners, stakeholders, the society and other interested
	Ability to develop the strategy of tourism and hospitality industry enterprise to achieve the set aims
	Ability to develop the tactical plans of tourism and hospitality industry enterprise
	Ability to plan the operational activity of tourism and hospitality industry enterprise
	Ability to develop measures to assess commercial activity, to evaluate risks and minimise their impact
	Ability to evaluate the development opportunities and improve activity plans of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to define the resources necessary for the activity of tourism and hospitality industry enterprise
	Ability to perform financial analysis
	Ability to organise accounting at tourism and hospitality industry enterprise
	Ability to optimise the enterprise oriented taxation system
	Ability to apply an appropriate tax paying regimen
	Ability to organise marketing principles at tourism and hospitality industry enterprise
	Ability to develop new products/services and form the assortment of tourism and hospitality industry enterprise
	Ability to form the pricing policy of tourism and hospitality industry enterprise

	Ability to implement the integrated marketing communication of tourism and hospitality industry enterprise
	Ability to develop in-house sales system
	Ability to prepare publications and make presentations of them
	Ability to demonstrate personal, social and civic, interpersonal and intercultural skills which ensure active and effective participation in the professional activity and formation of social dialogue in the society
	Ability to understand the properties and application of information technologies necessary for the operations of tourism and hospitality industry enterprise and the improvement of its activity
	Ability to use information technologies for work, including for communication in the relevant field
	Ability to develop the information system of tourism and hospitality industry enterprise
	Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development

Literature and sources of information:	
mandatory	• Inguna Leibus, Ingrīda Pētersone, Anna Jesemčika, Anastasija Svarinska, Regīna Grigorjeva. Finanšu grāmatvedība. 2018. Lietišķās informācijas dienests, 328 lpp. Leibus Inguna. Uzņēmuma • darbības uzsākšana, grāmatvedība un nodokļi. 2019. Lietišķās informācijas dienests Accounting Handbook • (Barron's Accounting Handbook). Hardcover – 10 Dec 2014 . Joel G. Siegel, Dr. Jae K. Shim. Hardcover: 1088 pages. Publisher: Barron's Educational Series Inc.,U.S.; 6th Revised edition (10 Dec. 2014). Language: English. ISBN-10: 0764166573. ISBN-13: 978- 0764166570 The Tax and Legal Playbook: Game-Changing Solutions To Your Small Business Questions • Paperback – 8 Aug 2019. Mark Kohler. Paperback: 368 pages. Publisher: Entrepreneur Press; 2 edition (8 Aug. 2019). Language: English. ISBN-10: 1599186438. ISBN-13: 978-1599186436. • Kelmere L.Ievads grāmatvedībā jeb Grāmatvedības pamati: teorija un uzdevumi. - Rīga: Lietišķās informācijas dienests, 2022.- 280 lpp. Bojarenko J. Praktiskā finanšu grāmatvedība(I • daļa) - Rīga: ArtBuh Akadēmija SIA, 2022.- 180 lpp. https://likumi.lv/ https://lex.uz/en/ • Ketners K., Lukašina O. Nodokļi Eiropas • Savienībā un Latvijā : salīdzinoša analīze un praktiski ieteikumi. - Rīga : Merkūrijs LAT, 2008.
recommended	• - 237 lpp. Ketners K. Nodokļu plānošana – Rīga, RTU izdevniecība, 2007. – 115 lpp. •

Content of study course and calendar of contact hours

Week	Topic	Number of hours	
1.	Accounting principles	4	2
2.	1.1. Accounting, its importance in the company	4	1
3.	1.2. Single and double entry bookkeeping systems	4	1
4.	1.3. Accounting method and description of its elements	4	1
5.	Financial accounting	4	2
6.	2.1. Long-term investment accounting	4	2
7.	2.2. Current assets accounting	4	2
8.	2.3. Equity, its composition and accounting	4	2
9.	2.4. Creditors' characteristics and accounting	4	2
10.	2.5. Content of the financial statement and basic principles of its preparation	4	2
11.	Tax and Fees System of the Republic of Latvia	4	2
12.	3.1. Tax characteristics and elements 3.2. Personal income tax	4	2
13.	3.4. Corporate income tax 3.3. Compulsory social security contributions	4	2
14.	3.5. Micro-enterprise tax 3.6. Natural resource tax	4	2
15.	3.7. Property tax	4	2

	3.8. Value-added tax		
16.	3.9. State and municipal fees 3.10. Rights and obligations of the State Revenue Service as a tax administrator	4	2
		64 AC.H.	**32 AC.H.**

Description of students' independent work organization and tasks

Independent work	Volume in hours full-time / part-time face-to-face / distance learning	Expected result
1. Study of literature, sources and methodical aids	90/122/154	Knowledge of: - the nature and principles of accounting; - the fundamental principles of accounting; - accounting objectives and targets; - the laws and regulations governing the accounting activities. Test form - test
2. control work 1	4/2/2	Skills: Students understand the essence of accounting and its importance in today's economy
3. control work 2	4/2/2	Competences and skills: Students are able to record business operations and are sufficiently competent in the process.
4. control work 3	4/2/2	Skills: Students are able to analyze annual reports

Total hours:	96/128/160	

Study works	Knowledge	Skills	Competencies	% of final grade
Control works	+	+	+	40
Exam (test + case study)	+	+	+	60

Evaluation of the study course

Achievable level	Requirements
Very high level (10 excellent, 9 excellent)	10- Knowledge, skills and competence meet and exceed the course requirements; has acquired knowledge and skills at a level that is able to perceive, memorize, reproduce, use the model in a similar situation, and be able to use it independently to acquire new knowledge and solve creative tasks. 9 - Knowledge, skills and competence meet the requirements of the training course; is able to solve relevant problems, to substantiate and logically reason, to discern and explain regularities;
High level (8 - very good, 7 - good)	8 - Knowledge, skills and competence meet the requirements of the training course; expresses personal attitudes more at the core of the curriculum than at the level of analysis; 7 - Knowledge, skills and competence are in line with the requirements of the course, but sometimes there is an inability to use the acquired knowledge independently.
Average level (6 - almost good, 5 - average, 4 - almost average)	6 - Knowledge, skills and competence meet the requirements of the training course; sometimes lacking in-depth understanding of the problem, not being able to fully apply knowledge in practice, but being able to use knowledge and skills by model. 5 - Knowledge, skills and competences partially meet the requirements of the training course; lack of competence to apply knowledge in practice

	4 - Knowledge meets the minimum requirements of the course.
Low level (3 - 1 - negative rating)	3 - Superficial knowledge of the main problems of the study course. 2 - Upgraded individual study course questions; 1 - Not fully mastered the course. There is no understanding of the basic problems of the study course.

RNU study course description "Management Psychology and Sociology"

Study programme	Bachelor study programme Business administration in tourism
ECTS	6 ECTS
Author (s)	S.Paramonovs
Preliminary knowledge, Related study courses	Management theory, Personnel Management and Record Keeping, Introduction to Entrepreneurship, Business English, Business Communication
Aim	To form a notion about the different kinds of social tensions, encounters and networks that make up everyday business life, asking why individuals, groups and companies are the way they are and how they might be different. This course combines sociology's study of human behaviour in business with psychology's examination of the human mind, analyses organisational dynamics, cultures, processes and problems, and enables students to explore both the personal and social nature of human experience from different perspectives in different managerial contexts.
Planned learning outcomes:	

knowledge	In compliance with the Standard:
	Awareness level
	Basics of social responsibility
	Social diversity and the principle of equality
	Intercultural communication
	Business psychology
	Communication (including intercultural) in the society (including multicultural)
	Effective communication techniques
	Argumentation techniques
	Business communication
	Business ethics and social responsibility
	Application level
	Extencive and relevant vocabulary
	Professional terminology
	Basics of intercultural communication
	Preparation of reviews and publications
	Additional:
	Knowledge of theoretical foundations and methods of sociological science, presented in a variety of scientific areas, schools and concepts of sociological theory of management in application within the industry of tourism and hospitality;
	understanding of behavioural science theories, methods, and tools to use and apply them to problems at work and in career within the industry of tourism and hospitality.

skills	In compliance with the Standard:
	To be aware of the forms of entrepreneurial activity
	To search and process the obtained information
	To process, systematise and analyse data
	To process information and select the most appropriate solution
	To use the tools and services of information technologies
	To process and interpret research results
	To prepare the report on research results
	To perform research and process its results
	To process statistical data
	To implement personnel policy at tourism and hospitality industry enterprise
	To define the strategic, tactical and operational aims of tourism and hospitality industry enterprise
	To develop corrections within the process of the achievement of aims in order to optimise activity in the conditions of the changing environment
	To argue and defend an argument
	To be tolerant of the diversity of opinions
	To find compromises
	To evaluate personal professional experience
	To be aware of the necessity of learning for career growth
	To systematically acquire new knowledge and experience
	To follow the current events in the tourism and hospitality industry
	To apply the acquired knowledge in practice
	To find innovative solutions for the activity and development of tourism and hospitality industry enterprise
	To argument personal opinion
	To comply with the norms of communication culture and professional ethics

	To communicate orally and in writing in various professional situations and environments. To use professional terminology. To present information both in the professional environment and for the public
	To ensure safe working environment

competences	In compliance with the Standard:
	bility to comply with the legal enactments related to the tourism and hospitality industry
	Ability to ensure the economic activity of tourism and hospitality industry enterprise
	Ability to manage production processes at tourism and hospitality industry enterprise
	Ability to organise the service management at tourism and hospitality industry enterprise
	Ability to organise the logistics of tourism and hospitality industry enterprise
	Ability to ensure quality at tourism and hospitality industry enterprise
	Ability to manage changes at tourism and hospitality industry enterprise
	Ability to critically evaluate and manage risks of entrepreneurial activity
	Ability to evaluate necessary investments and risks related to them
	Ability to use the tools offered by the state and other sources for starting up and development of a business
	Ability to apply the tools of the state support for starting up and crediting of a business
	Ability to start entrepreneurial activity by using an appropriate business model
	Ability to evaluate the opportunities of a business development and optimise its activity to achieve the set aims
	Ability to develop and implement the most effective business model for tourism and hospitality industry enterprise
	Ability to find innovative solutions for the activity of tourism and hospitality industry enterprise
	Ability to adhere to the basic principles of professional and general ethics and generally accepted standards of conduct

	Ability to select, effectively manage andd coordinate the work of personnel
	Ability to motivate employees to the best performance
	Ability to objectively evaluate the performance of employees
	Ability to effective team work performing professional work tasks
	Ability to demonstrate personal, social and civic, interpersonal and intercultural skills which ensure active and effective participation in the professional activity and formation of social dialogue in the society
	Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development
	Additional:
	The course provides competence on the analysis of complex social problems and application of sociological methods to management relations within the industry of tourism and hospitality;
	The ability to critically evaluate work of organizations in modern business world, examine individual behavior, as well as behavior in groups or teams, and finally discuss organizations as a whole from psychological and sociological perspectives.

Literature and other sources of information:	
compulsory reading	Horaman EU. (2018) Biznesa pamatu uzbūve. Horman SIA
	Leiendekers A. (2016) Konfliktu vadība Izdevējs: J.L.V, Izdots: 2016.
	Ciccarelli, S., J. White, J.N. (2016). Psychology. 5th ed., Pearson.
	Handel, M.J. (2018). The Sociology of Organizations: Classic, Contemporary, and Critical Readings. Sage Publications Inc., USA
	Kahneman, D. (2011). Thinking, Fast and Slow. Farrar, Straus and Giroux. USA.
	B.R Hergenhahn, B.R., Henley, T. (2013). An Introduction to the History of Psychology.
	Kalat, J.(2013). Introduction to Psychology.
	Armstrong, M. (2013). Human Resource Management Practice. 9th ed., Kogan Page, London.
	Balzac, S.R. (2014). Organizational Psychology for Managers. Springer, USA.

recommended	Mironova, J., Sloka., B., Burnout of the Teaching Staff in the Higher Education Institutions and it's Influence on the Teaching Process, 2021
	XVI. IBANESS Congress Series on Economics, Business and Management – Istanbul / Turkey, September 11-12, 2021 https://www.researchgate.net/profile/Shiret-Elezi/publication/362068522_ Imp act_Of_COV ID - 19_Outbreak_On_Organizational_Performance_Evidence_Fr om_North_Macedonia/li nks/62d53008fd347a451bc7428c/ Im pact-Of-COVID-19-Outbreak-On-Organizational-Performance-Evidence-From-North-Macedonia.pdf#page=102
	Mironova, J., Sloka, B., Djakona, V., Importance of Organisational Culture in Higher Education Institutions,2022, Proceedings of University of Rijeka International Scientific Conference "Dealing with Uncertainty" - "Economics of Digital Transformation", in June 23-25, 2022,
	available at: https://www.efri.uniri.hr/upload/EDT%202022/EDT_2022_2 0_06_-_program_s_linkovima._docx.pdf
	Armstrong M. Human Resourse Management Practise ninth edition. - London, Kogan Page, 2003. – 977 p.
	Blančards K. (2009) Efektīvās vadības noslēpumi. Zvaigzne ABC
	Dubkēvičs L. (2009) Organizācijas kultūra. Jumava
	Ešenvalde I. (2008) 10 korporatīvās uzvedības baušļi. Merkurijs LAT
	Goša Z. Sociālo procesu statistiskie radītāji un analīze. – R.,LU, 1993.
	Haralambos M. Sociology./ Haralambos M., Holborn M. 7th ed. London: Collins. 2008. 954 lpp.
	International Sociological Association. Available from: https://www.isa-sociology.org/en/

	Konflikti un to risināšana (HBSP) (2009) Izdevējs "Lietišķās informācijas dienests"
	Laķis P.Socioloģija. Ievads socioloģijā Rīga: Zvaigzne ABC, 2003.-92 lpp.
	Meņšikovs V.. Socioloģija par sabiedrības attīstības mērķiem un līdzekļiem. - Daugavpils: "Saule", 1994
	Reņģe V. Psiholoģija. Personības psiholoģiskās teorijas Rīga: Zvaigzne ABC, 1999.-176lpp.
	Reņģe V.Psiholoģija. Personības psiholoģija Rīga: Zvaigzne ABC, 2000.-126lpp
	Reņģe V. Mūsdienu organizāciju psiholoģija Rīga: Zvaigzne ABC, 2007.-215lpp
	Smelser, Neil J. Theory of collective behaviour. London: Routledge. 2010. 436p.
	Šteimans J. Socioloģijas un politoloģijas problēmas. Daugavpils: Saule, 2007. 143 lpp
	Tisenkopfs T. Socioloģija Latvijā. – Rīga, Valters un Rapa, 2010 – 536 lpp.
	Journal of Personality and Social Psychology. American Psychological Association. Available from: http://www.apa.org/pubs/journals/psp/
	Psychology Today. Available from: https://www.psychologytoday.com/intl
	American Sociological Association. Available from: https://www.asanet.org/
	Žurnāls "Biznesa psiholoģija", periodiskais izdevums, izdevējs SIA "Business Psychology", 2006.-2014.gg. izdevumi https://biznesapsihologija.lv/,

Contents and schedule of the contact hours

week	topic	academic hours	
		full-time	part-time
1	Introduction to the course. Psychology and sociology of management as a scientific and academic discipline.	4	2
2	Personality, its structure and dynamics. Psychology of personality.	4	2
3.	1st workshop: tests on personality types and team roles.	4	2
4.	Cognitive processes in management. Process and forms of learning. Attention. Perception. Memory.	4	2
5.	Features of administrative activity in the organization. Laws of hierarchy. Management and leadership.	4	2
6.	2nd workshop: situation analysis and discussion of the situation related to management styles and leadership problems.	4	2
7.	Power as mechanism of managerial activity. Conflit over power in the organization. Methods of conflict resolution.	4	2
8.	Motivational theories and regulation of behaviour.	4	2
9.	Group psychology. Psychology of small/large groups.	4	2
10.	Problem of socialization of a new employee in organization.	4	2

11.	Corporate culture. Laws and models of organizational behaviour.	4	2
12.	Specific character of management of representatives of different social-demographic groups. Social stereotypes at the workplace. Gender aspects of management.	4	2
13.	3 rd workshop: Power Point Presentation on the topics related to Management Psychology and Sociology.	4	2
14.	Presentation of the 3rd workshop and discussion.	4	2
15.	Continuation of the presentation of the 3rd workshop and discussion.	4	2
16.	Review. Preparation for the examination.	4	2
		64 ac.h.	32 ac.h.

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes
1.Compulsory reading, sources and methodological materials learning.	34/68/100	Knowledge of: - Obtained knowledge according to the expected results. Testing form: examination

2. Preparation for 1st workshop / part of the project 1st workshop: tests on personality types and team roles.	20/0/0	Knowledge, skills of: - Students understand the concept of personality; are aware of different theories of personality, personality types; - Students understand and have theoretical knowledge about the nature and factors of psychological development of personality.
3. Preparation for 2nd workshop / part of the project: 2nd workshop: situation analysis and discussion of the situation related to management styles and leadership problems.	20/0/0	Knowledge, skills, competences of: - Students can classify problems related to inadequate human resource management in the company and find solutions; - Students have acquired the necessary knowledge for analysis of management-related problems and are able to provide suggestions to improvement of leadership style at the enterprise.
4. Preparation for 3rd workshop / part of the project 3 rd workshop: Power Point Presentation on the topics related to Management Psychology and Sociology.	22/0/0	Obtained knowledge, skills and competences: - Students are able to apply the acquired knowledge to establish, maintain and improve a management system at the enterprise; - Students understand the social nature of managerial activity, its structure, principles, methods and are able to identify the sociological problems of organizational management and behavior and to provide solutions for effective communication interaction in the organization.
Project work for part time students	0/60/60	The content of the project work for full-time students consists of tests that are completed during the course.
Total ac.h.s:	96/128/160	

Study work	Knowledge	Skills	Competences	% of final evaluation

1.	+			40
2.	+	+		10
3.	+	+	+	10
Examination	+	+	+	40

Evaluation of mastering the study course

Level	Requirements
Very high (10 –with distinction 9 – excellent)	10- knowledge, skills and competencesexceed the requirements of the study course and demonstrateastudent's ability to perceive, memorise and reproduce theobtained knowledge and apply it in a similar situation, as wellastouse it for mastering new knowledge and creatively solveproblems. 9 - knowledge, skills and competencesfullymeet the requirements of the study course, studentisable justify and logically state the problem, solve relevantproblems, identify and explain the regularities.

RNU study course description "Hospitality Industry"

Study programme	Business Administration in Tourism
ECTS	3 ECTS
Author (s)	Iveta Balode, Jekaterina Korjuhina
Preliminary knowledge, Related study courses	Tourism Basics, Introduction toEntrepreneurship, Marketing, Entreprise Management
Aim	To provide knowledge about types and trends of tourist accommodation. Understand standards, services, additional services and their suitability for different target groups of visitors, economic and organizational activities, role of business partners and requirements of legislation and regulations for functioning of tourist accommodation.
Planned learning outcomes:	

● knowledge	In compliance with the Standard students shall:

Awareness level:

• Regularities of economic processes

• Regularities of external environment development

• International business environment (cooperation with other tourism and hospitality companies, owners and other stakeholder groups to achieve the goals of the tourist accommodation).

• Influencing factor analysis methods (analyzes and evaluates the local and international hospitality industry environment, development trends and the interrelationships between the hotel product and the guest target market. Understands the standards of tourist accommodation and staff work)

Application level:

• Business environment and its influencing factors

• Business environment analysis methods

     • Requirements of regulatory enactments and standards regulating the field (observes the requirements of Latvian legislation, international documents and regulatory enactments in the accommodation industry sector. Knows professional terminology, documents regulating tourist accommodation, regulatory enactments and ethical norms in order to ensure successful business.) |

● skills	In compliance with the Standard students shall: ● To understand the regularities and principles of economic development ● To evaluate the world economic development tendencies and their impact on the activity of a hospitality enterprise as a whole ● To evaluate the factors of the external environment of a hospitality enterprise ● To be aware of the research methods in the hospitality industry ● To evaluate the factors of the internal activity of enterprises ● To plan the activity of a hospitality enterprise ● To analyse and evaluate the results of the activity of a hospitality enterprise within the planning period ● To develop corrections during the process of the achievement of aims in order to optimise activity in the conditions of the changing environment ● To be aware of the forms of entrepreneurial activity ● To be aware of the enterprise development theories ● To select the appropriate model of setting up and development of a business ● To select and apply the state support tools to start commercial activity and receive credit ● To search and process the obtained information ● To implement personnel policy at a hospitality ● To develop and manage projects ● To develop project portfolio structures in compliance with the strategic management of a hospitality ● To analyze and evaluate project performance against company aims ● To communicate in the networks through the Internet ● To argue and defend an argument ● To be tolerant of the diversity of opinions ● To find compromises ● To systematically acquire new knowledge and experience ● To comply with the norms of communication culture and professional ethics

● competences	In compliance with the Standard : ● Ability to comply with the legal enactments related to the hospitality industry ● Ability to ensure the economic activity of a hospitality enterprise ● Ability to manage production processes at a hospitality enterprise ● Ability to organise the service management at a hospitality enterprise ● Ability to organise the logistics of a hospitality enterprise ● Ability to ensure quality at a hospitality enterprise ● Ability to manage changes at a hospitality enterprise ● Ability to critically evaluate and manage risks of entrepreneurial activity ● Ability to start entrepreneurial activity by using an appropriate business model ● Ability to evaluate the opportunities of a business development and optimise its activity to achieve the set aims ● Ability to develop and implement the most effective business model for a hospitality enterprise ● Ability to find innovative solutions for the activity of a hospitality enterprise ● Ability to define the directions of the development and to formulate the mission and vision of a hospitality enterprise ● Ability to define the strategic, tactical and operational aims, and main directions in compliance with the interests of the owners, stakeholders and the society ● Ability to develop the strategy of an enterprise in accordance with the set aims ● Ability to analyse economic situation ● Ability to analyse the environmental factors which influence the activity of a hospitality enterprise ● Ability to critically evaluate the external environment factors and their impact on the activity of a hospitality enterprise ● Ability to critically evaluate the internal environment factors and their impact on the activity of a hospitality enterprise ● Ability to identify the environmental changes ● Ability to evaluate development opportunities and optimise activity to achieve the aims of an enterprise considering the impact of the changing environment ● Ability to effective team work performing professional work tasks ● Ability to prepare publications and make presentations of them

	● Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development

Literature and other sources of information:	
● compulsory reading	● Josef Ransley, Hadyn Ingram, Debra Adams (2022) Developing Hospitality Properties and Facilities, Routledge ● Hayes D.K., Ninemeier J.D., Miller A.A. (2016), Hotel Operations Management. (3th Edition). – Pearson ● Koryuhina C., Shamshina T. Service quality improvement in hospitality-related enterprises 2019　The 17th International scientific conference "Information technologies and management"IT&M 2018 Theses, ISMA University, Riga, ISSN 1691-2489, p. 139-141 ● Walker J.R.(2016), Introduction to Hospitality Management. (7th Edition). – Pearson ● Walker J.R., Miller J.E. (2015), Supervision in the Hospitality Industry. (8th Edition). – Pearson ●　Latvijas Viesnīcu un restorānu mājas lapa www.lvra.lv Sertifikācija. Hotelstars Union klasifikijas kritēriji 2015.-2020. gadam (ENG - http://www.hotelstars.eu/ Criteria)

● recommended	1. Koryuhina, C., Shamshina, T., Riashchenko,V. , Covid -19 Crisis Management On The Example Of Hospitality Industry Enterprise In Latvia, 2021
	2. Koryuhina, C., Riashchenko,V., Stankevičs, A., Conceptual Framework For Corporate Governance In Crisis Period On Example Of Hospitality Industry In Latvia,2021, Security of the XXI century: national and geopolotical aspects, Issue 3: collective international scientific monograph/in ed. I.Markina, 2021, Nemoros s.r.o., Prague, ISBN 978-611-01-2365-5
	3. Koryuhina C., Shamshina T., Service quality improvement in hospitality-related enterprises, 2019, The 17th International scientific conference Information Technologies and management 2019, ISMA University, Riga, ISSN 1691-2489, p. 139-141
	4. Baltoņa I.(2005) Tūristu izmitināšanas māc.līdzeklis, Rīga: ISMA. Pārstrādāta elektroniskā versija ISMA bibliotēkā 2012.g.
	5. Bardi, James A. (2010) Hotel front office management, 5rd Editions.-The Pensylvania State University,
	6. Forands I. (2011) Viesnīcas menedžments. Latvijas izglītības fonds;
	7. Hayes D.K., Ninemeier J.D. (2015), Human Resources Management in the Hospitality Industry. (2th Edition). – Wiley
	8. Kotler Ph., Bowen J., Mkens J. (2017) Marketing for Hospitality and Tourism. (7th Edition). – Pearson
	9. Tourism and Hospitality Studies. Introduction to Hospitality. Manual on Module II. http://uru.ac.in/uruonlinelibrar y/ Hospitalit y_Man agem ent/Hos pitality%20Industry.pdf

Contents and schedule of the contact hours

week	Topic	academic hours	
		full-time	part-time
1.	Introduction. The evolution of the hospitality industry. The nature of tourist accommodation as part of the tourism industry. Accommodation services in Latvian business classification. Types and classification of tourist accommodation.	4	2

2.	Service level classification. Hotel Stars Union Standard Requirements for Hotels.	2	2
2.	Differentiated test: Service level assessment and comparison of selected tourist accommodation (part of Project work).	2	
3.	Independent hotels and hotel chains. Forms of hotel management.	2	2
3.	Differentiated test: Evaluating the performance of a selected hostel as an independent hotel or hotel chain, its competitive advantages and disadvantages (part of Project work).	2	
4.	Characteristics of tourist accommodation products and services. Room types.	2	2
4.	Additional services of a hotel.	2	2
5.	Differentiated test: Evaluation of selected tourist accommodation services and extra services, conclusions (part of Project work).	2	
5.	Servicing of target customer groups - individual guests, tourist groups, business guests.	2	2
6.	Differentiated test: relevance of selected hotel services to target customer groups - evaluation and conclusions (part of the Project work).	2	
6.	Economic and organizational activities of the hotel.	2	2
7.	Differentiated test: determination of the organizational structure of the tourist accommodation selected for the Project work.	2	
7.	Hotel cooperation partners.	2	
8.	Identification of co-operation partners and market promotion channels of the selected hotel for the project work.	2	

8.	Project work "Hotel X Performance Analysis" presentation / discussion.	2	
		32 ac.h.	16 ac. h.

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes
1.Compulsory reading, sources and methodological materials learning.	20/40/56	Knowledge of: 1. Developing partnerships with owners and other stakeholder groups to achieve the goals of the tourist accommodation. 2. The local and international accommodation industry environment, trends and hotel product and guest market interactions, standards of tourist accommodation and staffing. 3. The requirements of the legislation of the Republic of Latvia, international documents and normative acts in the field of accommodation industry. 4. Professional terminology and ethics. Testing form: examination
2. Preparation for the test / Project part "Service level assessment and comparison of selected tourist accommodations.	4/0/0	Knowledge and skills: Students know and can evaluate the standard requirements of different service level tourist accommodations; are able to analyse the service level of tourist accommodation, identify problems and develop solutions.
3. Preparation for the test / Project part "Performance evaluation of a selected hotel as an independent hotel or hotel chain, its competitive advantages and disadvantages".	4/0/0	Knowledge and competences: Students are able to analyze and evaluate the local and international environment of the accommodation industry, to develop a strategy, mission and objectives for the tourist accommodation; are familiar with the documents and laws regulating the operation of the tourist accommodation.

4. Preparation for the test / Project part "Evaluation of selected tourist accommodation services and extra services, conclusions" (Project work part).	4/0/0	Knowledge, skills and competences: Students understand the nature of tourist accommodation products and ancillary products; can evaluate, plan and forecast efficient and rational operation of the tourist accommodation according to the market situation; understands principles and techniques of production and service organization in tourist accommodation.
5. Preparation for the test / Project part "Relevance of selected hotel services to target customer groups - evaluation and conclusions".	4/0/0	Skills and competences: Students understand the development trends of modern tourist accommodations and the interrelationships between product and guest target markets; are able to develop a tourist accommodation strategy in the interest of owners and the public.
6. Preparation for the test / Project part "Determining the Organizational Structure of a Selected Hotel".	4/0/0	Knowledge, skills and competences: Students are able to apply knowledge and skills in determining the tourist accommodation and its structural units; delegate and coordinate responsibilities for the organization and operation of tourist accommodation services.
7. Preparation for the test / Project part "Identification of co-operation partners and market promotion channels of the selected hotel for the Project work".	4/0/0	Knowledge, skills and competences: Students communicate and collaborate with staff, partners, owners, mass media, governmental and non-governmental institutions.
Total ac.h.s:	48/64/80	

Study work	Knowledge	Skills	Competences	% of final evaluation
1.Tests within the framework of Project work and Project work for full time and part time students	+	+	+	50
2. Examination	+	+	+	50

Evaluation of mastering the study course

Level	Requirements
Very high (10 –with distinction 9 – excellent)	10- knowledge, skillsandcompetencesexceedtherequirementsofthestudy course and demonstrateastudent'sabilitytoperceive,memoriseandreproduce the obtained knowledgeandapplyitinasimilarsituation,aswellastouseitfor mastering new knowledgeandcreativelysolveproblems.9-knowledge,skills and competences fullymeettherequirementsofthestudycourse,studentisable justify and logicallystatetheproblem,solverelevantproblems,identifyand explain the regularities.
High (8 –very good 7 - good)	8 –the requirementsofthestudycoursearefullymet;intheframeworkofthe curriculum a studentdemonstratespersonalattitudemoreonthelevelof statement than analysis.7–knowledge,skillsandcompetencesmeetthe requirements of thestudycourse,howeversometimestheinabilitytousethe acquired knowledgeindependentlyisdetected;
Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	6 –. knowledge, skillsandcompetencesmeettherequirementsofthestudy course, however insufficientunderstandingofsomeproblemsandinabilityto apply the acquiredknowledgeatpracticeisdetected,astudentcanapplythe mastered knowledgeandskillsinaccordancewithanexample.5–the requirements of thestudycourancemetforthemostpart,howeverinsufficient ability to apply theacquiredknowledgeisdetected;4–knowledgemeetsthe minimal requirementsofthestudycourse.

Low	3 – superficial knowledge of the main concepts of the study course;
(3 – 1 – negative evaluation)	2 –superficial and incomplete knowledge of only some problems of the study course; 1 – absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.

RNU study course description "Spanish Language"

Study programme	Bachelor Study Programme Business Administration in Tourism
ECTS	6 ECTS
Author (s)	Gaļina Krupska
Preliminary knowledge, Related study courses	no preliminary knowledge required
Aim	To provide students the knowledge and develop their competence to apply professional terminology in compliance with theStandard
Planned learning outcomes:	

● knowledge	In compliance with the Standard students shall:
	
	Awareness level
	
	    ● Communication (including intercultural) in the society (including multicultural)
	
	Application level
	
	    ● Extencive and relevant vocabulary
	    ● Functional grammar
	    ● Professional terminology in tourism on communication level
	    ● Basics of intercultural communication
	    ● Preparation of reviews and publications

● skills	In compliance with the Standard :
	
	   ● To search and process the obtained information
	
	   ● To argue and defend an argument
	
	   ● To evaluate personal professional experience
	
	   ● To be aware of the necessity of learning for career growth
	
	   ● To systematically acquire new knowledge and experience
	
	   ● To follow the current events in the tourism industry
	
	   ● To apply the acquired knowledge in practice
	
	   ● To argument personal opinion
	
	   ● To communicate orally and in writing in various professional situations and environments.
	
	Additional:
	
	   • to maintain business and economic communication in tourism industry in Spanish at the communication level
	
	   • after completing the course students are able to apply the acquired knowledge within the framework of professional activity.

● competences	In compliance with the Standard :
	
	   ● Ability to fluently communicate, write and present information in one or more foreign languages, to understand and use professional terminology and concepts
	
	   ● Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development
	
	Additional:
	
	• understanding of business terms in business and economics in tourism industry in Spanish;
	
	• ability to maintain communication in various forms of business correspondence (letters, e-mails, messages, etc.) according to the required level of knowledge; and
	
	• to exchange information easily and directly.

Literature and other sources of information:	
● compulsory reading	● „Prisma A1" Metodo de español para extranjeros, María Ángeles Casado, Anna Martínez, Ana María Romero, Edinumen, Madrid,2017 ● "Prisma A1 de ejercicios" ● «Bienvenidos. Turismo y Hostelería». Margarita Goded, Raquel Valera. en-CLAVE-ELE, Madrid, 2010
● recommended	● «Nuevo Avance 1» Concha Moreno,Victoria Moreno, SGEL,2009,Madrid ● "Aula 1", Jaime Corpas, Eva García, Difusión,2016 ● Internet:www.practiquemos.com ● Video: https://www.youtube.com/watch?v=L3jmGpFskJg

Contents and schedule of the contact hours

week	topic	academic hours	
		PL	NL
1.	Normas de pronunciación. ¿Qué es esto? ¿Quién es?	4	2
2.	¿Cómo es? ¿Dónde está?	4	2
3.	¿Cómo está? ¿Cuánto?	4	2
4.	Mi familia y yo	4	2
5.	Vivo, estudio, trabajo, hablo. (Uso del Presente)	4	2
6.	Empiezo a estudiar (Verbos irregulares)	4	2
7.	¿A qué hora? Vivienda	4	2

8.	Comida. Pedir la comida	4	2
9.	Hacer compras. Preguntar precios.	4	2
10.	Peticiones e instrucciones. Uso del Imperativo	4	2
11.	¿Qué ha hecho usted ya? Uso de los tiempos del pasado	4	2
12	España. Historia y tradiciones	4	2
13	Turismo en España. Lugares de interés	4	2
14	Hostelería. Tipos de hoteles.Reservar el hotel. Atender al cliente	4	2
15	Escrituras,cartas oficiales.	4	2
16	Tipos de empresa.Trabajo en una oficina.	4	2
		64	32

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes

1.Compulsory reading, sources and methodological materials learning	36/68/100	Knowledge: - The Spanish language grammar in compiance with the content of the study course; - Business writing (form, message, notice, CV, letter of application); - The use of Spanish in particular business situations (in the framework of the study topics of the course depending on the study programme: business administration and management, tourism and hospitality, information technology.) Testing form: test
2. Test work. Test 1. semester	10	Knowledge, skills: understanding and correct use of: -preguntas; -verbos ne el Presente; -horas
3. Test work Questionnaire : ¿ Cómo es tu día?	10	Knowledge, skills: - speaking and asking questions about family and in various everyday situations.
4. Test work for the mark Test final	15	Knowledge, skills: - speaking on the topics mastered in the framework of the study course.
5. Presentation "Un hotel de Espana"	10	Knowledge, skills, competences: - Understanding and use of professional terms in compliance with the content of the study course.
6. Test work for the mark Test final Disscusion: "Un buen oficinista''	15	Knowledge, skills, competences: - speaking about student's plans, - serching for information in various sources in the Spanish language, -booking a hotel; - knowledge and correct use of:

		● -tiempos pasados adecuados a la situación;
		● -léxico relacionado con la hostelería.
Total ac.h:	96/128/160	

Study work	Knowledge	Skills	Competences	% of final evaluation
1.	+			40
2.	+	+		15
3.	+	+		15
4.	+	+		15
5.	+	+	+	15
6.	+	+	+	15

Evaluation of mastering the study course

Level	Requirements
Very high (10 –with distinction 9 – excellent)	10- knowledge, skills and competencesexceed the requirements of the study course and demonstrateastudent's ability to perceive, memorise and reproduce theobtained knowledge and apply it in a similar situation, as wellastouse it for mastering new knowledge and creatively solveproblems. 9 - knowledge, skills and competencesfullymeet the requirements of the study course, studentisable justify and

	logically state the problem, solve relevant problems, identify and explain the regularities.
High (8 –very good 7 - good)	8 –the requirements of the study course are fully met; in the framework of the curriculum a student demonstrates personal attitude more on the level of statement than analysis . 7 – knowledge, skills and competences meet the requirements of the study course, however sometimes the inability to use the acquired knowledge independently is detected;
Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	6 –. knowledge, skills and competences meet the requirements of the study course, however insufficient understanding of some problems and inability to apply the acquired knowledge at practice is detected, a student can apply the mastered knowledge and skills in accordance with an example. 5 –the requirements of the study course are met for the most part, however insufficient ability to apply the acquired knowledge is detected; 4 – knowledge meets the minimal requirements of the study course.
Low (3 – 1 – negative evaluation)	3 – superficial knowledge of the main concepts of the study course; 2 –superficial and incomplete knowledge of only some problems of the study course; 1 – absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.

RNU study course description "German Language"

Study programme	Bachelor Study Programme Business Administration in Tourism
ECTS	6 ECTS
Author (s)	Sofija Samuļenkova
Preliminary knowledge, Related study courses	no preliminary knowledge required
Aim	To provide students the knowledge and develop their competence to apply professional terminology in compliance with the Standard
Planned learning outcomes:	
● knowledge	In compliance with the Standard students shall: Awareness level • Communication (including intercultural) in society (including) multicultural (knows social, cultural and linguistic norms) Application level • Extensive and relevant vocabulary (knowledge of professional terms in business and economics in German at the communication level) • Functional grammar • Professional terminology (is able to use the acquired professional terminology to ensure business correspondence). • Basics of intercultural communication ● • Preparation of reports and publications

● skills	In compliance with the Standard : ● To search and process the obtained information ● To use the tools and services of information technologies ● To evaluate personal professional experience ● To be aware of the necessity of learning for career growth ● To systematically acquire new knowledge and experience ● To follow the current events in the industry ● To apply the acquired knowledge in practice ● To find innovative solutions for the activity and development of tourism and hospitality industry enterprise ● To communicate orally and in writing in various professional situations and environments. To use professional terminology. To present information both in the professional environment and for the public In addition: • ability to exchange information in German at the basic level; • to maintain communication on the topics of everyday situations at the basic level; • to use the acquired knowledge within the framework of professional activity.
● competences	In compliance with the Standard : ● Ability to fluently communicate, write and present information in German language, to understand and use professional terminology and concepts ● Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development
Literature and other sources of information:	
● compulsory reading	● Mit uns B2 Kursbuch Breitsameter Anna, Lill Klaus, Seuthe Christiane, Thomasen Margarethe; Max Hueber Verlag.2018 ● Schritte International 1 Kursbuch + Arbeitsbuch Niebisch Daniela, Penning-Hiemstra Sylvette, Specht Franz, Bovermann Monika; Max Hueber Verlag, 2006

● recommended	● Business German (3) - Parallel Text - Management (Short Stories) English - German (Englisch) Taschenbuch 2015 ● Business German: A Complete Course for Beginners (Teach Yourself) (English and German Edition) (German) Paperback – August 1, 1993 by Andrew Castley (Author), Debbie Wagener (Author) https://www.youtube.com/results?search_query=easy+german

Contents and schedule of the contact hours

Week	Topic	Academic hours	
		full-time	part-time
1.	Erste Kontakte	4	2
2.	Fragen und Antworten zur Person: Name, Beruf, Familienstand, Land, Adresse, Telefonnummer, Wohnort	4	2
3.	Wünsche. Zeit Verabredungen	4	2
4.	Srachkurs buchen; Zimmer reservieren; das Essen bestellen; Tag und Uhrzeit nennen	4	2
5.	Termine.Tätigkeit	4	2
6.	Anfang, Ende und Dauer erfragen und antworten; den	4	2
7.	Arbeitsplan	4	2
8.	Plan für einen Arbeitstag/ Sonntag erstellen	4	2
9.	Unterwegs. Im Hotel, en eine Besprechung	4	2

10.	Zeit in privater Situation nennen; wie, wann und womit man fährt, erzählen/schreiben Notwendigkeit, Möglichkeit und Erlaubnis/Verbot formulieren	4	2
11.	Berufliche und private Pläne	4	2
12.	Wünsche, Voraussetzungen, Vergleiche, Aufforderungen formulieren; Über private und berufliche Pläne erzählen/schreiben	4	2
13.	Vorbereitung fürs Praktikum.	4	2
14.	über Geschehnisse in der Vergangenheit erzählen; nach dem Befinden fragen; Praktikumsreise planen; Datum nennen; über Krankheiten/Verletzungen berichten;	4	2
15.	Writing a business card, filling in a form, menu writing, developing an order and a plan – preparing and check of writing tasks.	4	2
16.	Presentation	4	2
		64	32

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance	Planned learning outcomes

	studies	

1.Compulsory reading, sources and methodological materials learning	36/68/100	**Knowledge** of:
		
		German grammar in compliance with the study course:
		
		- Präsens
		- Artikel
		- Fragewörter
		- Präpositionen
		- Ordinalzahlen
		- Aussagesatz, Fragesatz
		- Modalverben
		- Präpositionen
		- Fragen ohne Fragewort
		- Personalpronomen im Akkusativ und Dativ
		- Possesivartikel im Akkusativ
		- Modalverben
		- Verb brauchen+Substantiv
		- Substantiv im Dativ
		- Präpositionen
		- Imperativ
		- Pronomen dies_, welch_
		- Konstruktionen hätte+Sustantiv / würde
		- + Ínfinitiv + gern
		- Perfekt haben/sein+Partizip II
		- Präteritum
		  Nebensatz: dass-Satz
		  Ordinalzahlen
		
		Business writing:
		
		- business card
		- form
		- menu
		- order
		- plan
		
		The useof German in particular business situations (in the framework of the study topics of the course depending on the study programme: business administration and management, tourism and hospitality, information technology.)
		
		Testing form: test

2. Testing work – 1 .sem.	10	**Knowledge and skills:** ● Understanding and use of professional terminology in compliance with the content of the study programme.
3. Test work for the mark - 1.sem.	15	**Knowledge, skills and competences:** ● Grammar in compliance with the content of the course; ● Speaking on the topics mastered in the framework of the study course.
4. Testing work – 2 .sem	10	**Knowledge and skills:** ● Understanding and use of professional terminology in compliance with the content of the study programme.
5. Test work for the mark – 2 .sem	15	**Knowledge, skills and competences:** ● Grammar in compliance with the content of the course ● Speaking on the topics mastered in the framework of the study course.
6. Writing work	10	**Knowledge, skills and competences:** ● The use of professional terminology for business correspondence writing.
Total ac.h.s:	96/128/160	

Study work	Knowledge	Skills	Competences	% of final evaluation
1.	+			30
2.	+	+		15
3.	+	+	+	15
4.	+	+		15
5.	+	+	+	15

6.	+	+	+	10

Evaluation of mastering the study course

Level	Requirements
Very high (10 –with distinction 9 – excellent)	10- knowledge, skills andcompetencesexceed the requirements of the studycourseanddemonstrate a student's ability to perceive,memoriseand reproduce the obtained knowledge andapplyitinasimilar situation, as well as to use it for masteringnewknowledge and creatively solve problems. 9 - knowledge, skillsandcompetencesfully meet the requirements of thestudycourse,student is able justify and logically statetheproblem,solverelevant problems, identify and explaintheregularities.
High (8 –very good 7 - good)	8 –the requirementsofthestudycourseare fully met; in the framework of thecurriculumastudent demonstrates personal attitude moreonthelevelofstatement than analysis . 7 – knowledge, skills and competences meet the requirements of the study course, however sometimes the inability to use the acquired knowledge independently is detected;
Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	6 –. knowledge, skills and competences meet the requirements of the study course, however insufficient understanding of some problems and inability to apply the acquired knowledge at practice is detected, a student can apply the mastered knowledge and skills in accordance with an example. 5 –the requirements of the study course are met for the most part, however insufficient ability to apply the acquired knowledge is detected; 4 – knowledge meets the minimal requirements of the study course.

Low (3 – 1 – negative evaluation)	3 – superficial knowledge of the main concepts of the study course; 2 –superficial and incomplete knowledge of only some problems of the study course; 1 – absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.

RNU study course description "Complex Tourism Product Development"

Study programme	Bachelor Study Programme Business Administration in Tourism
ECTS	3 ECTS
Author (s)	Galina Berjozkina
Preliminary knowledge, Related study courses	Entreprise Management, Marketing, Tourism Basics, Hospitality Industry
Aim	The study course aims is to expand received knowledge in the tourism area and to apply the acquired theoretical knowledge in developing the travel itinerary
Planned learning outcomes:	

● knowledge	In compliance with the Standard students shall:
	Awareness level
	
	   ● Regularities of economic processes Ekonomisko procesu likumsakarības
	
	Application level
	
	   ● Management of production processes in the field of tourism
	   ● Organisation of services in the field of tourism
	   ● Effective entrepreneurship in the field of tourism
	   ● Methods of efficiency evaluation

● skills	In compliance with the Standard : ● To be aware of the forms of entrepreneurial activity in the field of tourism ● To be aware of the enterprise development theories ● To select the appropriate model of setting up and development of a tourism and hospitality business ● To select and apply the state support tools to start commercial activity and receive credit ● To be aware of the forms of entrepreneurial activity in the field of tourism and hospitality ● To be aware of the enterprise development theories ● To select the appropriate model of setting up and development of a tourism and hospitality business ● To select and apply the state support tools to start commercial activity and receive credit ● To search and process the obtained information ● To organise the application and development of information technology at a tourism and hospitality enterprise ● To use the tools and services of information Technologies ● To process and interpret research results ● To prepare the report on research results ● To perform research and process its results ● To process statistical data ● To ensure the storage of electronic documentation and data ● To implement personnel policy at a tourism and hospitality industry enterprise ● To develop and manage projects ● To develop project portfolio structures in compliance with the strategic management of an enterprise ● To analyze and evaluate project performance against company aims ● To evaluate personal professional experience ● To be aware of the necessity of learning for career growth ● To systematically acquire new knowledge and experience ● To follow the current events in the industry ● To apply the acquired knowledge in practice ● To find innovative solutions for the activity and development of tourism and hospitality industry enterprise

● competences	In compliance with the Standard :
	● Ability to analyse economic situation ● Ability to plan the activity of a tourism and hospitality industry enterprise ● Ability to develop and manage projects at a tourism and hospitality industry enterprise ● Ability to coordinate the functioning of a tourism and hospitality industry enterprise as a whole ● Ability to define the development directions, mission and vision of a tourism and hospitality industry enterprise ● Ability to define the strategic, tactical and operational aims, and main directions of a tourism and hospitality industry enterprise in compliance with the interests of the owners, stakeholders, the society and other interested ● Ability to develop the strategy of a tourism and hospitality industry enterprise to achieve the set aims ● Ability to develop the tactical plans of a tourism and hospitality industry enterprise ● Ability to plan the operational activity of a tourism and hospitality industry enterprise ● Ability to develop measures to assess commercial activity, to evaluate risks and minimise their impact ● Ability to evaluate the development opportunities and improve activity plans of a tourism and hospitality industry enterprise considering the impact of the changing environment ● Ability to define the resources necessary for the activity of a tourism and hospitality industry enterprise ● Ability to perform financial analysis ● Ability to optimise the enterprise oriented taxation system ● Ability to apply an appropriate tax paying regimen ● Ability to develop new products/services and form the assortment of a tourism and hospitality industry enterprise ● Ability to form the pricing policy of a tourism and hospitality industry enterprise ● Ability to implement the integrated marketing communication of a tourism and hospitality industry enterprise ● Ability to develop in-house sales system ● Ability to effective team work performing professional work tasks

	- Ability to prepare publications and make presentations of them - Ability to demonstrate personal, social and civic, interpersonal and intercultural skills which ensure active and effective participation in the professional activity and formation of social dialogue in the society - Ability to perform applied research, prepare presentations and make presentations of them - Ability to apply knowledge and methodology to explain the matters of sustainable development and provide evidence-based conclusions - Ability to perform value-added research, interpret and analyze its results - Ability to understand the properties and application of information technologies necessary for the operations of an enterprise and the improvement of its activity - Ability to use information technologies for work, including for communication in the relevant field - Ability to develop the information system of an enterprise - Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development

Literature and other sources of information:	
● compulsory reading	1. Alastair M.Morisson, Cristina M. (2022) World Tourism Cities: A systematic approach to urban tourism, Routledge 2. Salamanca D.N.(2016), Tour Guiding Services ; JFS Publishing Services 3. Berjozkina, G.　　　　Destination Marketing: A Case of Nicosia City. 2020 LAP LAMBERT Academic Publishing. ISBN-10:6202556331 4. Dhiman M.C., Chauhan (2019), Handbook of Research on International Travel Agency and Tour Operation Management (Advances in Hospitality, Tourism, and the Services Industry); IGI Global 5. http://likumi.lv Regulations of Minister Cabinet Nr. 380 "Noteikumi par kompleksa un saistīta tūrisma pakalpojuma sagatavošanas un sniegšanas kārtību un kompleksu un saistītu tūrisma pakalpojumu sniedzēju un ceļotāju tiesībām un pienākumiem" 6. http://maps.google.com. Google Maps, online route planner 7. http://viamichelin.com online route planner 8. https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=celex%3A32006R0561 REGULATION (EC) No 1782/2003 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL 561/2006 relating to road transport

● recommended	1. Berjozkina, G. , Tourism seasonality in small island developing states: evidence from Cyprus, 2022, Worldwide Hospitality and Tourism Themes 2. Liasidou, S., Berjozkina, G., Pipers, K.Mitigating seasonality in tourism by attracting young travellers: evidence from Cyprus, 2022, Worldwide Hospitality and Tourism Themes 3. Berjozkina, G., Karami R. , 3D printing in tourism: an answer to sustainability challenges?, 2021, Worldwide Hospitality and Tourism Themes 4. Liasidou, S., Berjozkina, G., Garanti, Z., Residents' perceptions of the environmental and social impact of tourism in rural areas, 2021, Worldwide Hospitality and Tourism Themes 5. Autoru kolektīvs: Grīnfelde I., Klepers A., Līviņa, Smaļinskis J. u.c. (2010), Tūrisma maršrutu veidošana. Vidzemes Augstskola 6. Valters Freijers (līdzaut. Latviešu izdevumam) Aija van der Steina, Ilze Medne), (2011), Tūrisma mārketings. Uz tirgu orientēta tūrisma mikroekonomikas un makroekonomikas pārvaldība. SIA "Biznesa augstskola Turība" 7. http://www2.unwto.org/ World Tourism Organization 8. Mitchell G. (2008), How to Start a Tour Guiding Business; Electronic & Database Publishing 9. Dixit M., Shella C. (2017), Tourism Products; New Royal Book Co 10. Leslie D., Holland J.(2017), Tour Operators and Operations: Development, Management and Responsibility; CABI 11. https://www.mapquest.com/ online route planner 12. http://www.bing.com/maps online route planner 13. www.tomtom.com. online route planner

Contents and schedule of the contact hours

Week	Topic	Academic hours	
		full-time	part-time

1.	Package and related tourism service preparation requirements and methodical instructions (structure, content, design requirements).	2	2
1	Technology for designing and form a complex tourism service.	2	2
2	Workshop: Analysis of examples of complex tourism services and selection and consultation of project work themes	2	
2.	Consumer segmentation. The target audience. Statistics analysis of tourism	2	2
3.	Workshop: Target audience targeting and statistical data processing for project-selected topics.	2	
3.	The activities of tour operators as a package tourist service. The nature of developing a new tourism product.	2	2
4.	Competition in tourism business and product policy	2	2
4.	Workshop: Identification of the tourism product corresponding to the theme chosen for the project work and analysis of competitors' offer	2	
5.	Suppliers of linked tourism services.	2	2
5	Workshop: Selection of related tourism service providers according to the theme chosen for the project work. (hotels, carriers, air transport, guides, group accompany, additional service providers)	2	
6	Route planning principles	2	2
6	Workshop: Planning the route chosen for the project work, Part 1	2	

7	Workshop: Planning the route chosen for the project work, Part 2	2	
7	Workshop: Planning the route chosen for the project work, Part 3	2	
8	Workshop: Planning the route chosen for the project work, Part 4	2	
8	Project work *travel itinerary „X"* presentation / discussion (discussion full-time students) with mark	2	2
	Total:	32ac.h	16 ac.h.

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes
1.Compulsory reading, sources and methodological materials learning	12/40/56	**Knowledge** of: - organization of production and provision of tourism services; - preparation of a complex and related tourism service; - the main components of the tourist service; - tourism consumer statistics and segmentation; - competition in the tourism market; - planning a new tourist itinerary.

2. Preparing to start project work: Preparation of examples of complex tourism services and selection of project work theme	4/0/0	**Knowledge and skills:** Students know the procedures for the preparation and delivery of a package and related tourism service and the rights and obligations of package and related tourism service providers. To known and can use professional terminology.
3. Preparing to start project work: Identification of the target audience and statistical processing of the topic chosen for the project work.	4/0/0	**Skills and competences:** To analyze, systematize, synthesize and integrate travel route information. The ability to perform research with scientific value in the field of management.
4. Preparing to start project work: Identification of the tourism product corresponding to the theme chosen for the project work and analysis of competitors' offer.	4/0/0	**Competences:** The ability to organise the rational operations of an enterprise in accordance with the set aims, economic environment and labour market situation, developing a new tourism product.
5. Preparing to start project work: Selection of related tourism service providers according to the theme chosen for the project.	4/0/0	**Knowledge and skills:** Students know and understand the principles and techniques of tourism company production and service organization.
6. Preparation of project work: Travel route "X" Part 1 "Theoretical section"	4/0/0	**Knowledge and skills:** Students know the essence of a complex and related tourism service, theoretical aspects of travel itinerary development and are able to acquire new knowledge independently.

7. Preparation of project work:: Travel Route X Part 2 - Analysis of Tourism Market, Competitors and Target Groups	4/0/0	**Competences:** Students are able to plan and forecast the effective operation of a tourism company according to the set goals, economic environment and labor market situation, determining competition and consumer groups of a new tourism product.
8. Preparation of project work: Travel Itinerary X Part 3 - Detailed Itinerary X	4/0/0	**Skills:** Apply state-of-the-art information acquisition, processing and systematization technologies to efficiently plan and organize project work using online route planners.
9. Project preparation: Travel route "X" Part 4 - Details of the package tour program	4/0/0	**Competences:** Students are able to represent the company in dealings with other tourism and related companies, organizations, institutions, including municipalities and state institutions, coordinating components of the travel itinerary.
10. Preparation of a presentation of the project work "Travel route X"	4/24/24	**Competences:** Students are able to work individually and in groups, applying their knowledge and leadership skills in presenting a travel itinerary, being able to take responsibility for their own performance, drawing conclusions and making suggestions as a result of project work. Students are able to use information technologies for their activities
Total ac.h.s:	48/64/80	

Study work	Knowledge	Skills	Competences	% of final evaluation
1. Project work and Project work for full time and part time students	+	+	+	70

| 2. Examination | + | + | + | 30 |

Evaluation of mastering the study course

Level	Requirements
Very high (10 –with distinction 9 – excellent)	10 (with distinction)-knowledge,skillsandcompetences exceed the requirements of the study course demonstratetheabilitytoperformindependentresearchas well as thedeepunderstandingofproblems; 9 (excellent)-knowledge,skillsandcompetencesfully meet therequirementsofthestudycourse,studentisable to applytheacquiredknowledgeindependently;
High (8 –very good 7 - good)	8 (verygood)–therequirementsofthestudycourseare fully met,however,thereisinsufficientunderstandingof individualissuestousetheknowledgeindependentlyfor the solutionofmorecomplexproblems; 7 (good)–therequirementsofthestudycoursearemetin general,howeversometimestheinabilitytousethe acquiredknowledgeindependentlyisdetected;
Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	6 (almostgood)–.therequirementsofthestudycourseare met in general,howeverinsufficientunderstandingof some problemsandinabilitytoapplytheacquired knowledge is detected; 5 (satisfactory) – therequirementsofthestudycourseare met for the most part,howeverinsufficientunderstanding of many problems andinabilitytoapplytheacquired knowledge is detected; 4 (almost satisfactory)–therequirementsofthestudy course are m, for themostpart,howeverinsufficient understanding of understandingofsomemainconceptsis detected as well as considerabledifficultiesinthepractical application of the acquired knowledgearestated;

Low (3 – 1 – negative evaluation)	3 (bad) – knowledge is superficial and incomplete, a student is unable to use it in specific situations; 2 (very bad) – superficial and incomplete knowledge of only some problems, the most part of the study course is not mastered; 1 (very very bad) – absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.

RNU study course description "Travel and Hotel Management Information Technology" (1st part- Hotelinco)

Study programme	Bachelor Study Programme Business Administration in Tourism
ECTS	3ECTS
Author (s)	IvetaBalode
Preliminary knowledge, Related study courses	Tourism Basics, Hospitality Industry, Applied Informatics, Quantitative Methods and Statistics, Financial Management
Aim	The aim of the course paper is to introduce students to advanced forms of work organization in tourist accommodation and to study them to work independently with international hotel management information systems, including accepting and processing bookings; performing check-in and check-out procedures; create customer invoice; report, perform night audit; work with housekeeping, catering, conference service modules
Planned learning outcomes:	

| ● knowledge | In compliance with the Standard students shall:
Awareness level

● Regularities of economic processes
● Planning and decision making
● Opportunities and potential risks of information technologies
● Safety of electronic information

Application level

● Management of production processes
● Organisation of services
● Effective entrepreneurship
● Methods of efficiency evaluation
● Development of management information system
● Development and application of data bases
● Information technologies for data processing, analysis and management
In addition to the Standard:

1. Understand the organization of production and services of tourist accommodation products.
2. Use hotel management information systems |

● skills	In compliance with the Standard :
	
	   ● To select the appropriate model of setting up and development of a business
	     ● To search and process the obtained information
	     ● To organise the application and development of information technology at hospitality enterprise
	   ● To use the tools and services of information technologies
	   ● To process and interpret research results
	   ● To prepare the report on research results
	   ● To perform research and process its results
	   ● To process statistical data
	   ● To ensure the storage of electronic documentation and data
	   ● To organise production/service processes at hospitality enterprise
	   ● To organise logistics processes at hospitality enterprise
	   ● To organise the work of the information system of hospitality enterprise
	   ● To develop and manage projects
	   ● To analyze and evaluate project performance against company aims
	   ● To define and develop the effective model of the activity of hospitality enterprise
	   ● To systematically acquire new knowledge and experience
	   ● To follow the current events in the industry
	   ● To apply the acquired knowledge in practice

• competences	In compliance with the Standard : • Ability to ensure the economic activity of hospitality enterprise • Ability to manage production processes at hospitality enterprise • Ability to organise the service management at hospitality enterprise • Ability to organise the logistics of hospitality enterprise • Ability to ensure quality at hospitality enterprise • Ability to manage changes at hospitality enterprise • Ability to critically evaluate and manage risks of entrepreneurial activity • Ability to evaluate the opportunities of a business development and optimise its activity to achieve the set aims • Ability to develop and implement the most effective business model for hospitality enterprise • Ability to find innovative solutions for the activity of hospitality enterprise • Ability to analyse economic situation • Ability to analyse the environmental factors which influence the activity of hospitality enterprise • Ability to critically evaluate the external environment factors and their impact on the activity of hospitality enterprise • Ability to critically evaluate the internal environment factors and their impact on the activity of hospitality enterprise • Ability to identify the environmental changes • Ability to evaluate development opportunities and optimise activity to achieve the aims of hospitality enterprise considering the impact of the changing environment • Ability to effective team work performing professional work tasks • Ability to understand the properties and application of information technologies necessary for the operations of hospitality enterprise and the improvement of its activity • Ability to use information technologies for work, including for communication in the relevant field • Ability to develop the information system of hospitality enterprise

Literature and other sources of information:	
● compulsory reading	● HotelInco – User Guide. (2019) https://www.isma.lv/en/hotel-reservation/1844-hotelinco-hotel-reception -desk-s ystem-operator-receptionist ● Haves D.K., Ninemeier J.D., Miller A.A. (2016) Hotel Operations Management; (3rd Edition), Pearson, in English. ● Shane Lambert (2014) Hotel Revenue Management Factors to Consider When Pricing Your Room Nights. Sold by: Amazon Digital Services LLC, 1531 KB
● recommended	● Hales J., Hubert B.Van Hoof (2010) Accounting and Financial Analysis in the Hospitality Industry. Prentice-Hall ● Matt A.Casado (2011). Housekeeping Management, Willey ● Michael L. Kasavana, Richard M. Broks,(2012) Managing front office operations, USA, By the Educational Institute of the American hotel-motel association ● PlataceMargarita (2000). Viesu uzņemšanas dienestadarbības pamatprincipi / māc. līdzeklis, Rīga:Biznesa augstskola Turība, - 176 lpp. ● VallenJ.J., Vallen G.K., (2008) Check In; Check Out:Managing Hotel Operations. Prentice Hall

Contents and scheduleof the contact hours

week	Topic	academic hours	
		full-time	part-time

1.	Organization of the reception service. Guest cycle. Manual booking processing.	4	2
2.	Test with the evaluation: Manual booking processing	2	
2.	Organization of hotel services. Preparation of rooms for reception of guests. Conference and seminar services.	2	2
3	Test with the evaluation: work organization and situation analysis of hotel services.	2	
3	Billing cycle for the hospitality service. Night audit	2	2
4	Test with the evaluation: Creating guest accounts. Filling in the night audit form.	2	
4.	International Hotel Management Information Systems - An Introduction. Hotelinco PMS Service - Work Panel	2	2
5.	Practical exercise in Hotelinco PMS Service training mode	2	
5	Hotelinco - room status; determining, accepting and processing reservation options;	2	2
6.	Practical exercise in Hotelinco PMS Service training mode	2	
6	Hotelinco - guest registration; invoice creation and processing; sale of ancillary services; guest profile.	2	2
7.	Practical exercise in Hotelinco PMS Service training mode	2	
7	Hotelinco - Necessity and creation of working day reports. Features of work with individual guests and groups. Invoicing. Check-out.	2	2

8.	Hotelinco training mode settings. Tariffs. Income management.	2	2
8	Test with the evaluation: Evaluation of Hotelinco System Management: Performing Practical Tasks in Hotelinco Training Mode	2	
	Total:	32ac.h	16 ac.h.

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes
1. Compulsory reading, sources and methodological materials learning	20/40/56	**Knowledge** of: - the role of globalization in the operation of international hotel management information systems. - organizing the production of tourist accommodation products and services; the application of hotel management information systems for the organization of tourist accommodation services, income management, hospitality services and hospitality services
2. Preparation for evaluation test: Manual booking processing	4/0/0	Knowledge, skills and competences: Students understand the operation, tasks and responsibilities of the hospitality service, the responsibilities and responsibilities of the booking staff. Able to handle guest bookings competently

3. Preparation for group work: Work organization and situation analysis of hotel services.	4/0/0	Knowledge, skills and competences: Students understand the importance of information and communication processes. Understands principles and techniques of production and service organization. Able to apply their knowledge and skills competently in problem-solving and take responsibility for the conformity of the decision made to ensure efficient operation of the company
4. Preparing for the test with the mark: Creating guest records. Filling in the night audit form.	4/0/0	Knowledge, skills and competences: Students are able to pay the guest for the services provided. Knows the order of payment, methods of payment, the latest payment technologies, cash and non-cash payment systems. Understands the exact meaning of billing, cash system and payment card terminal operation principles.
5. Preparing for practical tasks in the Hotelinco system	4/0/0	Skills and competences: Students are able to use modern technologies of information acquisition, processing and systematization. Ability to implement advanced solutions and methods in the organization, operation and production of tourist accommodation. Understands the principles and techniques of tourist hostel production and service organization. Able to plan and forecast effective business activities according to set goals and economic environment, using information technologies.
6. Preparing for practical tasks in the Hotelinco system	4/0/0	Skills and competences: Students know how to use hotel management information technology to determine room status and booking options. Able to accept and process guest bookings.
7. Preparation for the Grade Examination - for practical tasks in the Hotelinco system	4/0/0	Skills and competences: Students know how to use hotel management information technology for working day reports. Able to serve different groups of guests. Can manage Income for efficient operation of the tourist accommodation.

	8. Testing for part-time students	0/24/24	The tests for part-time students consist of the knowledge, skills and competences to apply hotel management information technology in providing accommodation services and organizing their services, practically working in a training mode with the international hotel management system Hotelinco
	Total ac.h.s:	48/64/80	

Study work	Knowledge	Skills	Competences	% of final evaluation
1. Tests for full-time / part-time students	+	+	+	40
2. Exam	+	+	+	60

Evaluation of mastering the study course

Level	Requirements
Very high (10 –with distinction 9 – excellent)	10 (with distinction) - knowledge,skills and competences exceed the requirements of the studycourse and demonstrate the ability to perform independent research as well as the deep understanding of problems; 9 (excellent) - knowledge, skills and competences fully meet the requirements of the study course, student is able to apply the acquired knowledge independently;
High (8 –very good 7 - good)	8 (very good) – the requirements of the study course are fully met, however, there is insufficient understanding of individual issues to use the knowledge independently for the solution of more complex problems; 7 (good) – the requirements of the study course are met in general, however, sometimes the inability to use the acquired knowledge independently is detected;

Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	6 (almost good) –. the requirements of the study course are met in general, however insufficient understanding of some problems and inability to apply the acquired knowledge is detected; 5 (satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of many problems and inability to apply the acquired knowledge is detected; 4 (almost satisfactory) – the requirements of the study course are met, for the most part, however insufficient understanding of some main concepts is detected as well as considerable difficulties in the practical application of the acquired knowledge are stated;
Low (3 – 1 – negative evaluation)	3 (bad) – knowledge is superficial and incomplete, the student is unable to use it in specific situations; 2 (very bad) – superficial and incomplete knowledge of only some problems, the most part of the study course is not mastered; 1 (very very bad) – an absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.

RNU study course description "Business Communication"

Study programme	Bachelor Study Programme Business Administration in Tourism
ECTS	3 ECTS
Author (s)	JekaterinaKorjuhina
Preliminary knowledge, Related study courses	Business Informatics, Entrepreneurship, Business English, Marketing
Aim	To form a notion about the importance of business communication for successful achievement of business goals.
Planned learning outcomes:	
knowledge	In compliance with the Standard: **Awareness level** Communication (including intercultural) in the society (including multicultural) Effective communication techniques Argumentation techniques Business communication Business ethics and social responsibility **Application level** Extencive and relevant vocabulary Professional terminology Basics of intercultural communication Preparation of reviews and publications Basic principles of CRM

	Additional:
	Theoretical knowledge and understanding of the importance of communication and the basic principles of information exchange in a business environment as well as the development of effective communication.

skills	In compliance with the Standard :
	To search and process the obtained information
	To process, systematise and analyse data
	To implement personnel policy at tourism and hospitality industry enterprise
	To evaluate personal professional experience
	To be aware of the necessity of learning for career growth
	To systematically acquire new knowledge and experience
	To follow the current events in the tourism and hospitality industry
	To apply the acquired knowledge in practice
	To find innovative solutions for the activity and development of tourism and hospitality industry enterprise
	To prepare and publish presentation materials
	To prepare reviews and presentations
	To prepare presentation materials and publications
	To argument personal opinion
	To comply with the norms of communication culture and professional ethics
	To communicate orally and in writing in various professional situations and environments. To use professional terminology. To present information both in the professional environment and for the public
	To identify potential risks when performing work tasks
	Additional:
	To effectively implement business communication, both for qualitative preparation and presentation of written information and public speeches, and for conducting business negotiations.

competences	In compliance with the Standard: Ability to effective team work performing professional work tasks Ability to prepare publications and make presentations of them Ability to demonstrate personal, social and civic, interpersonal and intercultural skills which ensure active and effective participation in the professional activity and formation of social dialogue in the society Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development
Literature and other sources of information:	
compulsory reading	Tuleja E. Intercultural Communication for Global Business. - Abington: Routledge, 2021.-314p. Kraus A. Business Correspondence: How To Write A Business Letter. Santa Fe: Garcia Books, 2023.-304p. Bovee, C. L., Thill, J. V. (2019). Business Communication Essentials: Fundamental Skills for the Mobile-Digital-Social Workplace, 8th ed., Pearson Apele, A. Prasme runāt publiski. – Rīga : Zvaigzne ABC, 2014. – 136 lpp; Lasmane, S., Komunikācijas ētika. – Rīga : LU Akadēmiskais apgāds, 2012. – 304 lpp; Vēstuļu rakstīšanas VADLĪNIJAS , Valsts kanceleja, 2017, pieejams: https://www.mk.gov.lv/sites/default/files/editor/vestulu_vadlinijas_2017.pdf

recommended	Adler, R., Elmhorst, J.M. (2019). Communicating at Work , 12th ed., McGraw-Hill eBook
	Higgins, J. (2018). 10 Skills for Effective Business Communication: Practical Strategies from the World's Greatest Leaders, Tycho Press
	Prince, E.S. (2017). Practical Business Communication, Macmillan Study Skills
	Fair, B., Gurrie, C. (2017). Business Communication in a Technological World, 1st ed., Kendall Hunt Publishing
	Wayne, F.Stanford, Dauwalder, David P. (2014). Communicating in Business. An Action Oriented Approach, Austen Press Inc., United States
	Lesicar, R.V. (2013). Basic Business Communication, Richard P.IRWIN, Inc. United States
	Lewis, R.D. (2006). When Cultures Collide: Leading Across Cultures. Nicholas Breadley International, Boston. http://www.utntyh.com/wp-content/uploads/2011/11/When-Cultures-Collide.pdf

Contents and scheduleof the contact hours

Week	Topic	Academic hours	
		full-time	part-time
1	Introduction to the process of business communication. Verbal and non-verbal communication. Internal and external, formal and informal channels within the organization. Communication channels "up", "down" and "horizontal". Communication barriers. Coding and encoding skills. Feedback and perception.	4	2
2.	Effective writing strategies. Writing style. Clear purpose, structure and contents of the business message. The sequence of ideas (direct or indirect). Letter style and format. Word choice.	4	2

3.	Written communication. Letter writing guidelines. Business Letter Types: With Good or Bad News, Direct Requests, Persuasive letters and the peculiarities of their writing.	4	2
4.	1st self-study work.	2	
5.	Oral communication. Listening skills. Meetings. Organizing a speech for a public presentation. Presentation skills. Audience analysis.	4	2
6.	Communication for Employment. Writing CV and application letter. 3 types of CV and their differences. Job interview.	4	2
7.	International business communication. Linguistic and cultural shock. Types of culture. Intercultural communication and personality. Stereotypes.	4	2
8.	2nd self-study work.	2	
9.	Conflict and communication. Conflict types and control styles. Causes of conflict and conflict resolution variants.	4	4
		32 ac.h.	16 ac.h.

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes
1.Compulsory reading, sources and methodological materials learning.	20/28/52	Obtained knowledge according to the expected results. Testing form: test
2. 1st self-study work: group work "Business letter writing and correction".	14	Obtained knowledge and skills according to the expected results.
3. 2nd self-study work: situation analysis "Business Communication in different countries".	14	Obtained knowledge, skills and competences according to the expected results.
Total ac.h.s:	48/64/80	

Study work	Knowledge	Skills	Competences	% of final evaluation
1.	+			40
2.	+	+		30
3.	+	+	+	30

Evaluation of mastering the study course

Level	Requirements
Very high (10 –with distinction 9 – excellent)	10- knowledge, skills and competencesexceedtherequirements of the study course and demonstrate a student's abilitytoperceive,memorise and reproduce the obtained knowledge andapplyitinasimilarsituation, as well as to use it for mastering new knowledgeandcreativelysolveproblems. 9 - knowledge, skills and competencesfullymeettherequirements of the study course, student is able justify andlogicallystatetheproblem, solve relevant problems, identify and explaintheregularities.
High (8 –very good 7 - good)	8 –the requirements of the study coursearefullymet;intheframework of the curriculum a student demonstrates personalattitudemoreonthe level of statement than analysis. 7 – knowledge, skills and competences meet the requirements of the study course, however sometimes the inability to use the acquired knowledge independently is detected;
Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	6 –. knowledge, skills and competences meet the requirements of the study course, however insufficient understanding of some problems and inability to apply the acquired knowledge at practice is detected, a student can apply the mastered knowledge and skills in accordance with an example. 5 –the requirements of the study course are met for the most part, however insufficient ability to apply the acquired knowledge is detected; 4 – knowledge meets the minimal requirements of the study course.

Low (3 – 1 – negative evaluation)	3 – superficial knowledge of the main concepts of the study course; 2 –superficial and incomplete knowledge of only some problems of the study course; 1 – absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.

RNU study course description "Logistics"

Study programme	Bachelor Study Programme Business Administration in Tourism
ECTS	6 ECTS
Author (s)	T.Odinokova
Preliminary knowledge, Related study courses	Introduction to Entrepreneurship, Management Theory, Marketing
Aim	To develop skills to coordinate the procurement, sales and production processes, to adapt to unplanned changes, to assess the risks and develop the complex of preventive measures
Planned learning outcomes:	
knowledge	In compliance with the Standard students shall: **Awareness level** International environment of commercial activity Methods of influencing factors analysis **Application level** Logistics management Preparation of reviews and publications Commercial activity environment and its influencing factors Methods of commercial environment analysis Additional: business process management functional components and their interrelationship; procurement and logistics flow management;

	the nature and principles of logistics; the basic principles of logistics operation; the goals and objectives of logistics; laws and regulations governing operation of various modes of transport.

skills	In compliance with the Standard :
	To understand the regularities and principles of economic development
	To plan, manage and coordinate the activity of tourism and hospitality industry enterprise
	To organise the coordinated functioning of tourism and hospitality industry enterprise
	To define the resources necessary for the activity of tourism and hospitality industry enterprise
	To evaluate the world economic development tendencies and their impact on the activity of tourism and hospitality industry enterprise as a whole
	To evaluate the factors of the external environment of tourism and hospitality industry enterprise enterprises
	To be aware of the research methods in the corresponding industry
	To plan the activity of tourism and hospitality industry enterprise
	To be aware of the forms of entrepreneurial activity
	To be aware of the enterprise development theories
	To select the appropriate model of setting up and development of a business
	To search and process the obtained information
	To process, systematise and analyse data
	To process information and select the most appropriate solution
	To use the tools and services of information technologies
	To process and interpret research results
	To prepare the report on research results
	To perform research and process its results
	To process statistical data
	To organise production/service processes at tourism and hospitality industry enterprise
	To organise logistics processes at tourism and hospitality industry enterprise

	To organise the work of the information system of tourism and hospitality industry enterprise
	To perform tactical and operational planning of tourism and hospitality industry enterprise
	To analyse and evaluate the results achieved within the planning period
	To develop corrections within the process of the achievement of aims in order to optimise activity in the conditions of the changing environment
	To understand the risks of entrepreneurial activity and their impact on the perspective of tourism and hospitality industry enterprise development
	To analyse the risks of economic activity
	To evaluate the results of the economic activity of tourism and hospitality industry enterprise
	To apply the taxation system at tourism and hospitality industry enterprise
	To apply the appropriate tax paying regimen
	To be aware of the requirements of the legal enactments of the industry
	To apply the appropriate legal enactments to solve problems
	To apply industry relevant standards
	To evaluate personal professional experience
	To be aware of the necessity of learning for career growth
	To systematically acquire new knowledge and experience
	To follow the current events in the industry
	To apply the acquired knowledge in practice
	To communicate orally and in writing in various professional situations and environments. To use professional terminology. To present information both in the professional environment and for the public
	To ensure safe working environment
	To organise a work place in compliance with requirements of the legal enactments on labour protection

	To follow the requirements of the legal enactments on labour protection
	To follow the requirements of the legal enactments on civic and environmental protection
	To identify potential risks when performing work tasks
	Additional:
	to analyze the logistics external and internal environment in the company;
	to analyze the company's logistics system weaknesses;
	to take business decisions on restructuring the logistics system;
	to use their theoretical knowledge and practical skills for the implementation of the logistics system in the business structures.

competences	In compliance with the Standard :
	Ability to comply with the legal enactments related to the industry
	Ability to ensure the economic activity of tourism and hospitality industry enterprise
	Ability to organise the logistics of tourism and hospitality industry enterprise
	Ability to ensure quality at tourism and hospitality industry enterprise
	Ability to manage changes at tourism and hospitality industry enterprise
	Ability to critically evaluate and manage risks of entrepreneurial activity
	Ability to evaluate necessary investments and risks related to them
	Ability to use the tools offered by the state and other sources for starting up and development of a business
	Ability to apply the tools of the state support for starting up and crediting of a business
	Ability to start entrepreneurial activity by using an appropriate business model
	Ability to evaluate the opportunities of a business development and optimise its activity to achieve the set aims
	Ability to develop and implement the most effective business model for tourism and hospitality industry enterprise
	Ability to find innovative solutions for the activity of tourism and hospitality industry enterprise
	Ability to analyse the environmental factors which influence the activity of tourism and hospitality industry enterprise
	Ability to critically evaluate the external environment factors and their impact on the activity of tourism and hospitality industry enterprise
	Ability to identify the environmental changes
	Ability to evaluate development opportunities and optimise activity to achieve the aims of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to plan the activity of tourism and hospitality industry enterprise

	Ability to develop and manage projects at tourism and hospitality industry enterprise
	Ability to coordinate the functioning of tourism and hospitality industry enterprise as a whole
	Ability to define the development directions, mission and vision of tourism and hospitality industry enterprise
	Ability to define the strategic, tactical and operational aims, and main directions of tourism and hospitality industry enterprise in compliance with the interests of the owners, stakeholders, the society and other interested
	Ability to develop the strategy of tourism and hospitality industry enterprise to achieve the set aims
	Ability to develop the tactical plans of tourism and hospitality industry enterprise
	Ability to plan the operational activity of tourism and hospitality industry enterprise
	Ability to develop measures to assess commercial activity, to evaluate risks and minimise their impact
	Ability to evaluate the development opportunities and improve activity plans of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to define the resources necessary for the activity of tourism and hospitality industry enterprise
	Ability to perform financial analysis
	Ability to optimise the enterprise oriented taxation system
	Ability to apply an appropriate tax paying regimen
	Ability to organise marketing principles at tourism and hospitality industry enterprise
	Ability to develop new products/services and form the assortment of tourism and hospitality industry enterprise
	Ability to form the pricing policy of tourism and hospitality industry enterprise
	Ability to implement the integrated marketing communication of tourism and hospitality industry enterprise
	Ability to develop in-house sales system

	Ability to understand the properties and application of information technologies necessary for the operations of tourism and hospitality industry enterprise and the improvement of its activity
	Ability to use information technologies for work, including for communication in the relevant field
	Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development
	Additional:
	the students are able to plan and organize the company's distribution channels, are able to identify problems in the company's logistics system, and are able to deal with loading and storage problems;
	to take responsibility for the decisions taken along with failures and the results achieved;
	to be able to evaluate the decision-making significance in the company's logistics management processes.

Literature and other sources of information:	
compulsory reading	Christopher M. Logistics and Supply Chain Management, 4th Edition, https://www.scl.gatech.edu/resources/glossary • https://www.scl.gatech.edu/resources/glossary Christopher M. Logistics and Supply Chain Management. - Upper Saddle River: FT Publishing International, 2022.-360p.
recommended	Sprancmanis N. Uzņēmējdarbības loģistikas pamati (Rīga: Burtene) http://logistika.1w.lv/32-kas-ir-logistika http://ptgmedia.pearsoncmg.com/images/9780133993349/samplepages/9780133993349.pdf A.Djukarevs, A.Mrochko Building and virtualization a failover cluster of servers in a logistics company 2018 The 16th INTERNATIONAL CONFERENCE: INFORMATION TECHNOLOGIES AND MANAGEMENT. 2018, April 26-27, pp. 29. Information Systems Management Institute, Riga, Latvia.

Contents and schedule of the contact hours

Week	Topic	Academic hours	
		full-time	part-time
1.	**Logistics theoretical and methodological aspects:** The concept of logistics; The history of logistics; The functions and objectives of logistics;	2	1
2.	**The functional areas of logistics _1:** Procurement (supply) logistics; Production logistics; Distribution logistics;	2	1

	Service logistics; Transport logistics.		
3.	**The functional areas of logistics _2:** Procurement (supply) logistics; Production logistics; Distribution logistics; Service logistics; Transport logistics.	2	1
4.	**A modern approach to logistics and transportation:** Transport as each country's main industry; The transport sector; A modern approach to transport processes organization;	2	1
5.	**Order processing and execution logistics:** The goals of order processing and execution; The choice of optimal distribution channels; The tactical tasks and the product distribution system analysis; The logistics system design stages, activity tracking methods.	2	1
6.	**Modes of transportation - the advantages and disadvantages of each mode of transport.** Road transport; Rail transport. Sea and river (internal water) transportation. Air transport. Pipeline transport.	2	1

7.	**Legislation.**	2	1
	The legislation regulating transportation (for each mode of transport), international conventions and agreements.		
	CMR invoice (waybill).		
	TIR cornet.		
	AETR, ADR and ATP.		
	Agreement.		
8.	**Transport policy.**	2	1
	The EU's transport policy.		
	The Latvian carriers in the EU Permission system.		
	Driving documents.		
9.	**The procedure for cargo delivery-acceptance.**	2	1
	Freight shipping preparation.		
	Requirements for vehicles and loading and unloading jobs.		
	Loading cargo and its placement in the vehicle.		
	Customs processes.		
	Cargo transfer to the consignee.		
10.	**Characteristics of freight transport.**	2	1
	What is the cargo and the cargo unit?		
	Classification of cargo.		
	Cargo connectivity and loading.		
	Pallets.		
11.	**Transport task:**	2	1
	The awareness of the transport task.		
	A classical transport task.		
	Solving the main problem.		
	The algorithm for solving.		

12.	**Logistics of material stocks:** The essence of material stocks; The basic types; The problems associated with inventory management. The stockpiling root causes; The positive role of stocks.	2	1
13.	**The warehouse stock logistics:** Logistics chains; The basic functions of a warehouse; Classification of warehouses; The basic concepts of the warehouse actictivity; The use of the basic module at the different stages of the logistics process.	2	1
14.	**The product in warehousing.** The product storage opportunities. The product placement; Organization of the procurement process; The logistics process in the warehouse; Containers and packing in warehouse logistics.	2	1
15.	**The main building stages of the warehouse system:** The storage system design; Inventory tracking and control methods in the warehouse; Storage space planning; Trade and technological processes the warehouse.	2	1

16.	**INCOTERMS and the seller's responsibility and definition of risk areas:**	2	1
	A purchase-sale contract;		
	A purchase-sale contract from the international transport point of view.		
	Incoterms;		
	Why "Incoterms" rules are necessary;		
	Customs procedures.		
		32ac.h	16 ac.h.

Description of students' self-studies organisation and assignments on1st term:

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes
The studies of literature, sources and methodological resources	12/28/44	The final test passed
Test with an assessment mark "A modern approach to logistics processes organization"	8	Students understand the essence of logistics and its importance in today's economy
Test with an assessment mark "Transport Logistics"	8	The acquired knowledge, skills and competences
Test with an assessment mark "Material Stocks logistics"	10	The improved knowledge, skills and competences
Total ac.h.s:	48/64/80	

Study work	Knowledge	Skills	Competences	% of final evaluation
1.	*	*	*	15
2.	*	*	*	15
3.	*	*	*	15
4.	*	*	*	15
Exam	*	*	*	40

Evaluation of mastering the study course

Level	Requirements
Very high (10 –with distinction 9 – excellent)	10 (with distinction) - knowledge,skillsandcompetences exceed the requirements of thestudycourse and demonstrate the ability to performindependent research as well as the deep understandingofproblems; 9 (excellent) - knowledge, skillsandcompetences fully meet the requirements of the studycourse,student is able to apply the acquired knowledgeindependently;
High (8 –very good 7 - good)	8 (very good) – the requirementsofthestudy course are fully met, however, there is insufficientunderstanding of individual issues to use the knowledgeindependently for the solution of more complex problems; 7 (good) – the requirements of the studycourse are met in general, however sometimes the inabilityto use the acquired knowledge independently isdetected;

Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	6 (almost good) –. the requirements of the study course are met in general, however insufficient understanding of some problems and inability to apply the acquired knowledge is detected; 5 (satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of many problems and inability to apply the acquired knowledge is detected; 4 (almost satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of understanding of some main concepts is detected as well as considerable difficulties in the practical application of the acquired knowledge are stated;
Low (3 – 1 – negative evaluation)	3 (bad) – knowledge is superficial and incomplete, student is unable to use it in specific situations; 2 (very bad) – superficial and incomplete knowledge of only some problems, the most part of the study course is not mastered; 1 (very very bad) – absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.

RNU study course description "Financial Management"

Study programme	Professional Bachelor Study Programme Business Administration in Tourism
ECTS	6 ECTS
Author (s)	Maksims Grinčuks, I.Spica
Preliminary knowledge, Related study courses	Economics, Accounting and Taxes
Aim	To provide a theoretical framework for considering corporate finance problems and issues and to apply these concepts in practice.
Planned learning outcomes:	
knowledge	**Awareness level** International environment of commercial activity Methods of influencing factors analysis State taxation policy **Application level** Scientific research methods Basic principles of statistics Commercial activity environment and its influencing factors Methods of commercial environment analysis Preparation of reviews and publications Analysis and planning of resources and finances Accounting records Optimal taxation system for enterprise development Tax paying regimens

skills	To understand the regularities and principles of economic development
	To evaluate the world economic development tendencies and their impact on the activity of tourism and hospitality industry enterprise as a whole
	To evaluate the factors of the external environment of tourism and hospitality industry enterprises
	To be aware of the research methods in the corresponding industry
	To evaluate the factors of the internal activity of tourism and hospitality industry enterprises
	To plan the activity of tourism and hospitality industry enterprise
	To analyse and evaluate the results of the activity of tourism and hospitality industry enterprise within the planning period
	To be aware of the forms of entrepreneurial activity
	To be aware of the enterprise development theories
	To select the appropriate model of setting up and development of a business
	To apply the business model appropriate for the establishing and development of tourism and hospitality industry enterprise, which is based on venture capital, business angels, equity co-funding, business incubators, seed funding, etc.
	To select and apply the state support tools to start commercial activity and receive credit
	To search and process the obtained information
	To process, systematise and analyse data
	To process information and select the most appropriate solution
	To use the tools and services of information technologies
	To process and interpret research results
	To prepare the report on research results

	To perform research and process its results
	To process statistical data
	To develop corrections within the process of the achievement of aims in order to optimise activity in the conditions of the changing environment
	To develop project portfolio structures in compliance with the strategic management of tourism and hospitality industry enterprise
	To analyze and evaluate project performance against company aims
	To understand the risks of entrepreneurial activity and their impact on the perspective of tourism and hospitality industry enterprise development
	To evaluate the risks of commercial activity and financial risks
	To develop measures to prevent and mitigate commercial and financial risks
	To analyse the risks of economic activity
	To evaluate the results of the economic activity of tourism and hospitality industry enterprise
	To plan and monitor cash flow and financial performance
	To attract financial resources
	To apply the taxation system at tourism and hospitality industry enterprise
	To apply the appropriate tax paying regimen
	To be aware of the requirements of the legal enactments of the industry
	To apply the appropriate legal enactments to solve problems
	To apply industry relevant standards
	To evaluate personal professional experience
	To be aware of the necessity of learning for career growth

	To systematically acquire new knowledge and experience
	To follow the current events in the industry
	To apply the acquired knowledge in practice
	To prepare and publish presentation materials
	To prepare reviews and presentations
	To prepare presentation materials and publications
	To communicate orally and in writing in various professional situations and environments. To use professional terminology. To present information both in the professional environment and for the public
	To identify potential risks when performing work tasks

competences	Ability to analyse economic situation
	Ability to analyse the environmental factors which influence the activity of tourism and hospitality industry enterprise
	Ability to critically evaluate the external environment factors and their impact on the activity of tourism and hospitality industry enterprise
	Ability to critically evaluate the internal environment factors and their impact on the activity of tourism and hospitality industry enterprise
	Ability to identify the environmental changes
	Ability to evaluate development opportunities and optimise activity to achieve the aims of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to plan the activity of tourism and hospitality industry enterprise
	Ability to develop and manage projects at tourism and hospitality industry enterprise
	Ability to coordinate the functioning of tourism and hospitality industry enterprise as a whole
	Ability to define the development directions, mission and vision of tourism and hospitality industry enterprise
	Ability to define the strategic, tactical and operational aims, and main directions of tourism and hospitality industry enterprise in compliance with the interests of the owners, stakeholders, the society and other interested
	Ability to develop the strategy of tourism and hospitality industry enterprise to achieve the set aims
	Ability to develop the tactical plans of tourism and hospitality industry enterprise
	Ability to plan the operational activity of tourism and hospitality industry enterprise

	Ability to develop measures to assess commercial activity, to evaluate risks and minimise their impact
	Ability to evaluate the development opportunities and improve activity plans of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to define the resources necessary for the activity of tourism and hospitality industry enterprise
	Ability to perform financial analysis
	Ability to organise accounting at tourism and hospitality industry enterprise
	Ability to optimise the enterprise oriented taxation system
	Ability to apply an appropriate tax paying regimen
	Ability to form the pricing policy of tourism and hospitality industry enterprise
	Ability to develop in-house sales system
	Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development
	Additional competences:
	ability to make effective managerial decisions regarding financial management of the firm, such as firm's finance, financial performance evaluation, capital structure, dividend payout policy, working capital management, investment risk management, capital budgeting, cash flow projections and financial strategic planning in accordance with the current economic conditions.

Literature and other sources of information:	
compulsory reading	Eugene F. Brigham, Michael C. Ehrhardt, Financial Management: Theory & Practice, 15th Edition, 2017 Ross, Westerfield, Jordan, Essentials of Corporate Finance, 9th Edition, 2017
recommended	Ronald W. Melicher, Edgar A. Norton, Introduction to Finance: Markets, Investments, and Financial Management, 16th Edition, 2016; Berk, DeMarzo, Harford, Fundamentals of Corporate Finance, 2nd Edition, 2012; Principles of Corporate Finance, Brealey, Meyers, 7th edition; Svetlana Saksonova, Uzņēmuma finanšu vadības praktiskās metodes, Merkūrijs LAT, 2006 Malda Jaunzeme, Finanšu matemātika, Biznesa augstkola Turība, 2004 Rurāne M. Uzņēmuma finanses. Rīga : Jumava, 2007. - 266 lpp. V. Praude, Finanšu instrumenti, 1. un 2.daļa, Burtene, 2010

Contents and schedule of the contact hours

Week	Topic	Academic hours	
		full-time	part-time
1.	Introduction to Financial Management; Objectives and tasks of Financial Management	2	1

1.	Basic principles of value-focused management: Accounting profit vs. economic profit.	2	1
2.	Calculation and use of a free cash flow.	2	1
2.	Economic value added. Modifying financial statements.	2	1
3.	Time value of money: Compounding and discounting.	2	1
3.	Time value of money: Compounding and discounting.	2	1
4.	Cost of money, interest rates and required rate of return.	2	1
4.	Calculation of present value and future value of a single cash flow and multiple cash flows.	2	1
5.	Annuities and perpetuities.	2	1
5.	Construction of a loan amortization schedule.	2	1
6.	Analysis of financial statements: Use of financial ratios.	2	1
6.	Evaluation of a firm's liquidity position, asset management efficiency, solvency and profitability.	2	1
7.	Financial leverage effect.	2	1
7.	Application of DuPont Analysis. Credit analysis techniques	2	1
8.	Capital Budgeting: NPV and IRR decision criteria.	2	1

8.	Evaluation of expansion projects.	2	1
9.	Evaluation of replacement projects.	2	1
9.	Project sequencing and profitability index. Mutually exclusive projects with different lives.	2	1
10.	Analysis of risks associated with capital projects: Sensitivity analysis and scenario analysis.	2	1
10.	Capital structure decisions: Sources of capital.	2	1
11.	Cost of debt and cost of equity. CAPM model.	2	1
11.	Weighted average cost of capital.	2	1
12.	Estimation of cost of capital	2	1
12.	Capital structure theories.	2	1
13.	Dividends and share repurchases: Theories of dividend policies.	2	1
13.	Dividend payout policies. Rationales for share repurchase.	2	1
14.	Leverage and breakeven analysis: Firm's cost structure and cost calculations.	2	1
14.	Sales risk, operating risk and financial risk.	2	1
15.	Breakeven quantity of sales.	2	1
15.	Evaluation of investment return	2	1
16.	Evaluation of investment risk	2	1

16.	Financial instruments: Bonds and Stocks	2	1
		64 ac. hrs	32 ac. hrs

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes
1.Compulsory reading, sources and methodological materials learning	36/68/100	**Knowledge** of: objectives and tasks of financial management; basic theoretical aspects of financial management and practical methods used to manage a firm's assets, liabilities and cash flows; principles of the added value creation and profit maximization principles. Testingform: test

2.Differentiated test "Cash flow management and analysis of financial statements"	15	**Knowledge** of:
		
		  time value of money principles;
		
		  basic elements and items of financial reports
		
		Skills:
		
		  apply discounting and compounding techniques for managing a firm's cash flows;
		
		  use financial report data to evaluate a firm's financial position;
		
		Competences:
		
		  give recommendations to management regarding cash, working capital and asset management;

3.Differentiated test "Capital budgeting and capital structure decisions "	15	**Knowledge** of:
		
		  methods used for evaluation of investment projects
		
		  tools used for the assessment of the riskiness of capital budgeting projects;
		
		  modern approaches used for managing a firm's capital and cost structure.
		
		Skills:
		
		estimate the cash flows and other data associated with expansion and replacement capital projects;
		
		use the traditional project selection criteria to evaluate the economic attractiveness of capital projects;
		
		apply sensitivity and scenario analysis to the evaluation of the riskiness of capital projects;
		
		evaluate a firm's cost of capital, capital structure and cost structure.
		
		Competences:
		
		give recommendations to a firm's management regarding the selection of capital projects

		depending on their profitability and riskiness; recommend optimal capital structure and cost structure under the current economic circumstances.

4.Differentiated test "Dividend policy and risk/return evaluation of financial instruments"	15	**Knowledge** of:
		
		    basic types of dividend policies and their implications
		
		    traditional methods used to evaluate the
		    risk and return characteristics of financial instruments
		
		    basic types of financial instruments used to fund a firm's operations
		
		Skills:
		
		measure the risk and return characteristics of the company shares on a stand-alone basis and in a portfolio context;
		
		calculate various return measures
		
		Competences:

		Ability to take efficient decisions regarding dividend policy. Ability to evaluate the risk and return characteristics of the company's equity capital
5.Exam	15	**Knowledge** of: basic tasks and goals of financial management **Competences:** Ability to use financial theory and practical skills for efficient financial management of an enterprise
Total ac.h.s:	96/128/160	

Study work	Knowledge	Skills	Competences	% of final evaluation
1.	+			40
2.	+	+	+	10
3.	+	+	+	10
4.	+	+	+	10
5.	+		+	30

Evaluation of mastering the study course

Level	Requirements
Very high (10 –with distinction 9 – excellent)	10- knowledge, skillsandcompetencesexceed the requirements of thestudycourseanddemonstrate a student's ability toperceive,memoriseand reproduce the obtained knowledgeandapplyitinasimilar situation, as well as to use it formasteringnewknowledge and creatively solve problems. 9 - knowledge, skillsandcompetencesfully meet the requirements of thestudycourse,student is able justify and logically statetheproblem,solverelevant problems, identify and explaintheregularities.
High (8 –very good 7 - good)	8 –the requirementsofthestudycourseare fully met; in the framework of thecurriculumastudent demonstrates personal attitude moreonthelevelofstatement than analysis . 7 – knowledge, skills and competences meet the requirements of the study course, however sometimes the inability to use the acquired knowledge independently is detected;
Average (6 – almost good 5 –satisfactory 4 –almost satisfactory)	6 –.knowledge, skills and competences meet the requirements of the study course,however insufficient understanding of some problems and inability to apply the acquired knowledge at practice is detected, a student can apply the mastered knowledge and skills in accordance with an example. 5 –the requirements of the study course are met for the most part, however insufficient ability to apply the acquired knowledge is detected; 4 – knowledge meets the minimal requirements of the study course.

Low (3 – 1 – negative evaluation)	3 –superficial knowledge of the main concepts of the study course; 2 –superficial and incomplete knowledge of only some problems of the study course; 1 –absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.

RNU study course description "Catering Enterprises Management"

Study programme	Bachelor Study Programme Business Administration in Tourism
ECTS	3 ECTS
Author (s)	Jūlija Mironova
Preliminary knowledge, Related study courses	Introduction to Entrepreneurship Enterprise Management Hospitality Industry
Aim	To provide the basic knowledge in the field of management of catering enterprises, to form the skill of the application of the acquired knowledge, to provide the opportunity to find organisational and managerial solutions and take responsibility for them from the viewpoint of the social importance of these decisions. To provide students an opportunity to evaluate the economic and social conditions for the entrepreneurial activity, to realise new market opportunities and create new business models.
Planned learning outcomes:	
● knowledge	In compliance with the Standard students shall know: **Awareness level** ● Regularities of economic processes ● Regularities of the external environment development Additional: 1. knowledge of restaurant management; 2. skills and competences of restaurant business management.

• skills	In compliance withtheStandard: • To evaluatethefactorsoftheinternalactivityof catering enterprises • To plan theactivityofcateringenterprise • To analyseandevaluatetheresultsoftheactivity of cateringenterprisewithintheplanningperiod To developcorrectionsduringtheprocessofthe achievement of aims in order to optimise activity in the conditionsofthechangingenvironment • To implementpersonnelpolicyatcatering enterprise • To organiseproduction/serviceprocessesat catering enterprise To organiselogisticsprocessesatcatering enterprise • To developandmanageprojects • To developprojectportfoliostructuresin compliance with the strategic management of catering enterprise • To analyzeandevaluateprojectperformance against companyaims • To analysetherisksofeconomicactivity • To evaluatetheresultsoftheeconomicactivityof catering enterprise • To planandmonitorcashflowandfinancial performance • To attractfinancialresources • To applythetaxationsystematcateringenterprise • To applytheappropriatetaxpayingregimen • To defineanddeveloptheeffectivemodelofthe activityof cateringenterprise • To communicateinthenetworksthroughthe Internet • To argueanddefendanargument • To be tolerantofthediversityofopinions • To findcompromises • To be awareoftherequirementsofthelegal enactments of the industry • To apply theappropriatelegalenactmentstosolve problems • To apply industryrelevantstandards • To evaluate personalprofessionalexperience • To be aware of thenecessityoflearningforcareer growth • To systematicallyacquirenewknowledgeand experience • To follow the currenteventsintheindustry • To apply the acquiredknowledgeinpractice

	- To find innovative solutions for the activity and development of catering enterprise - To comply with the norms of communication culture and professional ethics - To ensure safe working environment - To organise a work place in compliance with requirements of the legal enactments on labour protection - To follow the requirements of the legal enactments on labour protection - To follow the requirements of the legal enactments on civic and environmental protection - T identify potential risks when performing work tasks Additional: 1.the ability to organise interaction of a catering enterprise staff, teamwork skills; 2.the ability to use various methods of interaction with a catering enterprise staff in order to achieve organisational goals; 3.the ability to develop and make optimal decisions and organise the implementation of these decisions, as well as to control their implementation at a catering enterprise; 4.the ability to assess new opportunities of the market and implementation of business ideas, to develop and implement business plans and programmes of financial planning and forecasting at a catering enterprise.

● competences	In compliance with the Standard : ● Ability to define the directions of the development and to formulate the mission and vision of catering enterprise ● Ability to define the strategic, tactical and operational aims, and main directions in compliance with the interests of the owners, stakeholders and the society ● Ability to develop the strategy of catering enterprise in accordance with the set aims ● Ability to analyse economic situation ● Ability to analyse the environmental factors which influence the activity of catering enterprise ● Ability to critically evaluate the external environment factors and their impact on the activity of catering enterprise ● Ability to critically evaluate the internal environment factors and their impact on the activity of catering enterprise ● Ability to identify the environmental changes ● Ability to evaluate development opportunities and optimise activity to achieve the aims of catering enterprise considering the impact of the changing environment ● Ability to plan the activity of catering enterprise ● Ability to develop and manage projects at catering enterprise ● Ability to coordinate the functioning of catering enterprise as a whole ● Ability to define the development directions, mission and vision of catering enterprise ● Ability to define the strategic, tactical and operational aims, and main directions of catering enterprise in compliance with the interests of the owners, stakeholders, the society and other interested ● Ability to develop the strategy of catering enterprise to achieve the set aims ● Ability to develop the tactical plans of catering enterprise ● Ability to plan the operational activity of catering enterprise ● Ability to develop measures to assess commercial activity, to evaluate risks and minimise their impact ● Ability to evaluate the development opportunities and improve activity plans of catering enterprise considering the impact of the changing environment

	● Ability to define the resources necessary for the activity of catering enterprise ● Ability to perform financial analysis ● Ability to apply an appropriate tax paying regimen ● Ability to organise marketing principles at catering enterprise ● Ability to develop new products/services and form the assortment of catering enterprise ● Ability to form the pricing policy of catering enterprise ● Ability to implement the integrated marketing communication of catering enterprise ● Ability to develop in-house sales system ● Ability to adhere to the basic principles of professional and general ethics and generally accepted standards of conduct ● Ability to select, effectively manage andd coordinate the work of personnel ● Ability to motivate employees to the best performance ● Ability to objectively evaluate the performance of employees ● Ability to effective team work performing professional work tasks ● Ability to demonstrate personal, social and civic, interpersonal and intercultural skills which ensure active and effective participation in the professional activity and formation of social dialogue in the society ● Ability to perform work tasks complying with requirements of work safety ● Ability to comply with the regulations of labour relations ● Ability to ensure safe work environment ● Ability to perform work tasks in compliance with the requirements of the legal enactments on civil defence and environment safety ● Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development Additional: 1.competence to find organisational managerial solutions and take responsibility for them from the viewpoint of the social importance of these decisions in catering entreprise. 2.competence to evaluate the economic and social conditions for the entrepreneurial activity, to realise new

	market opportunities and create new business models in catering business.

Literature and other sources of information:	
● compulsory reading	1. Clifford's K.Bramble (2021) The Business Side of Restaurants: How Intellient Restaurant Business Entrepreneurs & Investors Can Lead, Win and Make more Money in Life, Hungry Hospitality LLC 2. The Bar & Beverage Book, 5th Edition, ISBN 9780470913307, 2018 2. ServSafe Coursebook, 7th Edition, ISBN 9780134764214, 2019 3. Good Food, Great Business: How to Take Your Artisan Food Idea from Concept to Marketplac, 2014 4. How to Write a Restaurant Business Plan in Ten Steps: 2019 Restaurant Business Plan Sample and Template Included, ASIN B07WN98MPW, 2019 5. Entrepreneurial Insanity in the Restaurant Business, When Doing the Same Things Do Not Produce Different Results... ,ASIN B00DZER2SQ, 2013 6. A Complete Pizza Restaurant Business Plan: A Key Part Of How To Start A Pizza Parlor & Delivery Business, ASIN: B07V5ZWDK5, 2019 7. Your First Restaurant - An Essential Guide: How to plan, research, analyze, finance, open, and operate your own wildly-succesful eatery ISBN-10: 0692810455 ; ISBN-13: 978-0692810453, 2017 8. How to Start,Operate,Market,Promote and Own your own successful Bar/ Nightclub and Restaurant. Nightclub and Bar Guide Sam Paparelli 1st Edition, ASIN: B00D48Z9M4, 2014 9. Restaurant Business Plan Template (Including 10 Free Bonuses), ISBN-10: 197328085X ; ISBN-13: 978-1973280859, 2017

● recommended	1.Capon, Noel. Managing arketingi n the 21st century : developing and implementing the market strategy / Noel Capon ; with James Mac Hulbert. – Bronxville, N.Y. : Wessex Inc., 2012. – 595 p.
	3. Good Food, Great Business: How to
	Take Your Artisan Food Idea from Concept to Marketplace, 2014
	4.Alsiņa R., Gertners G. Uzņēmējdarbības plānošanas principi un metodes: mācību līdzeklis ekonomikas profīla bakalauru un profesionālo programmu studijām. Rīga: RTU
	5. How to Start,Operate,Market,Promote and Own
	your own successful Bar/ Nightclub and Restaurant.
	Nightclub and Bar Guide Sam Paparelli 1st Edition, 2013
	6. How to Write a Restaurant Business Plan in
	Ten Steps: 2019 Restaurant Business Plan Sample and
	Template Included, 2019
	7. Kuliša I. Restoranu bizness: no idejas līdz realitatei. Iesācējiem uzņēmējdarbība. – ISMA, 2005. – 174 lpp.

Contents and scheduleof the contact hours

Week	Topic	Academic hours	
		Full-time	part-time
1	Application of the methods and functions of management at restaurant business enterprises.	4	2
1	Modern information technologies at catering enterprises.	2	2
2	Strategic and innovation managementin restaurant business.	2	
2	Differentiated test:		

	"Strategic and innovation managementin restaurant business."		
3	Risk management at restaurant business enterprises.	2	2
4	Efficiency indicators of the use of material, human, financial and information resources in the restaurant business	2	
4	Manager's basic features. Power. Leadership.	2	2
4	Differentiated test: "Manager's basic features. Power. Leadership."	2	
5	Specific features of a manager's activity in crisis situations.	4	2
5	Differentiated test: "Features of a small catering business development in the EU".	2	
6	Risk management as an integral part of commercial activity at catering enterprises.	4	2
7	Main functions of management and their implementation in restaurant business.	2	
8	Nature and specific features of management. Specifics of manager's activity at a catering enterprise	4	4
		32 ac.hours	16 ac.hours

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes
1.Compulsory reading, sources and methodological materials learning	20/40/56	**Knowledge** ofthe organisation andplanning of individual, mass and corporate events. Information about the types and scales of various events as well as the information about the international environment of the industry. The ways of event planning considering the health, safety and security aspects. The aspects of event budget planning and the ways of the involvement of participants. Testing form: test
2. Preparation for the test/project "Strategic and innovation management in restaurant business"	8/0/0	**Skills:**the ability to assess new opportunities of the market and implementation of business ideas, to develop and implement business plans and programmes of financial planning and forecasting.
3. Preparation for the test/project " Features of a small catering business development in the EU"	8/0/0	**Competences:** theevaluationof economic and social conditions forthe entrepreneurial activity, to realise new market opportunities and create new businessmodels.
4. Preparation for the test/project "Manager's basic features. Power. Leadership."	8/0/0	**Skills:** the evaluation of economic and social conditions for the entrepreneurial activity, to realise new market opportunities and create new business models.
5. Project work for part-time students.	0/24/24	The project work of part-time students consists of the tests written in the framework of the study course.

	Total ac.h:	48/64/80	

Study work	Knowledge	Skills	Competences	% of final evaluation
Tests for full-time students/Project work for part-time students	+	+	+	20
Examination (test+case study)	+	+	+	80

Evaluation of mastering the study course

Level	Requirements
Very high (10 –with distinction 9 – excellent)	10- knowledge, skillsandcompetencesexceed the requirements of thestudycourseanddemonstrate a student's ability toperceive,memoriseand reproduce the obtained knowledgeandapplyitinasimilar situation, as well as to use it formasteringnewknowledge and creatively solve problems. 9 - knowledge, skillsandcompetencesfully meet the requirements of thestudycourse,student is able justify and logically statetheproblem,solverelevant problems, identify and explaintheregularities.
High (8 –very good 7 - good)	8 –the requirementsofthestudycourseare fully met; in the framework of thecurriculumastudent demonstrates personal attitude moreonthelevelofstatement than analysis . 7 – knowledge, skills and competences meet the requirements of the study course, however sometimes the inability to use the acquired knowledge independently is detected;

Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	6 –. knowledge, skills and competences meet the requirements of the study course, however insufficient understanding of some problems and inability to apply the acquired knowledge at practice is detected, a student can apply the mastered knowledge and skills in accordance with an example. 5 –the requirements of the study course are met for the most part, however insufficient ability to apply the acquired knowledge is detected; 4 – knowledge meets the minimal requirements of the study course.
Low (3 – 1 – negative evaluation)	3 – superficial knowledge of the main concepts of the study course; 2 –superficial and incomplete knowledge of only some problems of the study course; 1 – absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.

RNU study course description "Electronic Commerce"

Study programme	Bachelor Study Programme Business Administration in Tourism
ECTS	3 ECTS
Author (s)	R.Ševelis
Preliminary knowledge, Related study courses	Marketing Digital marketing
Aim	To be able to manage contextual analysis campaign management tools
Planned learning outcomes:	

knowledge	According to standard:
	Awareness level
	Opportunities and potential risks of information technologies
	Safety of electronic information
	Business ethics and social responsibility
	Application level
	Preparation of reviews and publications
	Development of management information system
	Development and application of data bases
	Information technologies for data processing, analysis and management
	Development of products/services and assortment
	Pricing policy development
	Principles of integrated marketing communication
	Digital environment and its tools
	Basic principles of CRM
	Development of products/services sales system at an enterprise
	Organisation of information technology application
	Requirements of the industry relevant legal enactments and standards
	Additional:
	The principles of contextual advertising use and work, as well as knowledge of methods of calculating the efficiency coefficients of advertising campaigns.

skills	According to standard:
	To understand the regularities and principles of economic development
	To plan, manage and coordinate the activity of tourism and hospitality industry enterprise
	To organise the coordinated functioning of tourism and hospitality industry enterprise
	To define the resources necessary for the activity of tourism and hospitality industry enterprise
	To evaluate the factors of the external environment of tourism and hospitality industry enterprises
	To be aware of the research methods in the corresponding industry
	To plan the activity of tourism and hospitality industry enterprise
	To analyse and evaluate the results of the activity of tourism and hospitality industry enterprise within the planning period
	To develop corrections during the process of the achievement of aims in order to optimise activity in the conditions of the changing environment
	To be aware of the forms of entrepreneurial activity
	To be aware of the enterprise development theories
	To select the appropriate model of setting up and development of a business
	To apply the business model appropriate for the establishing and development of tourism and hospitality industry enterprise, which is based on venture capital, business angels, equity co-funding, business incubators, seed funding, etc.
	To select and apply the state support tools to start commercial activity and receive credit
	To search and process the obtained information
	To process, systematise and analyse data
	To process information and select the most appropriate solution

	To organise the application and development of information techno;ogy at tourism and hospitality industry enterprise
	To use the tools and services of information technologies
	To process and interpret research results
	To prepare the report on research results
	To perform research and process its results
	To process statistical data
	To ensure the storage of electronic documentation and data
	To organise the work of the information system of tourism and hospitality industry enterprise
	To assess competitors and their impact on the activity of tourism and hospitality industry enterprise
	To organise marketing processes at tourism and hospitality industry enterprise
	To be aware of the digital environment for marketing organisation
	To be aware of the requirements of the legal enactments of the industry
	To evaluate personal professional experience
	To be aware of the necessity of learning for career growth
	To systematically acquire new knowledge and experience
	To follow the current events in the industry
	To apply the acquired knowledge in practice
	To find innovative solutions for the activity and development of tourism and hospitality industry enterprise
	To prepare and publish presentation materials
	To prepare reviews and presentations
	To prepare presentation materials and publications

	To argument personal opinion
	To comply with the norms of communication culture and professional ethics
	To communicate orally and in writing in various professional situations and environments. To use professional terminology. To present information both in the professional environment and for the public
	Additional:
	skills in working with tools and tools for contextual advertising campaigns;
	ability to calculate efficiency coefficients.

competences	Atbilstoši standartam:
	Ability to comply with the legal enactments related to the industry
	Ability to ensure the economic activity of tourism and hospitality industry enterprise
	Ability to manage production processes at tourism and hospitality industry enterprise
	Ability to organise the service management at tourism and hospitality industry enterprise
	Ability to organise the logistics of tourism and hospitality industry enterprise
	Ability to ensure quality at tourism and hospitality industry enterprise
	Ability to manage changes at tourism and hospitality industry enterprise
	Ability to critically evaluate and manage risks of entrepreneurial activity
	Ability to evaluate necessary investments and risks related to them
	Ability to use the tools offered by the state and other sources for starting up and development of a business
	Ability to apply the tools of the state support for starting up and crediting of a business
	Ability to start entrepreneurial activity by using an appropriate business model
	Ability to evaluate the opportunities of a business development and optimise its activity to achieve the set aims
	Ability to develop and implement the most effective business model for tourism and hospitality industry enterprise
	Ability to find innovative solutions for the activity of tourism and hospitality industry enterprise
	Ability to plan the activity of tourism and hospitality industry enterprise

	Ability to develop and manage projects at tourism and hospitality industry enterprise
	Ability to coordinate the functioning of tourism and hospitality industry enterprise as a whole
	Ability to define the development directions, mission and vision of tourism and hospitality industry enterprise
	Ability to define the strategic, tactical and operational aims, and main directions of tourism and hospitality industry enterprise in compliance with the interests of the owners, stakeholders, the society and other interested
	Ability to develop the strategy of tourism and hospitality industry enterprise to achieve the set aims
	Ability to develop the tactical plans of tourism and hospitality industry enterprise
	Ability to plan the operational activity of tourism and hospitality industry enterprise
	Ability to develop measures to assess commercial activity, to evaluate risks and minimise their impact
	Ability to evaluate the development opportunities and improve activity plans of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to define the resources necessary for the activity of tourism and hospitality industry enterprise
	Ability to perform financial analysis
	Ability to organise marketing principles at tourism and hospitality industry enterprise
	Ability to develop new products/services and form the assortment of tourism and hospitality industry enterprise
	Ability to form the pricing policy of tourism and hospitality industry enterprise

	Ability to implement the integrated marketing communication of tourism and hospitality industry enterprise

Ability to develop in-house sales system

Ability to understand the properties and application of information technologies necessary for the operations of tourism and hospitality industry enterprise and the improvement of its activity

Ability to use information technologies for work, including for communication in the relevant field

Ability to develop the information system of tourism and hospitality industry enterprise

Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development

Additional:

Independently create, configure and manage contextual advertising campaigns as well as optimize the effectiveness of advertising campaigns. |

Literature and other sources of information:	
compulsory reading	• Ultimate Guide to Google AdWords: How to Access 100 Million People in 10 Minutes (ISBN-10: 1599186128, ISBN-13: 978-1599186122) - Perry Marshall, Mike Rhodes, Bryan Todd - Entrepreneur Press; 5 edition (October 17, 2017) - 380 pg. • Google Ads (AdWords) Workbook: Advertising on Google Ads, YouTube, & the Display Network (ISBN-10: 1795757930, ISBN-13: 978-1795757935) - Jason McDonald - Independently published (February 4, 2019) - 346 pg.
recommended	• Chellappa R. Can We Trust AI? - Baltimore: Johns Hopkins University Press, 2023.-224p. • Dhar S., Thomson S. Marketer's Guide to Digital Advertising: Transparency, Metrics, and Money. - London: Kogan Page, 2023. - 206p. • Google's Skillshop: https://skillshop.exceedlms.com/

Contents and schedule of the contact hours

Week	Topic	Hours	
		PL	NL
1	Definition of contextual advertising. Introducing Google Ads. The principles of Google Ads and display advertising.	2	
	Create your first Google Ads advertising account. Google Ads Interactive. The structure of the advertising account of Google Ads (Campaigns - Groups - Ads and key searches)	2	2
2	Features and characteristics of creating effective text ads.	2	
	Creation and configuration of the first advertising campaigns (including display network, location, languages, daily budget, display time and period, type of bidding).	2	2

3	Test work with a mark: "Setting up an advertising campaign and its basic characteristics".	2	
	Planning and creating the structure of advertisement groups. Ad groups and setting up ad extensions.	2	2
4	Keyword research basics. Use the Keyword Planner Tool to analyze and list key queries for future ad campaigns.	2	
	Match types and purpose of key queries (broad, phrase, exact). Quality Score and Ad Rank as a quality indicator of bid value optimization.	2	2
5	Negative keywords in Google Ads. Using ready-made lists of negative keywords and assigning them to certain levels of your Google Ads advertising account. Analysis of conversion statistics for key queries, analysis of effectiveness and replenishment of the list of negative keywords.	2	2
	Create and configure remarketing campaigns, Display Network, Gmail Ads.	2	2
6	Test work with a mark: "Creating, planning, setting up and launching advertising campaigns with Google Ads".	2	
	Using the site's navigation, structure to structure Google's advertising campaigns.	2	2
7	Conversion Tracking Basics	2	2
	The value and principles of calculating the coefficients for evaluating the effectiveness of advertising campaigns: ROI, ROAS. The principle of calculating the maximum allowable cost-per-click, based on the coefficient (%) and conversion value.	2	
8	Test work with a mark: "Integrated configuration of advertising campaigns in Google Ads with setting up conversion accounting and correction of rates".	4	
Total:		32 ac. hours	16 ac. hours

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes
Compulsory reading, sources and methodological materials learning	16/40/56	Knowledges: The principles of using and working with contextual advertising and working to achieve a positive ROI, ROAS.
Preparatory work "Setting up an advertising campaign and its basic characteristics"	8/0/0	Skills: Students are able to independently create, configure and run non-complex text-based contextual advertising campaigns
Preparatory work "Creating, planning, setting up and launching advertising campaigns with Google Ads"	10/0/0	Skills: Students can independently create, configure and run various types of contextual advertising campaigns with advanced settings
Preparatory work "Integrated configuration of advertising campaigns in Google Ads with setting up conversion accounting and correction of rates"	6/0/0	Skills: Students are able to independently create, configure and run contextual advertising campaigns of various types with advanced settings, as well as evaluate their effectiveness based on understanding and tuning the assessment of the quality characteristics of ongoing advertising campaigns.
Preparatory work "Integrated configuration of advertising campaigns in Google Ads with setting up conversion accounting and correction of rates"	6/0/0	Competencies: Students are taught to independently create, configure and run contextual advertising campaigns of various types with advanced settings, as well as evaluate their effectiveness based on understanding and tuning the assessment of the quality characteristics of ongoing advertising campaigns.

Project work for part time students	0/24/24	Project work for part-time students consists of test works that are completed during the course. The aim of the tests is to acquire skills to work with tools and tools for contextual advertising campaign design and effectiveness analysis.
Total ac.h.s:	48/64/80	

Study work	Knowledge	Skills	Competences	% of final evaluation
Test work for full time students / Project work for part time students	+	+	+	20
Examination (test + case study)	+	+	+	80

Evaluation of mastering the study course

Level	Requirements
Very high (10 –with distinction 9 – excellent)	10 (with distinction) - knowledge, skills and competences study the requirements of the study course and demonstrate the ability to perform independent research as well as the deep understanding of problems; 9 (excellent) - knowledge, skills and competences fully meet the requirements of the study course, student is able to apply the acquired knowledge independently;
High (8 –very good 7 - good)	8 (very good) – the requirements of the study course are fully met, however, there is insufficient understanding of individual issues to use the knowledge independently for the solution of more complex problems;

	7 (good) – the requirements of the study course are met in general, however sometimes the inability to use the acquired knowledge independently is detected;
Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	6 (almost good) –. the requirements of the study course are met in general, however insufficient understanding of some problems and inability to apply the acquired knowledge is detected; 5 (satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of many problems and inability to apply the acquired knowledge is detected; 4 (almost satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of understanding of some main concepts is detected as well as considerable difficulties in the practical application of the acquired knowledge are stated;
Low (3 – 1 – negative evaluation)	3 (bad) – knowledge is superficial and incomplete, student is unable to use it in specific situations; 2 (very bad) – superficial and incomplete knowledge of only some problems, the most part of the study course is not mastered; 1 (very very bad) – absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.

RNU study course description "Digital Marketing"

Study programme	Bachelor Study Programme Business Administration in Tourism
ECTS	3 ECTS
Author (s)	R.Ševelis
Preliminary knowledge, Related study courses	**Requirements for starting the study course:** Marketing **Related study courses:** Electronic Commerce Design and prototyping of digital solutions Front-end programming
Aim	To understand the principles of planning an effective Internet marketing strategy and to navigate the advanced tools of online promotion for tourism and hospitality industries.
Planned learning outcomes:	

knowledge	According to standard:
	Awareness level
	Opportunities and potential risks of information technologies
	Safety of electronic information
	Business ethics and social responsibility
	Application level
	Preparation of reviews and publications
	Development of management information system
	Development and application of data bases
	Information technologies for data processing, analysis and management
	Development of products/services and assortment
	Pricing policy development
	Principles of integrated marketing communication
	Digital environment and its tools
	Preparation of reviews and publications
	Basic principles of CRM
	Development of products/services sales system at an enterprise
	Organisation of information technology application
	Requirements of the industry relevant legal enactments and standards
	Additional:
	Knowledge of online advertising channels and trends;
	SEO-optimized website development principles;

	Principles of analysis of advertising campaigns, optimization of its effectiveness;

skills	According to standard:
	To understand the regularities and principles of economic development
	To plan, manage and coordinate the activity of tourism and hospitality industry enterprise
	To organise the coordinated functioning of tourism and hospitality industry enterprise
	To define the resources necessary for the activity of tourism and hospitality industry enterprise
	To plan the activity of tourism and hospitality industry enterprise
	To analyse and evaluate the results of the activity of tourism and hospitality industry enterprise within the planning period
	To develop corrections during the process of the achievement of aims in order to optimise activity in the conditions of the changing environment
	To be aware of the forms of entrepreneurial activity
	To be aware of the enterprise development theories
	To select the appropriate model of setting up and development of a business
	To apply the business model appropriate for the establishing and development of tourism and hospitality industry enterprise, which is based on venture capital, business angels, equity co-funding, business incubators, seed funding, etc.
	To select and apply the state support tools to start commercial activity and receive credit
	To search and process the obtained information
	To process, systematise and analyse data
	To process information and select the most appropriate solution
	To organise the application and development of information techno;ogy at tourism and hospitality industry enterprise

	To use the tools and services of information technologies
	To process and interpret research results
	To prepare the report on research results
	To perform research and process its results
	To process statistical data
	To ensure the storage of electronic documentation and data
	To implement personnel policy at tourism and hospitality industry enterprise
	To organise the work of the information system of tourism and hospitality industry enterprise
	To perform tactical and operational planning of tourism and hospitality industry enterprise
	To analyse and evaluate the results achieved within the planning period
	To develop corrections within the process of the achievement of aims in order to optimise activity in the conditions of the changing environment
	To assess competitors and their impact on the activity of tourism and hospitality industry enterprise
	To organise marketing processes at tourism and hospitality industry enterprise
	To organise product/service policy and the assortment policy at tourism and hospitality industry enterprise
	To organise products/services pricing policy at tourism and hospitality industry enterprise
	To organise the sales of products/services of an enterprice
	To organise the promotion of products/services of tourism and hospitality industry enterprise on the market
	To be aware of the digital environment for marketing organisation
	To communicate in the networks through the Internet

	To argue and defend an argument
	To be tolerant of the diversity of opinions
	To find compromises
	To be aware of the requirements of the legal enactments of the industry
	To evaluate personal professional experience
	To be aware of the necessity of learning for career growth
	To systematically acquire new knowledge and experience
	To follow the current events in the industry
	To apply the acquired knowledge in practice
	To find innovative solutions for the activity and development of tourism and hospitality industry enterprise
	To prepare and publish presentation materials
	To prepare reviews and presentations
	To prepare presentation materials and publications
	To argument personal opinion
	To comply with the norms of communication culture and professional ethics
	To communicate orally and in writing in various professional situations and environments. To use professional terminology. To present information both in the professional environment and for the public
	Additional:
	Plan and create sales-oriented SEO-website development tasks.
	Can apply search promotion principles and criteria in the digital environment.

competences	According to standard:
	Ability to comply with the legal enactments related to the industry
	Ability to ensure the economic activity of tourism and hospitality industry enterprise
	Ability to manage production processes at tourism and hospitality industry enterprise
	Ability to organise the service management at tourism and hospitality industry enterprise
	Ability to organise the logistics of tourism and hospitality industry enterprise
	Ability to ensure quality at tourism and hospitality industry enterprise
	Ability to manage changes at tourism and hospitality industry enterprise
	Ability to critically evaluate and manage risks of entrepreneurial activity
	Ability to evaluate necessary investments and risks related to them
	Ability to use the tools offered by the state and other sources for starting up and development of a business
	Ability to apply the tools of the state support for starting up and crediting of a business
	Ability to start entrepreneurial activity by using an appropriate business model
	Ability to evaluate the opportunities of a business development and optimise its activity to achieve the set aims
	Ability to develop and implement the most effective business model for tourism and hospitality industry enterprise
	Ability to find innovative solutions for the activity of tourism and hospitality industry enterprise
	Ability to plan the activity of tourism and hospitality industry enterprise

	Ability to develop and manage projects at tourism and hospitality industry enterprise
	Ability to coordinate the functioning of tourism and hospitality industry enterprise as a whole
	Ability to define the development directions, mission and vision of tourism and hospitality industry enterprise
	Ability to define the strategic, tactical and operational aims, and main directions of tourism and hospitality industry enterprise in compliance with the interests of the owners, stakeholders, the society and other interested
	Ability to develop the strategy of tourism and hospitality industry enterprise to achieve the set aims
	Ability to develop the tactical plans of tourism and hospitality industry enterprise
	Ability to plan the operational activity of tourism and hospitality industry enterprise
	Ability to evaluate the development opportunities and improve activity plans of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to define the resources necessary for the activity of tourism and hospitality industry enterprise
	Ability to perform financial analysis
	Ability to develop new products/services and form the assortment of tourism and hospitality industry enterprise
	Ability to form the pricing policy of tourism and hospitality industry enterprise
	Ability to implement the integrated marketing communication of tourism and hospitality industry enterprise
	Ability to develop in-house sales system
	Ability to prepare publications and make presentations of them

	Ability to demonstrate personal, social and civic, interpersonal and intercultural skills which ensure active and effective participation in the professional activity and formation of social dialogue in the society
	Ability to understand the properties and application of information technologies necessary for the operations of tourism and hospitality industry enterprise and the improvement of its activity
	Ability to use information technologies for work, including for communication in the relevant field
	Ability to develop the information system of tourism and hospitality industry enterprise
	Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development
	Additional:
	Work with tools and instruments for creating websites and digital presentations, and for pushing it further in the digital environment.

Literature and other sources of information:	• Praude V., Šalkovska J. Satura mārketings internet. - Rīga: Burtene, 2018.-256lpp. • Digital Marketing All-In-One For Dummies (ISBN: 9781119560234) - Stephanie Diamond - For Dummies (May, 2019) - 816 pg. • Digital Marketing Strategy: An Integrated Approach to Online Marketing 2nd Edition (ISBN-13: 978-0749484224, ISBN-10: 0749484225) - Simon Kingsnorth - Kogan Page; 2 edition (April 28, 2019) - 384 pg. • SEO 2019 Learn Search Engine Optimization With Smart Internet Marketing Strategies (ISBN-10: 1730775756, ISBN-13: 978-1730775758) - Adam Clarke - Independently published (November 2, 2018) - 227 pg.
compulsory reading	• Z.Oborenko, Digital marketing to promote employment of people with disabilities, 4, 2019, 4th International Conference Marketing and Management MM2019, 13th June 2019, Warsaw, Poland. • Z.Oborenko Digital marketing to promote employment of people with disabilities, 4 2019 4th International Conference Marketing and Management MM2019, 13th June 2019, Warsaw, Poland. • Digital Marketing All-In-One For Dummies (ISBN: 9781119560234) - Stephanie Diamond - For Dummies (May, 2019) - 816 pg. • Digital Marketing Strategy: An Integrated Approach to Online Marketing 2nd Edition (ISBN-13: 978-0749484224, ISBN-10: 0749484225) - Simon Kingsnorth - Kogan Page; 2 edition (April 28, 2019) - 384 pg. • SEO 2019 Learn Search Engine Optimization With Smart Internet Marketing Strategies (ISBN-10: 1730775756, ISBN-13: 978-1730775758) - Adam Clarke - Independently published (November 2, 2018) - 227 pg. • Z.Oborenko Digital marketing to promote employment of people with disabilities, 4 2019 4th International Conference Marketing and Management MM2019, 13th June 2019, Warsaw, Poland. • Kalenyuk, I., Tsymbal, L., Grishnova, O., Djakona, A. INTELLECTUAL COMPONENT OF GLOBAL LEADERSHIP 2020

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	• Kalenyuk I.,Djakona A.,Tsymbal L.,Panchenko E. Assessment of intellectual leadership under global competition 2018 Journal Problems and Perspectives in ManagementOpen AccessVolume 16, Issue 4, Pages 212 – 2232018 https://www.scopus.com/record/display.uri?eid=2-s2.0-85063177933&origin=AuthorNamesList&txGid=5f4c96ad1429d09a2a9c3973611aaea1
recommended	Search Engine Optimization For Dummies, 5th Edition (ISBN: 9781118396124) - Peter Kent - For Dummies (July, 2012).

Contents and schedule of the contact hours

Week	Topic	Hours	
		PL	NL
1	Introduction to digital marketing and its evolution.	2	
2	Brand assessment and setting goals for promotion. Digital marketing strategy.	2	2
3	Website promotion channels (organic search, contextual advertising, email marketing, social networks, affiliate / affiliate marketing).	2	2
4	The principles and practice of organizing and structuring convertible offers. Creating a website content plan.	2	2

5	Principles for writing compelling conversion texts. Tools for analyzing and selecting targeted keywords when writing content in order to occupy leading positions in search engines. Application Keyword Planner Tool.	2	2
6	Test work with evaluation mark: "Planning and creation of a conversion site structure using targeted key requests for conversion".	2	
7	Payment models and principles for building effective contextual advertising campaigns.	2	2
8	The principles and theory of planning and organizing an effective advertising campaign affiliate marketing (affiliate marketing).	2	
9	Criteria for quality search engine optimization SEO sites	2	2
10	Criteria for quality search engine optimization SEO sites	2	
11	Test work with evaluation mark: "Criteria for successful digital promotion".	2	
12	Opportunities and practice of using commercial platforms for the rapid creation of sites (WIX, SHOPIFY and others).	2	2
13	Connect, configure and work with statistics (Google Analytics, etc.)	2	2
14	Website SEO audit tools (SERANKING, DMOZ, etc.). Connect and use the Google Search Console.	2	
15	Test work with evaluation mark: "Building a Conversion SEO-Oriented Website".	2	
16	Building a Conversion SEO-Oriented Website: main problems and their solutions	2	

		32 ac. hours	16 ac. hours

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes
Compulsory reading, sources and methodological materials learning	20/40/56	Knowledge: knowledge and orientation in the advanced channels of online promotion; knowledge of the principles of organization and construction of a converting, SEO-optimized site; knowledge of the principles of analysis of advertising campaigns in order to optimize their effectiveness. Testing form - test
Preparatory work "Planning and creation of a conversion site structure using targeted key requests for conversion"	8/0/0	Skills: Students are able to design and plan assignments for the development of a conversion website and SEO-oriented content.
Preparatory work "Criteria for successful digital promotion"	8/0/0	Skills: Students are familiar with the principles and criteria for quality promotion in a digital environment.
Preparatory work "Building a Conversion SEO-Oriented Website"	6/0/0	Skills: Students are able to independently: • plan digital campaigns; • launch a conversion and SEO-oriented website;

		• apply analytics tools.
Preparatory work "Building a Conversion SEO-Oriented Website"	6/0/0	Competencies: Students are able to: • plan digital campaigns; • launch a conversion and SEO-oriented website; • apply analytics tools.
Project work for part time students	0/24/24	The project work for part-time students consists of tests that are completed during the course. The aim of the tests is to acquire the skills to work with tools for creating websites and digital presentations and to further promote them in the digital environment.
Total ac.h.s:	48/64/80	

Study work	Knowledge	Skills	Competences	% of final evaluation
Test work for full time students / Project work for part time students	+	+	+	20
Examination (test + case study)	+	+	+	80

Evaluation of mastering the study course

Level	Requirements

Very high (10 –with distinction 9 – excellent)	10 (with distinction) - knowledge, skills and competences exceed the requirements of the study course and demonstrate the ability to perform independent research as well as the deep understanding of problems;
	9 (excellent) - knowledge, skills and competences fully meet the requirements of the study course, student is able to apply the acquired knowledge independently;
High (8 –very good 7 - good)	8 (very good) – the requirements of the study course are fully met, however, there is insufficient understanding of individual issues to use the knowledge independently for the solution of more complex problems;
	7 (good) – the requirements of the study course are met in general, however sometimes the inability to use the acquired knowledge independently is detected;
Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	6 (almost good) –. the requirements of the study course are met in general, however insufficient understanding of some problems and inability to apply the acquired knowledge is detected; 5 (satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of many problems and inability to apply the acquired knowledge is detected; 4 (almost satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of understanding of some main concepts is detected as well as considerable difficulties in the practical application of the acquired knowledge are stated;
Low (3 – 1 – negative evaluation)	3 (bad) – knowledge is superficial and incomplete, student is unable to use it in specific situations; 2 (very bad) – superficial and incomplete knowledge of only some problems, the most part of the study course is not mastered; 1 (very very bad) – absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.

RNU study course description "Total Quality Management"

Study programme	Bachelor Study Programme Business Administration in Tourism
ECTS	3 ECTS
Author (s)	IvarsLinde
Preliminary knowledge, Related study courses	Introduction toEntrepreneurship, Economics,Tourism Basics
Aim	To provide knowledge of thebasics of TQM and its practical applications in tourism andhospitality business, including: quality management theoretical frameworks, quality management systems,ISOstandards and practical explanation, quality improvement system, cost of quality.
Planned learning outcomes:	
knowledge	In compliance with the Standard students shall: **Awareness level** Quality management systems **Application level** Quality management Preparation of reviews and publications

skills	In compliance with the Standard :
	To evaluate the factors of the internal activity of tourism and hospitality industry enterprises
	To plan the activity of tourism and hospitality industry enterprise
	To analyse and evaluate the results of the activity of tourism and hospitality industry enterprise within the planning period
	To develop corrections during the process of the achievement of aims in order to optimise activity in the conditions of the changing environment
	To be aware of the forms of entrepreneurial activity
	To select the appropriate model of setting up and development of a business
	To search and process the obtained information
	To process, systematise and analyse data
	To use the tools and services of information technologies
	To process and interpret research results
	To prepare the report on research results
	To perform research and process its results
	To ensure the storage of electronic documentation and data
	To implement personnel policy at tourism and hospitality industry enterprise
	To organise production/service processes at tourism and hospitality industry enterprise
	To work out the development strategy of tourism and hospitality industry enterprise
	To perform tactical and operational planning of tourism and hospitality industry enterprise
	To analyse and evaluate the results achieved within the planning period
	To develop corrections within the process of the achievement of aims in order to optimise activity in the conditions of the changing environment

	To define and develop the effective model of the activity of tourism and hospitality industry enterprise
	To be aware of the requirements of the legal enactments of the industry
	To apply industry relevant standards
	To evaluate personal professional experience
	To be aware of the necessity of learning for career growth
	To systematically acquire new knowledge and experience
	To follow the current events in the industry
	To apply the acquired knowledge in practice
	To find innovative solutions for the activity and development of tourism and hospitality industry enterprise
	To prepare and publish presentation materials
	To prepare reviews and presentations
	To prepare presentation materials and publications
	To argument personal opinion
	To comply with the norms of communication culture and professional ethics
	To communicate orally and in writing in various professional situations and environments. To use professional terminology. To present information both in the professional environment and for the public

competences	According to the standard: • Ability to comply with the legal enactments related to the industry Ability to ensure the economic activity of tourism and hospitality industry enterprise Ability to manage production processes at tourism and hospitality industry enterprise Ability to organise the service management at tourism and hospitality industry enterprise Ability to organise the logistics of tourism and hospitality industry enterprise Ability to ensure quality at tourism and hospitality industry enterprise Ability to manage changes at tourism and hospitality industry enterprise Ability to critically evaluate and manage risks of entrepreneurial activity Ability to evaluate necessary investments and risks related to them Ability to use the tools offered by the state and other sources for starting up and development of a business Ability to apply the tools of the state support for starting up and crediting of a business Ability to start entrepreneurial activity by using an appropriate business model Ability to evaluate the opportunities of a business development and optimise its activity to achieve the set aims Ability to develop and implement the most effective business model for tourism and hospitality industry enterprise Ability to find innovative solutions for the activity of tourism and hospitality industry enterprise Ability to define the directions of the development and to formulate the mission and vision of tourism and hospitality industry enterprise

	Ability to define the strategic, tactical and operational aims, and main directions in compliance with the interests of the owners, stakeholders and the society
	Ability to develop the strategy of tourism and hospitality industry enterprise in accordance with the set aims
	Ability to analyse economic situation
	Ability to analyse the environmental factors which influence the activity of tourism and hospitality industry enterprise
	Ability to critically evaluate the external environment factors and their impact on the activity of tourism and hospitality industry enterprise
	Ability to critically evaluate the internal environment factors and their impact on the activity of tourism and hospitality industry enterprise
	Ability to identify the environmental changes
	Ability to evaluate development opportunities and optimise activity to achieve the aims of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to plan the activity of tourism and hospitality industry enterprise
	Ability to develop and manage projects at tourism and hospitality industry enterprise
	Ability to coordinate the functioning of tourism and hospitality industry enterprise as a whole
	Ability to define the development directions, mission and vision of tourism and hospitality industry enterprise
	Ability to define the strategic, tactical and operational aims, and main directions of tourism and hospitality industry enterprise in compliance with the interests of the owners, stakeholders, the society and other interested
	Ability to develop the strategy of tourism and hospitality industry enterprise to achieve the set aims
	Ability to develop the tactical plans of tourism and hospitality industry enterprise

	Ability to plan the operational activity of tourism and hospitality industry enterprise
	Ability to develop measures to assess commercial activity, to evaluate risks and minimise their impact
	Ability to evaluate the development opportunities and improve activity plans of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to define the resources necessary for the activity of tourism and hospitality industry enterprise
	Ability to perform financial analysis
	Ability to effective team work performing professional work tasks
	Ability to demonstrate personal, social and civic, interpersonal and intercultural skills which ensure active and effective participation in the professional activity and formation of social dialogue in the society
	Ability to ensure safe work environment
	Ability to perform work tasks in compliance with the requirements of the legal enactments on civil defence and environment safety
	Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development

Literature and other sources of information:	
compulsory reading	Driņķe Z.Kvalitātes vadības sistēmas Latvijas mazo un vidējo uzņēmumu konkurētspējas paaugstināšanai. - Rīga: Biznesa augstskola Turība, 2019. - 272lpp **Vasiļevska D.** Kvalitātes nodrošināšanas vadība. Juridiskā koledža. 2017. - 234 lpp. ISBN 9789934871900 **Kiran D.R.** Total Quality Management: Key Concepts and Case Studies. Butterworth-Heinemann; 2016. - 580 p. ISBN-10: 012811035
recommended	Koryuhina C., Shamshina T., Service quality improvement in hospitality-related enterprises, 2019, The 7th conference International scientific "Information technologies and management"IT&M 2018 Theses, ISMA University, Riga, ISSN 1691-2489, p. 139-141 **Besterfield Dale H.** Total Quality Management (Tqm) 5E. Pearson India, 2018. - 648 p. ISBN-10: 935306631 **Pildavs,** Kvalitātes vadīšanas teorijas pamati. Grāmatu vairumtirdzniecība.. Rīga, 2002. 56 lpp. ISBN 9984-636-06-6 Kvalitātes vadības sistēmas 1.d. KVS pamati. //Zygon Baltic Consulting Latvija/.- Rīga : Apgāds "Biznesa Partneri", 2002. - 111lpp. ISBN 9984-595-49-8 Kvalitātes vadības sistēmas 2.daļa. ISO 9001:2000 prasību skaidrojums. /ZBC/ "Biznesa partneri", Rīga, 2003, 174 lpp. Kvalitātes vadības sistēmas 3.d KVS iekšējais audits / Zygon Baltic Consulting Latvija/- Rīga : Biznesa Partneri, 2004. - 78 lpp. ISBN 9984-96106-0 Kvalitātes vadības sistēma 4.d. KVS izveidošana, ieviešana un uzturēšana. /ZBCLatvija./ - Rīga : "Biznesa Partneri", 2005. - 165lpp. :. ISBN 9984-98510-5

Leilands Jānis. Jaunā ISO 9001:2008 standarta prasību skaidrojums; Rīga; Latvijas vēstnesis, 2009. – 176 lpp. ISBN 978-9984-840-05-5

Contents and schedule of the contact hours

Week	Topic	Academic hours	
		full-time	1.
1	Quality definition, concepts	4	2
2	Quality environment	2	2
2	Test with the evaluation: "Nature of the concept of quality in the field of tourism and hospitality"	2	
3	Quality instruments and development of quality idejas, their analysis.	2	2
3	Test with the evaluation: "Principles of process management in the field of tourism and hospitality"	2	

4	Characteristics of quality management systems in the field of tourism and hospitality	2	2
4	Test with the evaluation: "The most common quality management systems in the field of tourism and hospitality"	2	
5	ISO and standarts	2	2
5	Test with the evaluation: "ISO standards and their practical explanation in the field of tourism and hospitality"	2	
6	ISO standards development process	2	2
6	Test with the evaluation: "Examples of interpretations of ISO standards in the field of tourism and hospitality"	2	
7	Quality system certification process	2	2
7	Test with the evaluation: "Evaluation of different quality management systems and their possible application for tourism and hospitality companies"	2	
8	Methods and tools for quality improvement	2	2
8	Test with the evaluation: "Identify problems that may arise during implementation of any quality management system in the field of tourism and hospitality"	2	
	Total:	32ac.h	16 ac.h.

Description of students' self-studies organization and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes
Compulsory reading, sources and methodological materials learning	20/40/56	Knowledge of: - the essence, concepts and principles of quality and TQM; - basic principles of quality activities; - goals and objectives of quality, strategies, market research. Evaluation form - test
Preparation for test "Nature of the concept of quality in the field of tourism and hospitality""	4/0/0	Skills: to be able to define company goals of quality in the field of tourism and hospitality, and elements of TQM.
Preparation for test "Principles of quality process management in the field of tourism and hospitality"	4/0/0	Competencies: to be able to design a research plan of quality management, to collect information using different methods, to identify factors that influence consumer behavior in the meaning of quality processes in the field of tourism and hospitality. An example for research is real business situations (case study)
Preparation for test "The most common quality management systems in the field of tourism and hospitality"	4/0/0	Students are able to define the most important characteristics of qulity, to choose a more appropriate approach for the researched product quality circle in the field of tourism and hospitality.
Preparation for "ISO standards and their practical explanation in the field of tourism and hospitality"	4/0/0	Skills: to be able to make decisions regarding the application of the ISO standards, to develop a strategy for the implementation of a new standards, by studying real busines and product quality loop situations in the field of tourism and hospitality (case study).

Preparation for test "Examples of interpretation of ISO standards"	4/0/0	The students got acquainted with the ISO standard and its diversity, the necessity of their choice in the context of modern toursm enterprises and hospitaluty industry.
Preparation for test "Evaluation of different quality management systems and their possible application for tourism and hospitality companies"	4/0/0	Students are able to apply general quality management methods and strategies depending on the company policies, are able to plan and implement quality improvement projects, initiate and manage organizational change processes, use improvement methods and tools, determine staff competence and authority, contributing to the development of new improvement solutions.
"Identify problems that may arise during implementation of any quality management system in the field of tourism and hospitality"	4/0/0	The students became familiar with the basic elements of the TQM, will be familiar with the core elements of the TQM, be able to contribute to the quality culture of the organization, organize best practice exchange events, raise awareness of the importance of the demands and needs of clients and other stakeholders to prevent harm to society and the environment.
Final work - Total Quality Management for Part Time Students	0/24/24	The content of the final work for full-time students consists of tests that are completed during the course.
Kopā:	48/64/80	

Study work	Knowledge	Skills	Competences	% of final evaluation
Test work for full time students / Project work for part time students	+	+	+	40
Examination (test + case study)	+	+	+	60

Evaluation of mastering the study course

Level	Requirements
Very high (10 –with distinction 9 – excellent)	10 (with distinction) - knowledge, skillsandcompetences exceed the requirements of the study course and demonstrate the ability to perform independent research as well as the deepunderstanding of problems; 9 (excellent) - knowledge, skills andcompetences fully meet the requirements of the study course, studentisable to apply the acquired knowledge independently;
High (8 –very good 7 - good)	8 (very good) – the requirements of the study course are fully met, however, there is insufficient understanding of individual issues to use the knowledge independently for the solution of more complex problems; 7 (good) – the requirements of the study course are met in general, however sometimes the inability to use the acquired knowledge independently is detected;
Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	6 (almost good) –. the requirements of the study course are met in general, however insufficient understanding of some problems and inability to apply the acquired knowledge is detected; 5 (satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of many problems and inability to apply the acquired knowledge is detected; 4 (almost satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of understanding of some main concepts is detected as well as considerable difficulties in the practical application of the acquired knowledge are stated;
Low (3 – 1 – negative evaluation)	3 (bad) – knowledge is superficial and incomplete, student is unable to use it in specific situations; 2 (very bad) – superficial and incomplete knowledge of only some problems, the most part of the study course is not mastered; 1 (very very bad) – absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.

RNU study course description "Marketing Visual Communication"

Study program	Bachelor Study Programme Business Administration in Tourism
ECTS	3 ECTS
Author (s)	A.Djakona
Preliminary knowledge, Related study courses	Introduction to Entrepreneurship, Economics, Tourism Basics, Marketing
Aim	To provide knowledge of the basics of visual communication marketing and its practical applications in tourism and hospitality business, including: visual communication marketing strategies, visual communication marketing environments, customer segmentation and behavior, visual communication marketing mix, tools of visual communication marketing analysis.
Planned learning outcomes:	

knowledge	In compliance with the Standard students shall: **Awareness level** Social and political structure of the society Social diversity and the principle of equality Intercultural communication International environment of commercial activity Methods of influencing factors analysis Communication (including intercultural) in the society (including multicultural) Business ethics and social responsibility **Application level** Commercial activity environment and its influencing factors Methods of commercial environment analysis Extencive and relevant vocabulary Professional terminology Basics of intercultural communication Preparation of reviews and publications Development of products/services and assortment Pricing policy development Principles of integrated marketing communication Digital environment and its tools Development of products/services sales system at tourism and hospitality industry enterprise

skills	In compliance with the Standard :
	To evaluate the factors of the internal activity of enterprises
	To plan the activity of tourism and hospitality industry enterprise
	To analyse and evaluate the results of the activity of tourism and hospitality industry enterprise within the planning period
	To develop corrections during the process of the achievement of aims in order to optimise activity in the conditions of the changing environment
	To search and process the obtained information
	To organise the application and development of information techno;ogy at tourism and hospitality industry enterprise
	To use the tools and services of information technologies
	To define the strategic, tactical and operational aims of tourism and hospitality industry enterprise
	To perform tactical and operational planning of tourism and hospitality industry enterprise
	To assess competitors and their impact on the activity of tourism and hospitality industry enterprise
	To organise marketing processes at tourism and hospitality industry enterprise
	To organise product/service policy and the assortment policy at tourism and hospitality industry enterprise
	To organise products/services pricing policy at tourism and hospitality industry enterprise
	To organise the sales of products/services of tourism and hospitality industry enterprise
	To organise the promotion of products/services of an enterprise on the market
	To be aware of the digital environment for marketing organisation

	To communicate in the networks through the Internet
	To argue and defend an argument
	To evaluate personal professional experience
	To be aware of the necessity of learning for career growth
	To systematically acquire new knowledge and experience
	To follow the current events in the industry
	To apply the acquired knowledge in practice
	To prepare and publish presentation materials
	To prepare reviews and presentations
	To prepare presentation materials and publications
	To comply with the norms of communication culture and professional ethics
	To communicate orally and in writing in various professional situations and environments. To use professional terminology. To present information both in the professional environment and for the public

competences	In compliance with the Standard :
	Ability to plan the activity of tourism and hospitality industry enterprise
	Ability to develop and manage projects at tourism and hospitality industry enterprise
	Ability to coordinate the functioning of tourism and hospitality industry enterprise as a whole
	Ability to define the development directions, mission and vision of tourism and hospitality industry enterprise
	Ability to define the strategic, tactical and operational aims, and main directions of tourism and hospitality industry enterprise in compliance with the interests of the owners, stakeholders, the society and other interested
	Ability to develop the strategy of tourism and hospitality industry enterprise to achieve the set aims
	Ability to develop the tactical plans of tourism and hospitality industry enterprise
	Ability to plan the operational activity of tourism and hospitality industry enterprise
	Ability to develop measures to assess commercial activity, to evaluate risks and minimise their impact
	Ability to evaluate the development opportunities and improve activity plans of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to define the resources necessary for the activity of tourism and hospitality industry enterprise
	Ability to organise marketing principles at tourism and hospitality industry enterprise
	Ability to develop new products/services and form the assortment of tourism and hospitality industry enterprise

	Ability to form the pricing policy of tourism and hospitality industry enterprise
	Ability to implement the integrated marketing communication of tourism and hospitality industry enterprise
	Ability to develop in-house sales system
	Ability to understand the properties and application of information technologies necessary for the operations of tourism and hospitality industry enterprise and the improvement of its activity
	Ability to use information technologies for work, including for communication in the relevant field
	Ability to develop the information system of tourism and hospitality industry enterprise
	Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development
	Additional:
	The ability to organize the visual communication marketing department according to the objectives and market situation in the field of tourism an hospitality.
	The ability to conduct visual communication marketing research and apply the results obtained in business in the field of tourism an hospitality.

Literature and other sources of information:	
compulsory reading	Dib A. The 1-Page Marketing Plan: Get New Customers, Make More Money, And Stand out From The Crowd. – Page Two, 2018. – 228 p. Kotler, Philip, Armstrong G. Principles of marketing 14th edition, - New Jersey: Pearson, 2012. - 740 pg. Praude V. Mārketings 2.Burtene, 2011.g. -348 lpp.
recommended	Lester P. Visual Communication: Images with Messages. – Lex Publishing, 2017. - 977 p. Krypel M. Refining Design for Business: Using analytics, marketing, and technology to inform customer-centric design (Graphic Design & Visual Communication Courses). - Adobe Press, 2014. - 312 p. Cateora Ph., Graham J. International Marketing. - The McGraw-Hill/Irwin, 2005. – 697 p. Hollensen S. Global Marketing. A Decision-Oriented Approach. - Prentice Hall, 2007. -714 p. Onkvisit S., Shaw J. International Marketing. Strategy and Theory. – Routledge, 2009. – 710 p. Capon N. Managing Marketing in the 21st Century. Developing & Implementing . The Market Strategy. – Wessex, 2012. -595 p. Kotlers F. Mārketings no A līdz Z. - Jumava ,2007. - 204 lpp. Praude V. Mārketings. Jautājumi, uzdevumi, situācijas, testi. - Izglītības soļi, 2007. – 197 lpp. Niedrītis J. Mārketings (UB 57)- Turība, 2008.g. – 488 lpp. Praude V. Beļčikovs. Mārketings. Rīga, Vaidelote, - 2004.- 559 lpp. 37.

	Praude V. Mārketings. Teorija un prakse. 1.grāmata.- Rīga, Burtene, 2011.- 521 lpp. Praude V. Mārketings. Teorija un prakse. 2.grāmata.- Rīga, Burtene, 2011.- 348 lpp.

Contents and schedule of the contact hours

Week	Topic	Academic hours	
		full-time	part-time
1,2	Visual communication marketing definition, concepts	4	2
3	Visual communication marketing environment	2	2
4	Test with the evaluation: " Visual communication marketing environment in the field of tourism an hospitality "	2	

5	Consumer markets and consumer behavior, market analysis	2	2
6	Test with the evaluation: "Consumer Markets and Consumer Behavior, Market Analysis in the field of tourism an hospitality "	2	
7	Segmentation and positioning in the market	2	2
8	Test with the evaluation: "Segmentation and positioning in the market in the field of tourism an hospitality "	2	
9	Products, service, brand	2	2
10	Test with the evaluation: "Products, Service, Brand in the field of tourism an hospitality "	2	
11	Pricing policy	2	2
12	Test with the evaluation: "Pricing Policy in the field of tourism an hospitality "	2	
13	Promotion and distribution of goods	2	2
14	Test with the evaluation: "Promotion and distribution of goods in the field of tourism an hospitality "	2	
15	Marketing visual communication, complex internet visual communication marketing	2	2
16	Test with the evaluation: "Marketing visual Communication, Complex Internet Visual communication marketing in the field of tourism an hospitality "	2	
	Total:	32ac.h 64 ac.h.	16 ac.h. 32 ac.h.

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes
Compulsory reading, sources and methodological materials learning	20/40/56	Knowledge of: - the essence, concepts and principles of visual communication marketing; - basic principles of visual communication marketing activities; - visual communication marketing goals and objectives, strategies, market research. Evaluation form - test
Preparation for test / part of the project " Visual communication marketing environment in the field of tourism an hospitality "	4/0/0	Skills: to be able to define company goals in the field of tourism and hospitality, mission, to analyze assortment, to determine internal and external environment determinants and elements of visual communication marketing complex.
Preparation for test / part of the project "Consumer Markets and Consumer Behavior, Market Analysis in the field of tourism an hospitality "	4/0/0	Competencies: to be able to design a visual communication marketing research plan, to collect information using different methods, to identify factors that influence consumer behavior in the field of tourism and hospitality. An example for research is real business situations (case study)
Preparation for test / part of the project "Segmentation and positioning in the market in the field of tourism an hospitality "	4/0/0	Students are able to define the most important characteristics of consumers, companies and international markets, to choose a more appropriate market share for the researched product in the field of tourism and hospitality.

Preparation for test / part of the project "Products, Service, Brand in the field of tourism an hospitality "	4/0/0	Skills: to be able to make decisions regarding the organization of the assortment, to develop a strategy for the creation of a new product, to determine the place of the existing product in the life cycle of the product by studying real business situations in the field of tourism and hospitality (case study).
Preparation for test / part of the project "Pricing Policy in the field of tourism an hospitality "	4/0/0	Students know how to choose pricing methods and strategies depending on the company aims in the field of tourism and hospitality.
Preparation for test / part of the project "Promotion and distribution of goods in the field of tourism an hospitality "	4/0/0	Students got acquainted with distribution channels and their levels, the necessity of their selection in the context of today's market in the field of tourism and hospitality.
Preparation for test / part of the project "Marketing Communication, Complex Internet visual communication Marketing"	4/0/0	The students became familiar with the basic elements of the promotion complex, including online promotion tools, are able to identify communication channels appropriate to the market conquest strategy in the field of tourism and hospitality and to define the budget for the necessary promotion activities.
Project work for part time students	0/24/24	The content of the project work for full-time students consists of tests that are completed during the course.
Total:	48/64/80	

Study work	Knowledge	Skills	Competences	% of final evaluation
Test work for full time students / Project work for part time students	+	+	+	20

Examination (test + case study)	+	+	+	80

Evaluation of mastering the study course

Level	Requirements
Very high (10 –with distinction 9 – excellent)	10 (with distinction)-knowledge,skillsandcompetences exceed therequirementsofthestudycourseand demonstratetheabilitytoperformindependentresearch as well as thedeepunderstandingofproblems; 9 (excellent)-knowledge,skillsandcompetencesfully meet therequirementsofthestudycourse,studentisable to applytheacquiredknowledgeindependently;
High (8 –very good 7 - good)	8 (verygood)–therequirementsofthestudycourseare fully met,however,thereisinsufficientunderstandingof individualissuestousetheknowledgeindependentlyfor the solutionofmorecomplexproblems; 7 (good)–therequirementsofthestudycoursearemetin general,howeversometimestheinabilitytousethe acquiredknowledgeindependentlyisdetected;
Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	6 (almostgood)–.therequirementsofthestudycourse are met ingeneral,howeverinsufficientunderstandingof some problemsandinabilitytoapplytheacquired knowledge is detected; 5 (satisfactory)–therequirementsofthestudycourseare met for themostpart,howeverinsufficientunderstanding of many problemsandinabilitytoapplytheacquired knowledge is detected; 4 (almostsatisfactory)–therequirementsofthestudy course aremetforthemostpart,howeverinsufficient understandingofunderstandingofsomemainconceptsis detected aswellasconsiderabledifficultiesinthe practical applicationoftheacquiredknowledgeare stated;

Low	3 (bad) – knowledge is superficial and incomplete, student is unable to use it in specific situations;
(3 – 1 – negative evaluation)	2 (very bad) – superficial and incomplete knowledge of only some problems, the most part of the study course is not mastered;
	1 (very very bad) – absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.

RNU study course description "Social Entrepreneurship"

Study programme	Bachelor Study Programme Business Administration in Tourism
ECTS	3 ECTS
Author (s)	Diana Lapkisa
Preliminary knowledge, Related study courses	Introduction to Entrepreneurship
Aim	To provide students with knowledge on social entrepreneurship innovation in Latvia, Europe and in the world and on Corporate Social Responsibility (CSR) as a strategy that seeks to integrate social reform goals that promote business development and demonstrate its need for social goals as an alternative to the injustice of the capitalistic system. Consider, discuss, and understand existing business models that aim to increase profits by addressing complex social problems, and what new models need to be implemented to address such problems.
Planned learning outcomes:	
knowledge	In compliance with the Standard students shall: **Awareness level** Regularities of the external environment development Basics of social responsibility Social and political structure of the society Social diversity and the principle of equality Intercultural communication Business ethics and social responsibility **Application level** Preparation of reviews and publications

skills	In compliance with the Standard :
	To understand the regularities and principles of economic development
	To plan, manage and coordinate the activity of tourism and hospitality industry enterprise
	To organise the coordinated functioning of tourism and hospitality industry enterprise
	To define the resources necessary for the activity of tourism and hospitality industry enterprise
	To evaluate the world economic development tendencies and their impact on the activity of tourism and hospitality industry enterprise as a whole
	To evaluate the factors of the external environment of tourism and hospitality industry enterprises
	To be aware of the research methods in the corresponding industry
	To evaluate the factors of the internal activity of tourism and hospitality industry enterprises
	To plan the activity of tourism and hospitality industry enterprise
	To analyse and evaluate the results of the activity of tourism and hospitality industry enterprise within the planning period
	To develop corrections during the process of the achievement of aims in order to optimise activity in the conditions of the changing environment
	To be aware of the forms of entrepreneurial activity
	To be aware of the enterprise development theories
	To select the appropriate model of setting up and development of a business
	To apply the business model appropriate for the establishing and development of tourism and hospitality industry enterprise, which is based on venture capital, business angels, equity co-funding, business incubators, seed funding, etc.

	To select and apply the state support tools to start commercial activity and receive credit
	To search and process the obtained information
	To process, systematise and analyse data
	To process information and select the most appropriate solution
	To process and interpret research results
	To perform research and process its results
	To implement personnel policy at tourism and hospitality industry enterprise
	To organise production/service processes at tourism and hospitality industry enterprise
	To organise logistics processes at tourism and hospitality industry enterprise
	To organise the work of the information system of tourism and hospitality industry enterprise
	To formulate the mission and vision of tourism and hospitality industry enterprise
	To define the strategic, tactical and operational aims of tourism and hospitality industry enterprise
	To work out the development strategy of tourism and hospitality industry enterprise
	To perform tactical and operational planning of tourism and hospitality industry enterprise
	To analyse and evaluate the results achieved within the planning period
	To develop corrections within the process of the achievement of aims in order to optimise activity in the conditions of the changing environment
	To assess competitors and their impact on the activity of tourism and hospitality industry enterprise
	To organise marketing processes at tourism and hospitality industry enterprise
	To organise product/service policy and the assortment policy at tourism and hospitality industry enterprise

	To organise products/services pricing policy at tourism and hospitality industry enterprise
	To organise the sales of products/services of an enterprice
	To organise the promotion of products/services of tourism and hospitality industry enterprise on the market
	To be aware of the digital environment for marketing organisation
	To develop and manage projects
	To develop project portfolio structures in compliance with the strategic management of tourism and hospitality industry enterprise
	To analyze and evaluate project performance against company aims
	To understand the risks of entrepreneurial activity and their impact on the perspective of tourism and hospitality industry enterprise development
	To define and develop the effective model of the activity of tourism and hospitality industry enterprise
	To communicate in the networks through the Internet
	To argue and defend an argument
	To be tolerant of the diversity of opinions
	To find compromises
	To be aware of the requirements of the legal enactments of the industry
	To apply the appropriate legal enactments to solve problems
	To apply industry relevant standards
	To evaluate personal professional experience
	To be aware of the necessity of learning for career growth
	To systematically acquire new knowledge and experience

	To follow the current events in the industry
	To apply the acquired knowledge in practice
	To find innovative solutions for the activity and development of tourism and hospitality industry enterprise
	To comply with the norms of communication culture and professional ethics
	To communicate orally and in writing in various professional situations and environments. To use professional terminology. To present information both in the professional environment and for the public

competences	In compliance with the Standard :
	Ability to comply with the legal enactments related to the industry
	Ability to ensure the economic activity of tourism and hospitality industry enterprise
	Ability to manage production processes at tourism and hospitality industry enterprise
	Ability to organise the service management at tourism and hospitality industry enterprise
	Ability to organise the logistics of tourism and hospitality industry enterprise
	Ability to ensure quality at tourism and hospitality industry enterprise
	Ability to manage changes at tourism and hospitality industry enterprise
	Ability to critically evaluate and manage risks of entrepreneurial activity
	Ability to evaluate necessary investments and risks related to them
	Ability to use the tools offered by the state and other sources for starting up and development of a business
	Ability to apply the tools of the state support for starting up and crediting of a business
	Ability to start entrepreneurial activity by using an appropriate business model
	Ability to evaluate the opportunities of a business development and optimise its activity to achieve the set aims
	Ability to develop and implement the most effective business model for tourism and hospitality industry enterprise
	Ability to find innovative solutions for the activity of tourism and hospitality industry enterprise
	Ability to analyse economic situation

	Ability to analyse the environmental factors which influence the activity of tourism and hospitality industry enterprise
	Ability to critically evaluate the external environment factors and their impact on the activity of tourism and hospitality industry enterprise
	Ability to critically evaluate the internal environment factors and their impact on the activity of tourism and hospitality industry enterprise
	Ability to identify the environmental changes
	Ability to evaluate development opportunities and optimise activity to achieve the aims of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to plan the activity of tourism and hospitality industry enterprise
	Ability to develop and manage projects at tourism and hospitality industry enterprise
	Ability to coordinate the functioning of tourism and hospitality industry enterprise as a whole
	Ability to define the development directions, mission and vision of tourism and hospitality industry enterprise
	Ability to define the strategic, tactical and operational aims, and main directions of tourism and hospitality industry enterprise in compliance with the interests of the owners, stakeholders, the society and other interested
	Ability to develop the strategy of tourism and hospitality industry enterprise to achieve the set aims
	Ability to develop the tactical plans of tourism and hospitality industry enterprise
	Ability to plan the operational activity of tourism and hospitality industry enterprise
	Ability to develop measures to assess commercial activity, to evaluate risks and minimise their impact

	Ability to evaluate the development opportunities and improve activity plans of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to define the resources necessary for the activity of tourism and hospitality industry enterprise
	Ability to perform financial analysis
	Ability to apply an appropriate tax paying regimen
	Ability to organise marketing principles at tourism and hospitality industry enterprise
	Ability to develop new products/services and form the assortment of tourism and hospitality industry enterprise
	Ability to form the pricing policy of tourism and hospitality industry enterprise
	Ability to implement the integrated marketing communication of tourism and hospitality industry enterprise
	Ability to develop in-house sales system
	Ability to adhere to the basic principles of professional and general ethics and generally accepted standards of conduct
	Ability to select, effectively manage andd coordinate the work of personnel
	Ability to motivate employees to the best performance
	Ability to objectively evaluate the performance of employees
	Ability to effective team work performing professional work tasks
	Ability to prepare publications and make presentations of them
	Ability to demonstrate personal, social and civic, interpersonal and intercultural skills which ensure active and effective participation in the professional activity and formation of social dialogue in the society

	Ability to perform applied research, prepare presentations and make presentations of them
	Ability to apply knowledge and methodology to explain the matters of sustainable development and provide evidence-based conclusions
	Ability to perform value-added research, interpret and analyze its results
	Ability to understand the properties and application of information technologies necessary for the operations of tourism and hospitality industry enterprise and the improvement of its activity
	Ability to use information technologies for work, including for communication in the relevant field
	Ability to develop the information system of tourism and hospitality industry enterprise
	Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development

Literature and other sources of information:	
compulsory reading	Drucker, Peter, E. Innovation and Entrepreneurship (Routledge: London and New york, 2014) Yunus, Muhammed, A World of Three Zero (Hachette book group: NewYork, 2017) www.sua.lv

recommended	• FÎȚĂ N. Occupational Health and Safety Management.- London: LAP LAMBERT Academic Publishing, 2023.-176p. • Braithwaite J. Security Tips for Personal Safety - Independently published, 2023.-96p. Oborenko, Z., Cilvēku ar invaliditāti nodarbinātību ietekmējošie sociāli ekonomiskie faktori Latvijā un reģionos, 2022 16. Starptautiskās zinātniskās konferences „Sociālās zinātnes reģionālajai attīstībai 2021 materiāli / Proceedings of Social International Scientific Conferences Sciences for Regional Development 2021". Daugavpils universitāte, Latvija. Hohlova V, Oborenko Z. , Rivza P., Rivza B IMPACT OF COVID-19 ON THE NON-EMPLOYED WITH DISABILITIES IN LATVIA, 2022, Proceedings of 9th SWS International Scientific Conference on Social Sciences - ISCSS 2022. Volume 9, Issue 1, DOI10.35603/sws.iscss.2022/s13.111 Oborenko Z., Rivza B, Zivitere M EMPLOYMENT ECOSYSTEM APPROACH FOR PEOPLE WITH DISABILITIES IN LATVIA, 2022, Proceedings of 9th SWS International Scientific Conference on Social Sciences - ISCSS 2022. Volume 9, Issue 1, DOI, 10.35603/sws.iscss.2022/s07.066 Dehtjare J., Ryaschenko V. Marketing the Social Entrepreneurship. - Applied Research in Health and Social Sciences: Interface and Interaction, 2015, No. 12 ISSN 1822-3338 J.Dehtjare, V. Riaschenko. Social entrepreneurship: issues and trends. - The 13th International Conference „Information Technologies and management 2015". April

16-17, 2015, Riga, Information Systems Management Institute – CD proceedings, 6 pg.

Bishop, Matthew and Michael Green, Philantro-capitalism: How the Rich Can Save the World (New York: Bloomsbury Press, 2008)

Bornsteinm, David, Social Entrepreneurship – What Everyone Needs to Know (Oxford University press, 2010)

Branvall, Ruth and the Swedish Institute, Toolbox for the social business? (Sweden: Swedish institute, 2015, ISBN: 978-91-86995-57-7)

Crutchfield, Leslie R. and Heather McLeod Grant, Forces for Good: The Six Practices of High Impact Nonprofits (San Francisco: Jossey Bass, 2008)

Dees, J. Gregory, Jed Emerson and Peter Economy, Enterprising Nonprofits: A Toolkit for Social Entrepreneurs (New York: John Wiley & Sons, Inc., 2001.

Elkington, John and Pamela Hartigan, The Power of Unreasonable People: How Social Entrepreneurs Create Markets that Change the World (Cambridge, MA: Harvard University Press, 2008)

Erickson, Gary. Raising the Bar: Integrity and Passion in Life and Business: The Story of Clif Bar, Inc.

Gladwell, Malcolm, The Tipping Point: How Little Things Can Make a Big Difference (New York: Back Bay Books, 2002)

Gordon, Mary, Roots of Empathy: Changing the World, Child by Child (Toronto: Thomas Allen, 2005)

Social Chao and Bielefeld , Wolfgang Entrepreneurshipand evidence Based Approach to Create Social Value (Josey Bass A Wiley Brand: San Francisco, 2014)

Kaviraj, Sudipta and Sunil Khilnani (eds.), Civil Society: History and Possibilities (Cambridge: Cambridge University Press, 2001)

Kidder, Tracy, Mountains Beyond Mountains: The Quest of Dr. Paul Farmer, A Man who would Cure the World (New York: Random House, 2004)

Light, Paul Charles, The Search for Social Entrepreneurship (Washington: Brookings Institute Press, 2008)

Lynskey, Michael J. and Seiichiro Yonekura (eds.), Entrepreneurship and Organization: The Role of the Entrepreneur in Organizational Innovation (Oxford: Oxford University Press, 2002)

Nicholls, Alex (ed.), Social Entrepreneurship: New Models of Sustainable Social Change (Oxford: Oxford University Press, 2006).

Nyssens, Marthe (ed.), Social Enterprise: At the Crossroads of Market, Public Policies and Civil Society (Abingdon: Routledge, 2006)

Perrini, Francesco (ed.), The New Social Entrepreneurship: What Awaits Social Entrepreneurial Ventures? (Cheltenham: Edward Elgar, 2006) Yunus, Muhammad,

Creating a World Without Poverty:
Social Business and the Future of Capitalism (New York: Public Affairs, 2007) www.ashoka.org

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Contents and schedule of the contact hours

Week	Topic	Academic hours	
	8 weeks	full-time	
1	History, Definition,Concepts of Social Entrepreneurship in Latvia and Worldwide.	4	1
2	The difference between Social Entrepreneurship and Social Corporate Eesponsibility (SCR).	2	2
2	Definition of social entrepreneurship	2	2
3	Differences between Social entrepreneurship and non-governmental organisations"	2	3
3	Differences between SE and Non-governmental organisations	2	3
4	Mision and vision of Social Entreprise	2	4
4	Mision and vision of Social Entreprise	2	4
5	Definition of the product and service in Sociale Entreprise	2	5
5	Definition of the product and service of SE	2	5
6	Definition of social enterprise customer and beneficiary.	2	6

6	Definition of social enterprise customer and beneficiary.	2	6
7	Business Models of Social Entreprise	2	7
7	SE Business Models	2	7
8	Social Impact and Social Start up presentation skills	2	8
8	Social Impact and Social Start up presentation skills	2	8
		32ac.h	16 ac.h.

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes
Compulsory reading, sources and methodological materials learning	20/40/56	Knowledge of: - the nature, concepts and principles of social entrepreneurship; - basic principles of social entrepreneurship; - the aims, objectives and forms of social entrepreneurship. Evaluation form - test

Preparation for test / part of the project "Definition of Social Entrepreneurship"	4/0/0	Skills: to be able to define company goals, mission and distinction between social business and social enterprise. Analyze the differences between corporate social responsibility and social enterprise. Differences between non-governmental organization and social enterprise.
Preparation for test / part of the project Differences between Social Entrepreneurship and the Non-Governmental Sector	4/0/0	Students understand the differences between the non-governmental sector and social entrepreneurship.
Preparation for test / part of the project "Product / Service and Client and Beneficiary in Social Business	4/0/0	Students are able to define a social enterprise product, service and distinguish between beneficiaries, consumers and customers.
Preparation for test / part of the project "Mission and Vision of Social Enterprise "	4/0/0	Students are able to define the vision and mission and goals of a social enterprise (case study).
Preparation for test / part of the project " Social Entrepreneurship business models"	4/0/0	Competences: students are able to distinguish between Different Social Business models and Universal Business models. B2B, B2C and B2G in Social Business. Identify the factors that influence the development of social entrepreneurship. Real social enterprises should be taken as an example (case study)
Preparation for test / part of the project " Social impact and how it is measured "	4/0/0	Students are introduced to the principles of social impact measurement in Latvia and worldwide.

Preparation for test / part of the project Presentation / project part "Social enterprise presentation""	4/0/0	Students are introduced to the basic principles of presentation in a Social Start up environment and understand the difference between presentations. Each student presents a selected social enterprise.
Project work for part time students	0/24/24	The content of the project work for full-time students consists of tests that are completed during the course.
Kopā:	48/64/80	

Study work	Knowledge	Skills	Competences	% of final evaluation
Test work for full time students / Project work for part time students	+	+	+	20
Examination (test + case study)	+	+	+	80

Evaluation of mastering the study course

Level	Requirements
Very high (10 –with distinction 9 – excellent)	10 (with distinction) - knowledge, skills and competences exceed the requirements of the study course and demonstrate the ability to perform independent research as well as the deep understanding of problems; 9 (excellent) - knowledge, skills and competences fully meet the requirements of the study course, student is able to apply the acquired knowledge independently;

High (8 –very good 7 - good)	8 (very good) – the requirements of the study course are fully met, however, there is insufficient understanding of individual issues to use the knowledge independently for the solution of more complex problems; 7 (good) – the requirements of the study course are met in general, however sometimes the inability to use the acquired knowledge independently is detected;
Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	6 (almost good) –. the requirements of the study course are met in general, however insufficient understanding of some problems and inability to apply the acquired knowledge is detected; 5 (satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of many problems and inability to apply the acquired knowledge is detected; 4 (almost satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of understanding of some main concepts is detected as well as considerable difficulties in the practical application of the acquired knowledge are stated;
Low (3 – 1 – negative evaluation)	3 (bad) – knowledge is superficial and incomplete, student is unable to use it in specific situations; 2 (very bad) – superficial and incomplete knowledge of only some problems, the most part of the study course is not mastered; 1 (very very bad) – absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.

RNU study course description "Marketing Research"

Study programme	Bachelor Study Programme Business Administration in Tourism
ECTS	3 ECTS
Author (s)	*Z.Oborenko*
Preliminary knowledge, Related study courses	Research work: Introduction to studies and research, Course Paper 1; Introduction to Entrepreneurship; Marketing
Aim	1. The aim of the course is to provide the necessary knowledge and skills for the organization and application of the marketing research process in the planning and management of the company's marketing activities. 2. The course aims to examine both the theoretical and practical sides of the marketing research process. 3. The course is designed to equip the students with the knowledge to be able to design and implement theoretically sound marketing research projects in business environment. 4. Explore the place and role of marketing research in management decision-making. 5. To master the methodology of marketing research in order to manage research process. 6. The course also aims to provide students with the practical knowledge of analysing the data gathered in the result of a marketing research project, in order to enable effective decision-making.

Planned learning outcomes:	As a result of the course students acquire **knowledge** about the role of marketing research in the development of marketing strategies and plans.
	Based on theory and practical examples, students acquire **skills** in organizing marketing research; develop **skills** in research questionnaire design, analysis of obtained survey results and appropriate decision making for marketing problem solutions.
	As a result of the course the student acquires **competencies**: how to identify marketing problems through research before proposing their solutions.
knowledge	In compliance with the Standard students shall:

Awareness level

- Regularities of the external environment development
- Ekonomisko procesu likumsakarības
- Communication (including intercultural) in the society (including multicultural)
- Opportunities and potential risks of information technologies
- Safety of electronic information
- Information technology capabilities

Application level

- Scientific research methods
- Basic principles of statistics
- Preparation of reviews and publications
- Development of management information system
- Development and application of data bases
- Information technologies for data processing, analysis and management
- Requirements of the industry relevant legal enactments and standards
- Organisation of information technology application
- Development of products/services and assortment
- Pricing policy development

	Principles of integrated marketing communication

Digital environment and its tools

Development of products/services sales system at tourism and hospitality industry enterprise |

skills	In compliance with the Standard students shall:
	To be aware of the forms of entrepreneurial activity
	To select the appropriate model of setting up and development of a business
	To search and process the obtained information
	To process, systematise and analyse data
	To process information and select the most appropriate solution
	To use the tools and services of information technologies
	To process and interpret research results
	To prepare the report on research results
	To perform research and process its results
	To process statistical data
	To ensure the storage of electronic documentation and data
	To formulate the mission and vision of tourism and hospitality industry enterprise
	To define the strategic, tactical and operational aims of tourism and hospitality industry enterprise
	To work out the development strategy of tourism and hospitality industry enterprise
	To perform tactical and operational planning of tourism and hospitality industry enterprise
	To analyse and evaluate the results achieved within the planning period
	To develop corrections within the process of the achievement of aims in order to optimise activity in the conditions of the changing environment
	To assess competitors and their impact on the activity of tourism and hospitality industry enterprise
	To organise marketing processes at tourism and hospitality industry enterprise
	To organise product/service policy and the assortment policy at tourism and hospitality industry enterprise
	To organise products/services pricing policy at tourism and hospitality industry enterprise

	To organise the sales of products/services of tourism and hospitality industry enterprise
	To organise the promotion of products/services of tourism and hospitality industry enterprise on the market
	To be aware of the digital environment for marketing organisation
	To understand the risks of entrepreneurial activity and their impact on the perspective of tourism and hospitality industry enterprise development
	To evaluate personal professional experience
	To be aware of the necessity of learning for career growth
	To systematically acquire new knowledge and experience
	To follow the current events in the industry
	To apply the acquired knowledge in practice
	To prepare and publish presentation materials
	To prepare reviews and presentations
	To prepare presentation materials and publications
	To argument personal opinion
	To comply with the norms of communication culture and professional ethics
	To communicate orally and in writing in various professional situations and environments. To use professional terminology. To present information both in the professional environment and for the public

competences	In compliance with the Standard students shall:
	Ability to comply with the legal enactments related to the industry
	Ability to ensure the economic activity of tourism and hospitality industry enterprise
	Ability to manage production processes at tourism and hospitality industry enterprise
	Ability to organise the service management at tourism and hospitality industry enterprise
	Ability to organise the logistics of tourism and hospitality industry enterprise
	Ability to ensure quality at tourism and hospitality industry enterprise
	Ability to manage changes at tourism and hospitality industry enterprise
	Ability to critically evaluate and manage risks of entrepreneurial activity
	Ability to evaluate necessary investments and risks related to them
	Ability to use the tools offered by the state and other sources for starting up and development of a business
	Ability to apply the tools of the state support for starting up and crediting of a business
	Ability to start entrepreneurial activity by using an appropriate business model
	Ability to evaluate the opportunities of a business development and optimise its activity to achieve the set aims
	Ability to develop and implement the most effective business model for tourism and hospitality industry enterprise
	Ability to find innovative solutions for the activity of tourism and hospitality industry enterprise
	Ability to define the directions of the development and to formulate the mission and vision of tourism and hospitality industry enterprise
	Ability to define the strategic, tactical and operational aims, and main directions in compliance with the interests of the owners, stakeholders and the society

	Ability to develop the strategy of tourism and hospitality industry enterprise in accordance with the set aims
	Ability to analyse economic situation
	Ability to analyse the environmental factors which influence the activity of tourism and hospitality industry enterprise
	Ability to critically evaluate the external environment factors and their impact on the activity of tourism and hospitality industry enterprise
	Ability to critically evaluate the internal environment factors and their impact on the activity of tourism and hospitality industry enterprise
	Ability to identify the environmental changes
	Ability to evaluate development opportunities and optimise activity to achieve the aims of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to develop and manage projects at tourism and hospitality industry enterprise
	Ability to define the development directions, mission and vision of tourism and hospitality industry enterprise
	Ability to define the strategic, tactical and operational aims, and main directions of tourism and hospitality industry enterprise in compliance with the interests of the owners, stakeholders, the society and other interested
	Ability to develop the strategy of tourism and hospitality industry enterprise to achieve the set aims
	Ability to develop the tactical plans of tourism and hospitality industry enterprise
	Ability to plan the operational activity of tourism and hospitality industry enterprise
	Ability to evaluate the development opportunities and improve activity plans of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to define the resources necessary for the activity of tourism and hospitality industry enterprise
	Ability to organise marketing principles at tourism and hospitality industry enterprise

	Ability to develop new products/services and form the assortment of tourism and hospitality industry enterprise
	Ability to form the pricing policy of tourism and hospitality industry enterprise
	Ability to implement the integrated marketing communication of tourism and hospitality industry enterprise
	Ability to develop in-house sales system
	Ability to perform applied research, prepare presentations and make presentations of them
	Ability to apply knowledge and methodology to explain the matters of sustainable development and provide evidence-based conclusions
	Ability to perform value-added research, interpret and analyze its results
	Ability to understand the properties and application of information technologies necessary for the operations of tourism and hospitality industry enterprise and the improvement of its activity
	Ability to use information technologies for work, including for communication in the relevant field
	Ability to develop the information system of tourism and hospitality industry enterprise
	Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development

Literature and other sources of information:	
compulsory reading	Babin. B.,J; Zikmund, W.G. (2016). Essentials of Marketing Research. 6th ed., Boston, MA, USA Cengage Learning, 494 p. Malhotra, N. (2019). Marketing Research: An Applied Orientation . 7th ed., Pearson, 896 p. Praude, V. (2011). Mārketings.1. grāmata, Rīga.: Burtene, 2011. – 528 lpp. / 5.un 6.nodaļa, 127.- 185.lpp 4.
recommended	Bradley, N.(2013) **Marketing Research: Tools and Techniques, 3rd Edition,** Oxford University Press;**552 p.** Burns, A. C.& Bush, R.F.(2017). Marketing Research, 8th Ed., Pearson, 672 p. Jansons, V.; Kozlovskis, K. (2015). Mārketinga pētījumi: teorija un prakse SPSS 20 vidē. RTU izdevniecība, 400 lpp. Jansons, V.; Kozlovskis, K. (2016). Mārketinga pētījumi: teorija un prakse SPSS 20 vidē. 2. Daļa, RTU izdevniecība, 326 lpp. Jansons, V.; Kozlovskis, K. (2018). Mārketinga pētījumi: teorija un prakse SPSS 20 vidē. 3. Daļa, RTU izdevniecība, 290 lpp. Kadens, R. (2008). Partizānu mārketinga tirgus izpēte.R: Lietišķās informācijas dienests, 251 lpp. Kroplijs A., Raščevska M. (2010). Kvalitatīvās pētniecības metodes sociālajās zinātnēs, 2. izdevums, Rīga: Izdevniecība RaKa, 190 lpp. Proctor, T. (2005). Essentials of Marketing Research, Pearson Education Limited, 592 p. Schmidt, M. J. (2010). Ethics in Marketing Research. Wiley International Encyclopedia of Marketing. 79 – 89 pp. Shukla, P.(2008). Essentaials of Marketing Research. Ventus Publishing, Bookboon.com. Pieejams http://web.ftvs.cuni.cz/hendl/metodologie/marketing-research-an-introduction.pdf Smith, S.M; Albaum, G.S.(2010). An Introduction to Marketing Research. Pieejams

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Contents and schedule of the contact hours

Week	Topic	Academic Hours	
		FT	PT
1.	1. The place and role of marketing research in the system of enterprise management. Areas of marketing research. 2. Marketing research system.	4	2
2.	3. Methods of marketing research. Primary and secondary research. Secondary research sources: company internal data and external data forms.	4	2

	Information search capabilities in a digital environment.		
3.	4. Qualitative and quantitative research Differences between qualitative and quantitative research	4	2
4.	5. Development of questionnaires for research. Evaluation, processing and analysis of information	4	2
5.	6. Forms of qualitative research.	4	2
6.	7. Research in consumer and business segments	4	2
7. 8.	8. Services research 9. Global and international marketing research	6	2
8.	10. Marketing Research Ethics	2	2
		32	16

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes
Studies of literature, sources and methodical materials	12/28/44	**Knowledge** of: - the place and role of marketing research in marketing planning; - methodology of marketing research; - organization of marketing research in the company; - marketing research system; - areas of marketing research; - the use of digital technologies in marketing research. Test work with evaluation
Preparation for case analysis. To get familiarised with the situations, to study and analyse the cases.	14	Developed **competences**: ability to discuss, argue and defend one's opinion. Ability to cooperate and respect other students' point of view. Developed **skills**: identify what marketing research is needed to uncover a marketing problem.
Preparation for the test on the theoretical and practical aspects of marketing research.	8	Acquired **knowledge** and developed **skills** of: - Primary and secondary research; - Secondary research sources: internal and external data, - use of Internet resources; - Quantitative and qualitative research; - Methods of selecting respondents;

		- On the development of the questionnaire;
		- On the course being studied;
		Test work with evaluation.
Practical independent work: – development of a research system for a new company. 4.1. Identification of Secondary Data. 4.2. Development of the questionnaire.	14	The acquired **knowledge** of the study course is strengthened. Developed **skills**: - use various information resources, ability to select secondary data sources; ability to understand how to organize the survey . Developed **competencies:** creativity in research design, ability to justify research.
Total:	48/64/80	

Study work	Knowledge	Skills	Competences	% of final evaluation
Studies of literature, sources and methodical materials.	+			10%
Analysis of practical cases. All cases are summing up.		+	+	30%
Test work on the use of marketing research.	+	+		30%

Practical independent work: Development of a research system for a new company. 4.1. Identification of Secondary Data. 4.2. Development of the questionnaire.	+	+	+	30%

Evaluation of mastering the study course

Level	Requirements
Very high (10 –with distinction 9 – excellent)	10 (with distinction) - knowledge, skillsand competences exceed the requirements of the study course anddemonstrate the ability to perform independent research as understanding of problems and findings; 9 (excellent) - knowledge, skills and competences fully meet the requirements of the study course, student is able to apply the acquired knowledge independently;
High (8 –very good 7 - good)	8 (very good) – the requirements of the study course are fully met, however, there is insufficient understanding of individual issues to use the knowledge independently for the solution of more complex problems; 7 (good) – the requirements of the study course are met in general, however sometimes the inability to use the acquired knowledge independently is detected;

Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	6 (almost good) –. the requirements of the study course are met in general, however insufficient understanding of some problems and inability to apply the acquired knowledge is detected; 5 (satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of many problems and inability to apply the acquired knowledge is detected; 4 (almost satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of understanding of some main concepts is detected as well as considerable difficulties in the practical application of the acquired knowledge are stated;
Low (3 – 1 – negative evaluation)	3 (bad) – knowledge is superficial and incomplete, student is unable to use it in specific situations; 2 (very bad) – superficial and incomplete knowledge of only some problems, the most part of the study course is not mastered; 1 (very very bad) – absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.

RNU study course description "Innovation Management"

Study programme	Bachelor Study Programme Business Administration in Tourism
ECTS	3 ECTS
Author (s)	Viktoriia Riashchenko
Preliminary knowledge, Related study courses	Enterprise Management Management Theory Project management Economics
Aim	To provide students with the knowledge and skills needed for innovative entrepreneurship
Planned learning outcomes:	

knowledge	In compliance with the Standard:
	Awareness level
	
	    Regularities of economic processes
	
	    Regularities of the external environment development
	
	    Innovation management
	
	    Modern management theories
	
	Application level
	
	    Preparation of reviews and publications
	
	    Strategic planning of tourism and hospitality industry enterprise
	
	    Principles and methods of aims defining and formulating
	
	    Principles of aims defining and correcting
	
	    Risk management

skills	In compliance with the Standard:
	To understand the regularities and principles of economic development
	To evaluate the world economic development tendencies and their impact on the activity of tourism and hospitality industry enterprise as a whole
	To evaluate the factors of the external environment of tourism and hospitality industry enterprises
	To be aware of the research methods in the corresponding industry
	To be aware of the forms of entrepreneurial activity
	To be aware of the enterprise development theories
	To select the appropriate model of setting up and development of a business
	To apply the business model appropriate for the establishing and development of tourism and hospitality industry enterprise, which is based on venture capital, business angels, equity co-funding, business incubators, seed funding, etc.
	To select and apply the state support tools to start commercial activity and receive credit
	To search and process the obtained information
	To use the tools and services of information technologies
	To process and interpret research results
	To prepare the report on research results
	To perform research and process its results
	To implement personnel policy at tourism and hospitality industry enterprise
	To organise production/service processes at tourism and hospitality industry enterprise
	To organise logistics processes at tourism and hospitality industry enterprise
	To organise the work of the information system of tourism and hospitality industry enterprise
	To formulate the mission and vision of tourism and hospitality industry enterprise

	To define the strategic, tactical and operational aims of tourism and hospitality industry enterprise
	To work out the development strategy of tourism and hospitality industry enterprise
	To perform tactical and operational planning of tourism and hospitality industry enterprise
	To analyse and evaluate the results achieved within the planning period
	To develop corrections within the process of the achievement of aims in order to optimise activity in the conditions of the changing environment
	To assess competitors and their impact on the activity of tourism and hospitality industry enterprise
	To organise marketing processes at tourism and hospitality industry enterprise
	To organise product/service policy and the assortment policy at tourism and hospitality industry enterprise
	To organise products/services pricing policy at tourism and hospitality industry enterprise
	To organise the sales of products/services of tourism and hospitality industry enterprise
	To organise the promotion of products/services of tourism and hospitality industry enterprise on the market
	To be aware of the digital environment for marketing organisation
	To develop and manage projects
	To develop project portfolio structures in compliance with the strategic management of tourism and hospitality industry enterprise
	To analyze and evaluate project performance against company aims
	To understand the risks of entrepreneurial activity and their impact on the perspective of tourism and hospitality industry enterprise development
	To evaluate the risks of commercial activity and financial risks
	To develop measures to prevent and mitigate commercial and financial risks
	To communicate in the networks through the Internet

	To argue and defend an argument
	To be tolerant of the diversity of opinions
	To find compromises
	To evaluate personal professional experience
	To be aware of the necessity of learning for career growth
	To systematically acquire new knowledge and experience
	To follow the current events in the industry
	To apply the acquired knowledge in practice
	To communicate orally and in writing in various professional situations and environments. To use professional terminology. To present information both in the professional environment and for the public

competences	In compliance with the Standard:
	Ability to use the tools offered by the state and other sources for starting up and development of a business
	Ability to apply the tools of the state support for starting up and crediting of a business
	Ability to start entrepreneurial activity by using an appropriate business model
	Ability to evaluate the opportunities of a business development and optimise its activity to achieve the set aims
	Ability to develop and implement the most effective business model for tourism and hospitality industry enterprise
	Ability to find innovative solutions for the activity of tourism and hospitality industry enterprise
	Ability to define the directions of the development and to formulate the mission and vision of tourism and hospitality industry enterprise
	Ability to define the strategic, tactical and operational aims, and main directions in compliance with the interests of the owners, stakeholders and the society
	Ability to develop the strategy of tourism and hospitality industry enterprise in accordance with the set aims
	Ability to analyse economic situation
	Ability to analyse the environmental factors which influence the activity of tourism and hospitality industry enterprise
	Ability to critically evaluate the external environment factors and their impact on the activity of tourism and hospitality industry enterprise
	Ability to critically evaluate the internal environment factors and their impact on the activity of tourism and hospitality industry enterprise
	Ability to identify the environmental changes
	Ability to evaluate development opportunities and optimise activity to achieve the aims of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to plan the activity of tourism and hospitality industry enterprise

	Ability to develop and manage projects at tourism and hospitality industry enterprise
	Ability to coordinate the functioning of tourism and hospitality industry enterprise as a whole
	Ability to define the development directions, mission and vision of tourism and hospitality industry enterprise
	Ability to define the strategic, tactical and operational aims, and main directions of tourism and hospitality industry enterprise in compliance with the interests of the owners, stakeholders, the society and other interested
	Ability to develop the strategy of tourism and hospitality industry enterprise to achieve the set aims
	Ability to develop the tactical plans of tourism and hospitality industry enterprise
	Ability to plan the operational activity of tourism and hospitality industry enterprise
	Ability to develop measures to assess commercial activity, to evaluate risks and minimise their impact
	Ability to evaluate the development opportunities and improve activity plans of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to define the resources necessary for the activity of tourism and hospitality industry enterprise
	Ability to perform financial analysis
	Ability to organise marketing principles at tourism and hospitality industry enterprise
	Ability to develop new products/services and form the assortment of tourism and hospitality industry enterprise
	Ability to form the pricing policy of tourism and hospitality industry enterprise
	Ability to implement the integrated marketing communication of tourism and hospitality industry enterprise
	Ability to develop in-house sales system
	Ability to effective team work performing professional work tasks
	Ability to prepare publications and make presentations of them

	Ability to demonstrate personal, social and civic, interpersonal and intercultural skills which ensure active and effective participation in the professional activity and formation of social dialogue in the society
	Ability to perform applied research, prepare presentations and make presentations of them
	Ability to apply knowledge and methodology to explain the matters of sustainable development and provide evidence-based conclusions
	Ability to perform value-added research, interpret and analyze its results
	Ability to understand the properties and application of information technologies necessary for the operations of tourism and hospitality industry enterprise and the improvement of its activity
	Ability to use information technologies for work, including for communication in the relevant field
	Ability to develop the information system of tourism and hospitality industry enterprise
	Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development

Literature and other sources of information:	
compulsory reading	Innovation Management: Effective strategy and implementation 3rd ed. 2017 Edition by Keith Goffin (Author), Rick Mitchell (Author) , 2017. 404 lpp. ISBN 10: 1137373431 ISBN 13: 9781137373434
	Kolektīvais ģēnijs : inovāciju vadības māksla un prakse / Linda A. Hilla, Gregs Brando, Emīlija Trūlava, Kents Lainbeks ; no angļu valodas tulkojusi Ingūna Beķere ; atbildīgā redaktore Evija Veide ; literārā konsultante Sanda Rapa ; priekšvārdu sarakstīja Juris Gulbis ; Dainas Vīķeles datorgrafiskais noformējums un makets. - Rīga : Lauku Avīze, 2014 (Jelgava : Jelgavas tipogrāfija). - 287 lpp. : il. ; 24 cm. - ISBN 9789934150456

recommended	Odinokova, T., Bozhinova, M., Petrova, M., Promotion of Innovative Entrepreneurship Under Sustainable Development, 2019, IIIRD INTERNATIONAL INNOVATIVE MINING SYMPOSIUM, **https://www.webofscience.com/wos/woscc/full-record/WOS:000467978900116** **Tatyana Odinokova, Yerbol Akhmedyarov, Development of innovation activity research model and its implementation, 2022, Development of innovation activity research model and its implementation. ACCESS Journal: Access to Science, Business, Innovation in Digital Economy. ISSN 2683-1007 (Online) 2022, 3(1), 29-42, https://doi.org/10.46656/access.2022.3.1(3)** **Odinokova, T. Incentives for Promoting Innovation in Engineering 2021 X INTERNATIONAL SCIENTIFIC AND PRACTICAL CONFERENCE INNOVATIONS IN MECHANICAL ENGINEERING (ISPCIME-2019) Volume297** DOI10.1051/matecconf/201929708005 https://www.webofscience.com/wos/woscc/full-record/WOS:000568117700076 Pukala R.,Linde I. The Impact of IT Risks on the Development of Innovative Start-Up of Mining Enterprises, 2020,Conference Proceedings, E3S Web of ConferencesOpen AccessVolume 17418 June 2020 Article number 040305th International Innovative Mining Symposium, IIMS 2020, 19 October 2020 - 21 October 2020 https://www.scopus.com/record/display.uri?eid=2-s2.0-85088528486&origin=resultslist&sort=plf-f&src=s&sid=a99d5698810f900a1b5bae8d918e5d9a&sot=aff&sdt=a&sl=61&s=AF-ID%28%22Inform%c4%81cijas+sist%c4%93mu+mened%c5%bementa+augstskola%22+60121147%29&relpos=5&citeCnt=0&searchTerm= Patlins A.,Caiko J.,Kunicina N.,Zhiravetska A.,Riashchenko V. Climate Education: Challenges of Climate Change and Energy Policies 2021 Conference Proceedings, 2020 IEEE 61st Annual International Scientific Conference on Power and Electrical Engineering of Riga Technical University, RTUCON 2020 - Proceedings5 November 2020 Article number 931656161st Annual IEEE International Scientific Conference on Power and

Electrical Engineering of Riga Technical University, RTUCON 2020, 5 November 2020 - 7 November 2020

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Boļšakovs, S., Inovatīvā darbība Latvijā. Jumava, Rīga, 2008

Creativity for Innovation Management by Ina Goller; John Bessant, 2017. 352 lpp. ISBN: 978131563058

Barraza Macías, A. (2009) Innovación educative. http://www.monografias.com/trabajos18/innovacion/innovacion.shtml

Eiropas savienība stratēģija 2020, Inovācijas www.innovation.lv/ino2/publications/lv10.doc Inovāciju portāls www.innovation.lv

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Hugh MacLeod (2009) The Crucial Difference Between Creativity and Innovation. By **Mark McGuinness,M.April20,2009** **http://lateralaction.com/articles/creativity-innovation/**

Kevin Kelly The Inevitable: Understanding the 12 Technological Forces That Will Shape Our Future (Viking, 2016)

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Levitt, Theodore (2002) Creativity Is Not Enough . Harvard Business Review. August 2002. Bilton, Chris (2006) Management and Creativity: From Creative Industries to Creative Management. Willey.

Osterwalder, A. & Pigneur, Y (2010): Business Model Innovation, John Viley & Sons

Schilling, M.A. (2014): Strategic Management of Technological Innovation, 4th International Edition

Skrūzkalne, I (n.d.). Kur rodas inovācijas? Pieejams tiešsaistē http://www.reklamaskatalogs.lv/?article=kur_rodas_inovacijas

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EIB (2017). Investment Report 2017/18: From Recovery to Sustainable Growth. Luxembourg: European Investment Bank.

European Commission (2016). Science, Research and Innovation Performance of the EU, Directorate-General for Research and Innovation. Luxembourg: Publications Office of the European Union.

OECD (2016). OECD Science, Technology and Innovation Outlook 2016, Paris: OECD Publishing. Thum-Thysen, A., Voigt, P., Bilbao-Osorio, B., Maier, C. and Ognyanova, D. (2017). Unlocking Investment in Intangible Assets, European Economy Discussion Papers, 047. Directorate-General for Economic and Financial Affairs. Luxembourg: Publications Office of the European Union.

Interneta resursi:

Science, Research and Innovation Performance of the EU 2018 Strengthening the foundations for Europe's future https://ec.europa.eu/info/sites/info/files/rec-17-015-srip-report2018_mep-web-20180228.pdf

Searching new alternatives for development: National Systems of Innovation and Transformative Change as seen from underdevelopment http://www.tipconsortium.net/wp-content/uploads/2018/05/National-systems-of-innovation-underdevelopment-paper.pdf

Defining and Measuring Innovation in all Sectors of the Economy: Policy Relevance https://www.oecd.org/sti/008%20-%20BS3%202016%20GAULT%20Extending%20the%20measurement%20of%20innovation%20.pdf

12 Innovation & Marketing Trends for 2018
http://pranabusinessconsulting.com/12-innovation-marketing-trends-for-2018/

Understanding innovation
https://ideas.repec.org/a/eee/bushor/v61y2018i3p453-460.html

Contents and schedule of the contact hours

Week	Topic	Academic hours	
		full-time	part-time
1	**Innovation policy** The structure and nature of innovation system . Comparison of Innovation Systems.	4	2
2	**Innovative business policies** The system of the assessment of innovation. The European Union and the Latvian environment of innovation.	2	2
2	1.Test work with the evaluation: "The Innovation Evaluation system of individual elements"	2	
3	Actual state support mechanisms for innovation. The European Union's role in the financing of innovative actions and promoting Latvian	2	2
3	2.Test work with the evaluation: "The European Union's role in the financing of innovative actions"	2	
4	**Innovative business function** Innovation origins and need the company Opportunities for innovative ideas, creative technical innovation the idea of the development of the company	2	2

4	3.Test work with the evaluation: "Opportunities for innovative ideas, creative technical innovation the idea of the development of the company"	2	
5	Innovation business development, commercialization of idejas. The Innovation process of the company: its planning, management and evaluation	2	2
5	4.Test work with the evaluation: "The Innovation process of the company: its planning, management and evaluation"	2	
6	Innovative process management The Innovation process of its formation conditions and results Innovation process management in the context of economic growth The labor market impact on the innovation process Innovation diffusion, contributing factors and the role of the company processes	2	2
6	5.Test work with the evaluation: "The Innovation process of its formation conditions and results"	2	

7	Networks innovation process and management. An innovative process of the company, company size and structure LEAN methodology for start-up, its role in the innovative process Ideas and commercialization protection of the economic conditions Research and product development management Innovative services, the introduction of management	2	2
7	6.Test work with the evaluation: "An innovative process of the company, company size and structure"	2	

8	8. Financial market theory basics. Types of investment. investment process	2	2
	Investment process and investment market mechanism. decision		
	Adoption of the investment process. Investment assessment methods.		
	Investment project evaluation, real and financial investment characteristics.		
	Investment analysis of the results.		
	Investment financing transactions. Attraction of investments in the financial market. Venture capital, commercial banks lending investment transactions financing.		
	The role of government in the economy. State investment climate.		
8	Evaluation work with the "Financial market theory basics. Types of investment. investment process"	2	
	Total:	32ac.h	16 ac.h.

Description of students' self-studies organization and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes
Compulsory reading, sources and methodological materials learning	20/40/56	Theoretical knowledge in the field of innovation management - types of innovation, key elements of innovation management and their role in business management and sustainable development, new product development methods, innovation financing opportunities, methods for measuring innovation performance; understanding of innovation support systems and structures. Evaluation form - test
1.Preparation works for evaluation test/ component of a project "The Innovation Evaluation system of individual elements "	4/0/0	Skills : teamwork, group work, measuring the innovation performance of a company and analyzing of its results; the use of innovation terminology
2.Preparation works for evaluation test/ component of a project " The European Union's role in the financing of innovative actions "	4/0/0	Knowledge of the legal enactments regulating the activities of enterprises. Skills and competences: Ability to plan investment projects and analyze a company's investment policy. To acquire new knowledge independently The ability to plan and forecast the effective operation of a company in accordance with the set goals, economic environment and labor market situation.

3.Preparation works for evaluation test/ component of a project " Opportunities for innovative ideas, creative technical innovation the idea of the development of the company "	4/0/0	Knowledge and competences: Knowledge of the essential role of creative thinking in innovative business. The ability to represent a company in dealings with other companies, organizations, and institutions. The ability to work with other companies, owners, and other stakeholder groups to achieve company's goals.
4. Preparation works for evaluation test/ component of a project " The Innovation process of the company: its planning, management and evaluation "	4/0/0	Competencies: Students are competent to create a database of participants of an event, to make a selection depending on the theme and requirements of the event, to create a programme of the event.
5. Preparation works for evaluation test/ component of a project " The Innovation process of its formation conditions and results "	4/0/0	Competences and skills: Determining of the market value of a company, development of a company's value-added proposals.
6. Preparation works for evaluation test/ component of a project " An innovative process of the company, company size and structure "	4/0/0	Competences and skills: Students are competent in drafting the total budget of a project taking into account the specifics of the event and the customer's requirements, as well as other aspects (environmental, logistics, communication).
Preparation works for evaluation test/ component of a project " Financial market theory basics. Types of investment. investment process "	4/0/0	Competences and skills: Understanding of the financial and technological performance of a company and making decisions to optimize its business and improve profitability. Analyzing, evaluation and planning a company's finances.

Project work for part time students	0/24/24	The content of the project work for full-time students consists of tests that are completed in the framework of the course.
Total ac.h.s:	48/64/80	

Study work	Knowledge	Skills	Competences	% of final evaluation
Test work for full time students / Project work for part time students	+	+	+	20
Examination (test + case study)	+	+	+	80

Evaluation of mastering the study course

Level	Requirements
Very high (10 –with distinction 9 – excellent)	10 (with distinction)-knowledge,skillsand competences studytobehese arequirements of the demonstratetheabilitytoperformindependent research as well as thedeepunderstandingofproblems; 9 (excellent)-knowledge,skillsandcompetences fully meet therequirementsofthestudycourse, student is able to applytheacquiredknowledgeindependently;
High (8 –very good 7 - good)	8 (verygood)–therequirementsofthestudy course are fully met,however,thereisinsufficientunderstanding of individualissuestousetheknowledgeindependently for the solutionofmorecomplexproblems; 7 (good) –therequirementsofthestudycourse are met in general, howeversometimestheinability to use the acquired knowledgeindependentlyisdetected;

Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	6 (almost good) –. the requirements of the study course are met in general, however insufficient understanding of some problems and inability to apply the acquired knowledge is detected; 5 (satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of many problems and inability to apply the acquired knowledge is detected; 4 (almost satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of understanding of some main concepts is detected as well as considerable difficulties in the practical application of the acquired knowledge are stated;
Low (3 – 1 – negative evaluation)	3 (bad) – knowledge is superficial and incomplete, student is unable to use it in specific situations; 2 (very bad) – superficial and incomplete knowledge of only some problems, the most part of the study course is not mastered; 1 (very very bad) – absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.

RNU study course description "Recreology"

Study programme	Bachelor Study Programme Business Administration in Tourism
ECTS	3 ECTS
Author (s)	Jekaterina Korjuhina
Preliminary knowledge, Related study courses	Business English, Tourism basics
Aim	To form a notion about recreational needs of the human being, to give an idea about recreational time and space, recreation forms, cycles, types, functions, its role in the life of an individual and society, as well as the basics of recreational systems management.
Planned learning outcomes:	
● knowledge	In compliance with the Standard: ● Regularities of economic processes ● Regularities of the external environment development Additional: ● Theoretical knowledge and understanding of organization of recreational activities.

● skills	In compliance with the Standard: ● To use the tools and services of information technologies ● To process and interpret research results ● To prepare the report on research results ● To perform research and process its results ● To process statistical data ● To implement personnel policy at tourism and hospitality industry enterprise ● To evaluate personal professional experience ● To be aware of the necessity of learning for career growth ● To systematically acquire new knowledge and experience ● To follow the current events in the tourism and hospitality industry ● To apply the acquired knowledge in practice Additional: ● To effectively use recreation concepts to determine different customer segment's needs; ● To get skills of organization of recreational activity, development and design of recreational systems as a basis to manage touristic centers and organizations.

● competences	In compliance with the Standard: ● Ability to analyse economic situation ● Ability to analyse the environmental factors which influence the activity of tourism and hospitality industry enterprise ● Ability to critically evaluate the external environment factors and their impact on the activity of tourism and hospitality industry enterprise ● Ability to critically evaluate the internal environment factors and their impact on the activity of tourism and hospitality industry enterprise ● Ability to identify the environmental changes ● Ability to evaluate development opportunities and optimise activity to achieve the aims of tourism and hospitality industry enterprise considering the impact of the changing environment ● Ability to plan the activity of tourism and hospitality industry enterprise ● Ability to develop and manage projects at tourism and hospitality industry enterprise ● Ability to coordinate the functioning of tourism and hospitality industry enterprise as a whole ● Ability to define the development directions, mission and vision of tourism and hospitality industry enterprise ● Ability to define the strategic, tactical and operational aims, and main directions of an enterprise in compliance with the interests of the owners, stakeholders, the society and other interested ● Ability to develop the strategy of tourism and hospitality industry enterprise to achieve the set aims ● Ability to develop the tactical plans of tourism and hospitality industry enterprise ● Ability to plan the operational activity of tourism and hospitality industry enterprise ● Ability to develop measures to assess commercial activity, to evaluate risks and minimise their impact

	• Ability to evaluate the development opportunities and improve activity plans of tourism and hospitality industry enterprise considering the impact of the changing environment • Ability to define the resources necessary for the activity of tourism and hospitality industry enterprise • Ability to perform financial analysis • Ability to develop new products/services and form the assortment of tourism and hospitality industry enterprise • Ability to adhere to the basic principles of professional and general ethics and generally accepted standards of conduct • Ability to select, effectively manage andd coordinate the work of personnel • Ability to motivate employees to the best performance • Ability to objectively evaluate the performance of employees • Ability to demonstrate personal, social and civic, interpersonal and intercultural skills which ensure active and effective participation in the professional activity and formation of social dialogue in the society • Ability to perform work tasks complying with requirements of work safety • Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development

Literature and other sources of information:	
● compulsory reading	1. John Tribe (2020) Economics of Recreation, Leisure and Tourism, Routledge 2. Walker, J.R.(2017). Introduction to Hospitality management, 5th ed., Pearson 3. Handbook of Leisure, Physical Activity, Sports, Recreation and Quality of Life (2018) by de la Vega, Rodriguez, L., Toscano, W. Springer (Eds.) 4. Introduction to Recreation and Leisure (2013). Human Kinetics, 2nd ed. USA
● recommended	● Blackshaw, T. (2010). Leisure (Key Ideas), Routledge, London; ● Kotler Ph., Bowen J., Makens J. (2013) Marketing for Hospitality and Tourism. Prentice Hall; ● Handbook of Hospitality Marketing Management (2008). by Haemoon Oh (Editor), Butterworth Heinemann; ● Torkildsen, G. (2005). Leisure and Recreation Management, Routledge; ● McLean D.D. (2014). Recreation and Leisure in Modern Society; ● Stumbo N.,J. Peterson C.A. (2013). Therapeutic Recreation Program Design: Principles and Procedures, 4t Edition., Benjamin Cummings.

Contents and scheduleof the contact hours

Week	Topic	Academic hours	
		full-time	part-time
1	Introduction to the course. Definition of recreology. Recreology and free time. Play, recreation, leisure and the needs of people. Main theoretical concepts of recreology and its classification.	4	2

2.	Recreology in progress, development of active tourism. The tourist trade and recreology - mutual relations.	4	2
3.	Working activity and recreation.	4	2
4.	Recreational system. Recreation activity, resources, potential.	4	2
5.	1st self-study work.	2	
6.	Active lifestyle and recreology. Actual trends in recreology and leisure and progression prediction	4	2
7.	Recreational meaning of sanatorium and resorts activity. The most considerable recreology centres in all around the world.	4	2
8.	2nd self-study work.	2	
9.	Animation as a part of recreational activity.	4	4
		32 ac.h.	16 ac.h.

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes
1.Compulsory reading, sources and methodological materials learning.	20/28/52	Obtained knowledge according to the expected results. Testing form: test
2. 1st self-study work: group work "Historical and cultural recreational resources".	14	Obtained knowledge and skills according to the expected results.

3. 2nd self-study work: situation analysis "Recreational system in a country of your choice".	14	Obtained knowledge, skills and competences according to the expected results.
Total ac.h.s:	48/64/80	

Description of students' and assignments

Study work	Knowledge	Skills	Competences	% of final evaluation
1st self-study work	+			40
1st self-study work	+	+		30
Exam	+	+	+	30

Evaluation of mastering the study course

Level	Requirements
Very high (10 –with distinction 9 – excellent)	10- knowledge, skills and competences exceedtherequirements of the study course and demonstrate a student's ability toperceive, memorise and reproduce the obtained knowledge and applyitinasimilar situation, as well as to use it for mastering new knowledge andcreatively solve problems. 9 - knowledge, skills and competences fully meettherequirements of the study course, student is able justify and logically statetheproblem, solve relevant problems, identify and explain the regularities.
High (8 –very good 7 - good)	8 –the requirements of the study course are fullymet; in the framework of the curriculum a student demonstrates personalattitude more on the level of statement than analysis.7 – knowledge, skillsandcompetences meet the requirements of the study course, however sometimes the inability to use the acquired knowledge independently is detected;
Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	6 –. knowledge, skills and competences meet the requirements of the study course, however insufficient understanding of some problems and inability to apply the acquired knowledge at practice is detected, a student can apply the mastered knowledge and skills in accordance with an example. 5 –the requirements of the study course are met for the most part, however insufficient ability to apply the acquired knowledge is detected; 4 – knowledge meets the minimal requirements of the study course.

Low	3 – superficial knowledge of the main concepts of the study course; 2 – superficial and incomplete knowledge of only some problems of the study course; 1 – absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.
(3 – 1 – negative evaluation)	

RNU study course description "Labour Law"

Study program, which includes study course	Bachelor StudyProgramme Business Administration in Tourism
ECTS	3 ECTS
Authors	Žanna Kļeščevņikova, Jūlija Galkina
Requirements for commencement of study course, related study program	Secondary School discipline Politics and Law
Aids	To provide students with theoretical knowledge of the regulation of legal relations, that is, the normative basis, which regulates the contractual relations between the employer and the employee and the relations closely related to the employment relationship within the area of tourism and hospitality industry. To provide students with practical skills in labor law as well as understanding of the application of laws and regulations necessary for the organization and management of labor relations.
Planned learning outcomes:	
knowledge	According to the standard: **Awareness level** Argumentation techniques Business ethics and social responsibility **Application level** Requirements of the tourism and hospitality industry relevant legal enactments and standards Legal enactments related to safe working environment Business communication Theory of personnel management and development

	Team formation
	Motivation theory
	Mechanisms of self-assessment
	Planning studies, career and work
	Conception level
	Organisation of labour protection system

Skills	According to the standard:
	To understand the regularities and principles of economic development
	To be aware of the forms of entrepreneurial activity
	To search and process the obtained information
	To process, systematise and analyse data
	To use the tools and services of information technologies Lietot informācijas tehnoloģiju rīkus un pakalpojumus
	To implement personnel policy at tourism and hospitality industry enterprise
	To argue and defend an argument
	To be tolerant of the diversity of opinions
	To find compromises
	To be aware of the requirements of the legal enactments of the tourism and hospitality industry
	To apply the appropriate legal enactments to solve problems
	To apply tourism and hospitality industry relevant standards
	To evaluate personal professional experience
	To be aware of the necessity of learning for career growth
	To systematically acquire new knowledge and experience
	To follow the current events in the tourism and hospitality industry
	To apply the acquired knowledge in practice
	To comply with the norms of communication culture and professional ethics
	To communicate orally and in writing in various professional situations and environments. To use professional terminology. To present information both in the professional environment and for the public
	To ensure safe working environment
	To organise a work place in compliance with requirements of the legal enactments on labour protection

	To follow the requirements of the legal enactments on labour protection
	To follow the requirements of the legal enactments on civic and environmental protection
	To identify potential risks when performing work tasks
competence	According to the standard:
	Ability to comply with the legal enactments related to the industry
	Ability to ensure the economic activity of tourism and hospitality industry enterprise
	Ability to manage production processes at tourism and hospitality industry enterprise
	Ability to organise the service management at tourism and hospitality industry enterprise
	Ability to organise the logistics of tourism and hospitality industry enterprise

	Ability to ensure quality at tourism and hospitality industry enterprise
	Ability to manage changes at tourism and hospitality industry enterprise
	Ability to critically evaluate and manage risks of entrepreneurial activity
	Ability to evaluate necessary investments and risks related to them
	Ability to use the tools offered by the state and other sources for starting up and development of a business
	Ability to apply the tools of the state support for starting up and crediting of a business
	Ability to start entrepreneurial activity by using an appropriate business model
	Ability to evaluate the opportunities of a business development and optimise its activity to achieve the set aims
	Ability to develop and implement the most effective business model for tourism and hospitality industry enterprise
	Ability to find innovative solutions for the activity of tourism and hospitality industry enterprise
	Ability to perform work tasks complying with requirements of work safety
	Ability to comply with the regulations of labour relations
	Ability to ensure safe work environment
	Ability to perform work tasks in compliance with the requirements of the legal enactments on civil defence and environment safety
	Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development
Literature etc. sources of information:	

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	The Civil Law. Publication: Valdības Vēstnesis, 41, 20.02.1937. https://likumi.lv/doc.php?id=225418. https://likumi.lv/ta/en/en/id/225418-the-civil-law
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Content of study course and calendar of contract hours

Week	Topic	Hours Numbers	
		PL	NL
1	General provisions of labor law.	2	2

1	Test "General Provisions of Labor Law"	2	
2	Social organizations of employees and employers.	2	2
2	Test work "Social organizations of employees and employers"	2	
3	Establishment of employment legal relationships and specifics of employment relationships of individual categories of employees.	2	2
3	Testing "Establishment of Employment Relationships and Characteristics of Employment Relationships for Certain Categories of Employees"	2	
4	Peculiarities of working time determination.	2	2
4	Test work "Peculiarities of working time determination"	2	
5	General terms and conditions of remuneration	2	2
5	Test "General Terms of Pay"	2	
6	Rest time	2	2
6	Test "Rest time"	2	
7	Termination of employment.	2	2
7	Test"Termination of Employment"	2	
8	Arrangements and time limits for dealing with industrial disputes.	2	2
8	Test procedure "Procedures and time limits for handling labor disputes."	2	

		32 st.	16 st

Description of students independent work organization and tasks

Independent work	Hours volume full-time / part-time / distance learning	Expected result
Study literature, sources and methodical aids	16/40/56	Knowledge of: • the development and system of labor law; • workers 'and employers' organizations; • the rights and obligations of the employer and the employee; • salary; • working hours and rest periods; • the procedure for the conclusion, amendment and termination of the employment contract; • types of employment contracts; • the procedure for handling labor disputes.
Preparation work for the test "General rules of labor law"	4/0/0	Knowledge of essence, content and form of labor law as well as of general rules of labor law.
Preparatory work for "Workers 'and Employers' Organizations"	4/0/0	Acquired knowledge about employees 'and employers' social organizations.
Preparatory for test "Establishment of Employment Relationships and Specific Characteristics of Employment Relationships for Individual Categories of Employees"	4/0/0	Ability to analyze current problems and practical situations in establishing employment legal relationships. Ability to independently prepare documents related to the establishment of employment legal relationships .

Preparation for "Working Time Specifications" Examination	4/0/0	Acquired knowledge about peculiarities of working time determination. Ability to apply theoretical knowledge independently analyzing practical situations in working time setting.
Preparation for "General terms and conditions of pay" test	4/0/0	Knowledge to apply theoretical independently analyzing practical situations in wage system selection. Ability to work in a team, ability to explain and justify one's opinion reasonably.
Preparation for test "Rest time"	4/0/0	Knowledge to apply theoretical independently analyzing practical situations in determining time off work. Ability to work in a team, ability to explain and justify one's opinion reasonably.
Preparation for "Termination of Employment" test	4/0/0	Knowledge to apply theoretical independently analyzing practical situations on termination of employment relationship. Ability to put theoretical knowledge into practice when making decisions. Ability to work independently to prepare documents related to termination of employment.
Preparation work for test "Procedures and time limits for handling labor disputes."	4/0/0	Ability to evaluate the possible ways of solving labor disputes by using labor dispute resolution methods, as well as to be able to provide legal evaluation in a specific labor dispute situation. Ability to work in team, ability to explain and justify one's opinion reasonably.
Project work for part time students	0/24/24	The content of project work for full-time students consists of tests that are completed during the course.
Total:	48/64/80	

	Knowledge	Practise	Competences	% of final grade

Test work for full time students / Project work for part time students	+	+	+	40
Examination (test + case study)	+	+	+	60

Evaluation of mastering the study course

Level	Requirements
Very high (10 –with distinction 9 – excellent)	10 (with distinction) - knowledge,skills and competences exceed the requirements of the studycourse and demonstrate the ability to perform independent research as well as the deep understanding of problems; 9 (excellent) - knowledge, skills and competences fully meet the requirements of the study course, student is able to apply the acquired knowledge independently;
High (8 –very good 7 - good)	8 (very good) – the requirements of the study course are fully met, however, there is insufficient understanding of individual issues to use the knowledge independently for the solution of more complex problems; 7 (good) – the requirements of the study course are met in general, however sometimes the inability to use the acquired knowledge independently is detected;
Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	6 (almost good) –. the requirements of the study course are met in general, however insufficient understanding of some problems and inability to apply the acquired knowledge is detected; 5 (satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of many problems and inability to apply the acquired knowledge is detected; 4 (almost satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of understanding of some main concepts is detected as well as

	considerable difficulties in the practical application of the acquired knowledge are stated;
Low (3 – 1 – negative evaluation)	3 (bad) – knowledge is superficial and incomplete, student is unable to use it in specific situations; 2 (very bad) – superficial and incomplete knowledge of only some problems, the most part of the study course is not mastered; 1 (very very bad) – absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.

RNU study course description "Environment, Labour and Civil Protection"

Study programme	Bachelor StudyProgramme Business Administration in Tourism
ECTS	3 ECTS
Author (s)	Ž.Kleščevnikova
Preliminary knowledge, Related study courses	-
Aim	To acquaint students with basic principles of civil protection, to explain its tasks and an order of legal regulation; to acquaint students with the relevant regulations of the Republic of Latvia; to train the main methods of first-aid treatment; to identify the problems connected with pollution of the environment and use of natural resources, to reveal philosophy and instruments of the modern environmental policy; to acquaint students with the normative legal acts regulating issues of labour protection.
Planned learning outcomes:	
knowledge	In compliance with the Standard students shall: **Awareness level** Basic principles of circular economy **Application level** Requirements of the legal enactments on civil and environmental defence Legal enactments related to safe working environment Requirements of the industry relevant legal enactments and standards **Conception level** Organisation of labour protection system Additional:

		be able to identify and respectively to work in emergency situations, to be able to carry out evacuation measures and measures for first-aid treatment.
		to be aware of the problems facing humankind regarding environment pollution and nature protection.
	skills	In compliance with the Standard :

In compliance with the Standard :

o understand the regularities and principles of economic development

To be aware of the forms of entrepreneurial activity

To select and apply the state support tools to start commercial activity and receive credit

To search and process the obtained information

To process, systematise and analyse data

To process and interpret research results

To prepare the report on research results

To perform research and process its results

To process statistical data

To develop corrections within the process of the achievement of aims in order to optimise activity in the conditions of the changing environment

To be aware of the requirements of the legal enactments of the tourism and hospitality industry

To apply the appropriate legal enactments to solve problems

To evaluate personal professional experience

To be aware of the necessity of learning for career growth

To systematically acquire new knowledge and experience

To follow the current events in the tourism and hospitality industry

To apply the acquired knowledge in practice

To communicate orally and in writing in various professional situations and environments. To use

	professional terminology. To present information both in the professional environment and for the public
	To ensure safe working environment
	To organise a work place in compliance with requirements of the legal enactments on labour protection
	To follow the requirements of the legal enactments on labour protection
	To follow the requirements of the legal enactments on civic and environmental protection
	To identify potential risks when performing work tasks
competences	In compliance with the Standard :
	Ability to comply with the legal enactments related to the industry
	Ability to ensure the economic activity of tourism and hospitality industry enterprise
	Ability to ensure quality at tourism and hospitality industry enterprise
	Ability to manage changes at tourism and hospitality industry enterprise
	Ability to critically evaluate and manage risks of entrepreneurial activity
	Ability to evaluate necessary investments and risks related to them
	Ability to use the tools offered by the state and other sources for starting up and development of a business
	Ability to apply the tools of the state support for starting up and crediting of a business

	Ability to start entrepreneurial activity by using an appropriate business model
	Ability to evaluate the opportunities of a business development and optimise its activity to achieve the set aims
	Ability to develop and implement the most effective business model for tourism and hospitality industry enterprise
	Ability to find innovative solutions for the activity of tourism and hospitality industry enterprise
	Ability to prepare publications and make presentations of them
	Ability to perform work tasks complying with requirements of work safety
	Ability to comply with the regulations of labour relations
	Ability to ensure safe work environment
	Ability to perform work tasks in compliance with the requirements of the legal enactments on civil defence and environment safety
	Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development

Compulsory reading	Civilās aizsardzības un katastrofas pārvaldīšanas likums. Publicēts: Latvijas Vēstnesis, 100, 25.05.2016. https://likumi.lv/ta/id/282333-civilas-aizsardzibas-un-katastrofas-parvaldisanas-likums

Civil Protection and Disaster Management Law Publicēts: Latvijas Vēstnesis, 100, 25.05.2016.

https://likumi.lv/ta/en/id/282333-civil-protection-and-disaster-management-law

Darba aizsardzības likums. Stājas spēkā: 01.01.2002. Publicēts: Latvijas Vēstnesis, 105, 06.07.2001.; Latvijas Republikas Saeimas un Ministru Kabineta Ziņotājs, 15, 09.08.2001. https://likumi.lv/ta/id/26020-darba-aizsardzibas-likums

Labour Protection Law. Publication: Latvijas Vēstnesis, 105, 06.07.2001.; Latvijas Republikas Saeimas un Ministru Kabineta Ziņotājs, 15, 09.08.2001. http://www.lm.gov.lv/upload/en/labour_protection_law.pdf

Ministru kabineta noteikumi Nr. 238, Ugunsdrošības noteikumi. Publicēts: Latvijas Vēstnesis, 78, 22.04.2016. https://likumi.lv/ta/id/281646-ugunsdrosibas-noteikumi

Republic of Latvia Cabinet Regulation No. 238 Fire Safety Regulations. Publication: Latvijas Vēstnesis, 78, 22.04.2016. https://likumi.lv/ta/en/en/id/281646-fire-safety-regulations

Ugunsdrošības un ugunsdzēsības likums. Publicēts: Latvijas Vēstnesis, 165, 13.11.2002.; Latvijas Republikas Saeimas un Ministru Kabineta Ziņotājs, 23, 12.12.2002. https://likumi.lv/ta/id/68293-ugunsdrosibas-un-ugunsdzesibas-likums

Fire Safety and Fire-fighting Law. Publication: Latvijas Vēstnesis, 165, 13.11.2002.; Latvijas Republikas Saeimas un Ministru Kabineta Ziņotājs, 23, 12.12.2002. https://likumi.lv/ta/en/en/id/68293-fire-safety-and-fire-fighting-law

Vides aizsardzības likums. Publicēts: Latvijas Vēstnesis, 183, 15.11.2006.; Latvijas Republikas Saeimas un |

| | Ministru Kabineta Ziņotājs, 24, 28.12.2006. https://likumi.lv/doc.php?id=147917 |
| | Environmental Protection Law. Publication: Latvijas Vēstnesis, 183, 15.11.2006.; Latvijas Republikas Saeimas un Ministru Kabineta Ziņotājs, 24, 28.12.2006. https://likumi.lv/ta/en/en/id/147917-environmental-protection-law |

Recommended sources	Hunt, G., Health and SafetyPocket Book, 2nd ed., Routledge, 2018
	Fury, S. The Disaster Survival Handbook: A Disaster Survival Guide for Man-Made and Natural Disasters (Escape, Evasion, and Survival Book 7) Kindle Edition
	Eves, D. Disasters: Learning the Lessons for a Safer World, Routledge, 2018
	Krishna, M., Manickam, V., Shah, A., Davergave, N. Environmental Management: Science and Engineering for Industry, Butterworth-Heinemann, 2017
	Labklājības ministrijas materiāli www.lm.gov.lv
	Valsts darba inspekcijas materiāli www.vdi.gov.lv
	Latvijas Brīvo arodbiedrību savienības materiāli www.lbas.lv
	Valsts sociālās apdrošināšanas aģentūras materiāli un vietne www.vsaa.lv
	Materiāli www.osha.lv
	Materiāli www.likumi.lv
	Nacionālais ugunsdzēsības un glābšanas dienests.http://vugd.gov.lv

Contents and schedule of the contact hours

Week	Topic	Academic hours	
		full-time	part-time
1.	Introduction to the course	2	

2.	Theoretical aspects of civil defence. The state system of a civil protection and the legislation of LR in the field of a civil protection. The rights and duties of citizens in the field of a civil protection. Scheduling of actions in the field of a civil protection.	2	2
3.	Types of accidents. Possible accidents in Latvia. Actions of the population in case of accident.	2	2
4.	Preparation for students' independent work (I)	2	
5.	System of alarm and notification. Evacuation of the population. The organization of evacuation actions in case of accident.	2	2
6.,7.	First aid	4	2
8.	Fire safety	2	2
9.,10.	Global environmental problems: pollution, global warming, ozone depletion, climate change, acid rain, depletion of natural resources, waste disposal, deforestation and loss of biodiversity.	4	2
11.	Preparation for students' independent work (II)	2	
12.,13.	Environment protection in Latvia. Pollution of the environment as a result of economic activity. Legislation in the field of environment protection.	4	2
14.,15.	Job safety. Common principles of labor protection	4	2

16.	Review and consolidation. Preparation for the exam.	2	
		32 ac.h.	16 ac. h.

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes

1.Compulsory reading, sources and methodological materials learning	20/36/52	Knowledge, skills, competences of:
		     basic principles of civil defence, LR State Civil Defence Plan;
		     relevant fire safety regulations of the Republic of Latvia;
		     the main methods of first-aid treatment;
		     problems connected with pollution of the environment and use of natural resources, instruments of the modern environmental policy, Law on Environmental Protection of the Republic of Latvia;
		     normative legal acts regulating issues of labour protection.
		 Testing form: examination

2. Individually. Power Point Presentation on Disaster management.	14	Knowledge, skills, competences of:
		     public speaking skills;
		     presentation skills;
		     analysis and synthesis of information;
		     use of professional terminology;
		     ability to act correctly in different accidents and emergency situations.

3. Group work. Power Point presentation on the topic: "Environment protection in the country of your choice".	14	Knowledge, skills, competences of: team-work public speaking skills; presentation skills; analysis and synthesis of information; use of professional terminology Ability to ensure compliance with environmental protection legislation at the enterprise. Ability to apply the normative legal acts regulating issues of ecological safety and organize activity of the enterprise with the maximal safety and according to the current legislation.
Total ac.h.:	48/64/80	

Study work	Knowledge	Skills	Competences	% of final evaluation
1. Examination	+			40
2. Individual PPT	+	+	+	30
3. Group PPT	+	+	+	30

Evaluation of mastering the study course

Level	Requirements

Very high (10 –with distinction 9 – excellent)	10- knowledge, skills and competences exceed the requirements of the study course and demonstrate a student's ability to perceive, memorise and reproduce the obtained knowledge and apply it in a similar situation, as well as to use it for mastering new knowledge and creatively solve problems. 9 - knowledge, skills and competences fully meet the requirements of the study course, student is able justify and logically state the problem, solve relevant problems, identify and explain the regularities.
High (8 –very good 7 - good)	8 –the requirements of the study course are fully met; in the framework of the curriculum a student demonstrates personal attitude more on the level of statement than analysis . 7 – knowledge, skills and competences meet the requirements of the study course, however sometimes the inability to use the acquired knowledge independently is detected;
Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	6 –. knowledge, skills and competences meet the requirements of the study course, however insufficient understanding of some problems and inability to apply the acquired knowledge at practice is detected, a student can apply the mastered knowledge and skills in accordance with an example. 5 –the requirements of the study course are met for the most part, however insufficient ability to apply the acquired knowledge is detected; 4 – knowledge meets the minimal requirements of the study course.
Low (3 – 1 – negative evaluation)	3 – superficial knowledge of the main concepts of the study course; 2 –superficial and incomplete knowledge of only some problems of the study course; 1 – absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.

RNU study course description "Course Project 1. Research Work: Introduction to Studies and Research"

Study programme	Bachelor Study Programme Business Administration in Tourism
ECTS	3 ECTS
Author (s)	Zaiga Oborenko
Preliminary knowledge, Related study courses	Quantitative Methods and Statistics
Aim	Provide an overview of the basic principles of scientific research and develop abilities to perform scientific work in the study process. Develop students' skills to learn research methodologies, to make a choice of sources and literature and their analysis. Develop the individual skills of students in order to promote the development of high-level study papers by providing an overview of the evaluation of the results of the study in the framework of their research work.
Planned learning outcomes:	
knowledge	**Awareness level** Information technology capabilities Communication (including intercultural) in the society (including multicultural) **Application level** Basic principles of statistics Extencive and relevant vocabulary Scientific research methods Professional terminology Preparation of reviews and publications Requirements of the tourism and hospitality industry relevant legal enactments and standards Development of management information system

	Development and application of data bases
	Information technologies for data processing, analysis and management
	Organisation of information technology application

skills	To understand the regularities and principles of economic development
	To be aware of the research methods in the tourism and hospitality industry
	To analyse and evaluate the results of the activity of tourism and hospitality industry enterprise within the planning period
	To develop corrections during the process of the achievement of aims in order to optimise activity in the conditions of the changing environment
	To search and process the obtained information
	To process, systematise and analyse data
	To process information and select the most appropriate solution
	To use the tools and services of information technologies
	To process and interpret research results
	To prepare the report on research results
	To perform research and process its results
	To process statistical data
	To define and develop the effective model of the activity of tourism and hospitality industry enterprise
	To argue and defend an argument
	To be tolerant of the diversity of opinions
	To find compromises
	To evaluate personal professional experience
	To be aware of the necessity of learning for career growth
	To systematically acquire new knowledge and experience
	To follow the current events in the tourism and hospitality industry
	To apply the acquired knowledge in practice
	To prepare and publish presentation materials
	To prepare reviews and presentations
	To prepare presentation materials and publications

	To argument personal opinion
	To comply with the norms of communication culture and professional ethics
	To communicate orally and in writing in various professional situations and environments. To use professional terminology. To present information both in the professional environment and for the public

competences	Ability to comply with the legal enactments related to the tourism and hospitality industry
	Ability to analyse economic situation
	Ability to analyse the environmental factors which influence the activity of tourism and hospitality industry enterprise
	Ability to critically evaluate the external environment factors and their impact on the activity of tourism and hospitality industry enterprise
	Ability to critically evaluate the internal environment factors and their impact on the activity of tourism and hospitality industry enterprise
	Ability to identify the environmental changes
	Ability to evaluate development opportunities and optimise activity to achieve the aims of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to effective team work performing professional work tasks
	Ability to prepare publications and make presentations of them
	Ability to demonstrate personal, social and civic, interpersonal and intercultural skills which ensure active and effective participation in the professional activity and formation of social dialogue in the society
	Ability to perform applied research, prepare presentations and make presentations of them
	Ability to apply knowledge and methodology to explain the matters of sustainable development and provide evidence-based conclusions
	Ability to perform value-added research, interpret and analyze its results
	Ability to understand the properties and application of information technologies necessary for the operations of tourism and hospitality industry enterprise and the improvement of its activity
	Ability to use information technologies for work, including for communication in the relevant field

	Ability to develop the information system of tourism and hospitality industry enterprise Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development
Literature and other sources of information:	

compulsory reading	Cottrell, S. (2019) The Study Skills Handbook. 5th ed., UK: MacMillan Education, 432 p.
	Kristapsone, S. (2014). Zinātniskā pētniecība studiju procesā. Rīga: Biznesa augstskola Turība, 350 lpp.
	Kumar, R. (2014) Research methodology: a step-by-step guide for beginners. 4th ed., Sage Publications, 432 p.
	Pētniecība. Teorija un prakse (2016). Mārtinsones K, Piperes A, Kamerādes D. zin. red. Rīga: RAKA, 546 lpp
	Zinātniskā rakstīšana un pētījumu rezultātu izplatīšana (2019), 2.papild.izd. Mārtinsones K. un Piperes A zin.red., Rīga: RSU, 301 lpp.
recommended	Carter, C, Joyce, B., Kravits, S. L (2010) Keys to Effective Learning: Study Skills and Habits for Success. 6th ed., Pearson, 400 p.
	Bryman A. (2016) Social Research Methods, 5th ed., Oxford, 766 p.
	Eko U. (2006) Kā uzrakstīt diplomdarbu. Humanitārās zinātnes. Rīga: Jāņa Rozes apgāds, 319 lpp.
	Eņģele, I. (2012) Pētniecības terminu skaidrojošā vārdnīca. RaKa, Rīga, Latvija.
	Mārtinsone K., (2011) Ievads pētniecībā: stratēģija, dizaini, metodes., RaKa, Rīga, Latvija.
	Saunders M., Lewis P., Thornhill A. (2015) Research methods for business students. 7th ed., Pearson Education, 678 p.
	Sekaran U., Bougie R (2016) Research Methods for Business: A Skill-building Approach, 7th ed, Willey, UK.
Law	Saeima (2000) Copyright Law. Available https://likumi.lv/ta/en/en/id/5138-copyright-law

Contents and schedule of the contact hours

Week	Topic	Academic Hours	
		PT	PT

1.	Study process and learning methods.	4	2
2.	Nature of scientific research and basics of research methodology	4	2
3.	Ethics of scientific research	4	2
4.	The progress of the research process and its organisation.	4	2
5.	Analysis of scientific and educational literature	4	2
6.	Working with databases and library resources.	4	2
7.	The process of developing independent work. Methodological requirements.	4	2
8	Selecting the topic of the study – starting point for the study.	4	2
9.	Identification and analysis of research literature and sources. Critical approach to various sources of information.	4	2
10.	Scientific framework development of research	4	2
11.	Methods of obtaining information for research.	4	2
12.	Documents as a source of research. Classification of documents. Secondary research.	4	2
13.	Types of research. Quantitative and qualitative methods	4	2
14.	Structure of scientific study	4	2
15.	Requirements for execution and technical design of research work.	4	2
16.	Analysis, interpretation and presentation of the obtained research results.	4	2
		64	32

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes
Compulsory reading, sources and methodological materials learning	12/28/44	Acquired **knowledge** andunderstanding of: - basic principles of scientific research; - the role of research in entrepreneurship; - the research process. Examination form- test
Individual study work: term paper on the chosen topic. 2.1. Choosing a theme and selecting a topic 2.2. Development of scientific framework 2.3. Literature and sources review 2.4. Study design and content. 2.5. Course paper writing according to methodological guidelines and technical requirements 2.6. Presentation of study paper	50/50/70	Strengthened **knowledge** acquired during the study course. Acquired **skills** to use theoretical knowledge in working out study papers.. Developed **competencies:** - to develop research using available resources; - Developed critical assessment of a variety of information sources; - developed and defended his / her study paper.

Cases studies/ workshops in classes/class discussions	10/18/10	Developed **competences**: ability to debate, activity, expression of one's position, ability to argue and defend one's opinion about the researched situation, ability to cooperate. Developed **skills**: ability to analyse the situation and discover solutions; ability to use theoretical approaches.
Preparation for test work on theoretical and practical aspects of the research methodology.	24/32/36	**Knowledge** of research and **skills** has been acquired to use them in different business situations embedded in the test.
Total:	96 /128/160	

Study work	Knowledge	Skills	Competences	% of final evaluation
Studies of literature, sources and methodical materials.	+			10%
Study work according to methodological requirements. Presentation and defence of the paper	+	+	+	50 %
Case studies	+	+	+	10%
Test	+	+		30%

Evaluation of mastering the study course

Level	Requirements

Very high (10 –with distinction 9 – excellent)	10 (with distinction) - knowledge, skills and competences exceed the requirements of the study course and demonstrate the ability to perform independent research as well as the deep understanding of problems; 9 (excellent) - knowledge, skills and competences fully meet the requirements of the study course, student is able to apply the acquired knowledge independently;
High (8 –very good 7 - good)	8 (very good) – the requirements of the study course are fully met, however, there is insufficient understanding of individual issues to use the knowledge independently for the solution of more complex problems; 7 (good) – the requirements of the study course are met in general, however sometimes the inability to use the acquired knowledge independently is detected;
Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	6 (almost good) –. the requirements of the study course are met in general, however insufficient understanding of some problems and inability to apply the acquired knowledge is detected; 5 (satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of many problems and inability to apply the acquired knowledge is detected; 4 (almost satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of understanding of some main concepts is detected as well as considerable difficulties in the practical application of the acquired knowledge are stated;
Low (3 – 1 – negative evaluation)	3 (bad) – knowledge is superficial and incomplete, student is unable to use it in specific situations; 2 (very bad) – superficial and incomplete knowledge of only some problems, the most part of the study course is not mastered; 1 (very very bad) – absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.

RNU study course description "Tourism basics"

Study programme	Bachelor Study Programme Business Administration in Tourism
ECTS	3 ECTS
Author (s)	Iveta Balode, Jūlija Mironova
Preliminary knowledge, Related study courses	Introduction to Entrepreneurship Management Theory
Aim	To provide knowledge of the nature of tourism business, the history of the tourism industry, types of tourism, the use of tourism resources and tourism infrastructure in the process of developing and selling a tourism product, knowing the principles of tourism business ethics.
Planned learning outcomes:	

● knowledge	In compliance with the Standard students shall:
	
	Awareness level
	
	   ● Regularities of economic processes
	   ● Regularities of the external environment development
	   ● International environment of commercial activity in the field of tourism and hospitality
	   ● Methods of influencing factors analysis in the field of tourism and hospitality
	
	Application level
	
	   ● Business environment and its influencing factors (cooperates with other tourism and hospitality companies, owners and other stakeholder groups to achieve the company's goals).
	   ● Business environment analysis methods (analyzes and evaluates the local and international tourism industry environment, development trends and determining factors - economic, social, cultural, environmental, psychological, political).
	   ● Requirements of regulatory enactments and standards regulating the field (observes the requirements of Latvian legislation, international documents and regulatory enactments in the field of tourism. Knows professional terminology, types of tourism, Code of Tourism Ethics, with the aim to ensure successful business).

● skills	In compliance with the Standard : ● To plan, manage and coordinate the activity of a tourism and hospitality industry enterprise ● To organise the coordinated functioning of a tourism and hospitality industry enterprise ● To define the resources necessary for the activity of a tourism and hospitality industry enterprise ● To evaluate the world economic development tendencies and their impact on the activity of a tourism and hospitality industry enterprise as a whole ● To evaluate the factors of the external environment of a tourism and hospitality industry enterprise ● To be aware of the forms of entrepreneurial activity and its impact on tourism and hospitality ● To be aware of the enterprise development theories ● To select the appropriate model of setting up and development of a a tourism and hospitality industry enterprise business ● To select and apply the state support tools to start commercial activity and receive credit ● To search and process the obtained information ● To develop and manage projects ● To develop project portfolio structures in compliance with the strategic management of an enterprise ● To analyze and evaluate project performance against company aims ● To communicate in the networks through the Internet ● To argue and defend an argument ● To be tolerant of the diversity of opinions ● To find compromises ● To be aware of the requirements of the legal enactments of the industry of tourism and hospitality ● To apply the appropriate legal enactments to solve problems ● To apply industry relevant standards ● To systematically acquire new knowledge and experience

• competences	In compliance with the Standard : • Ability to analyse economic situation • Ability to analyse the environmental factors which influence the activity of a tourism and hospitality industry enterprise • Ability to critically evaluate the external environment factors and their impact on the activity of a tourism and hospitality industry enterprise • Ability to critically evaluate the internal environment factors and their impact on the activity of a tourism and hospitality entreprise • Ability to identify the environmental changes • Ability to evaluate development opportunities and optimise activity to achieve the aims of an enterprise considering the impact of the changing environment • Ability to effective team work performing professional work tasks • Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development
Literature and other sources of information:	

● compulsory reading	• Chris Cooper, Essentials of Tourism (2022), Sage Publications Ltd., 480 p. • Holloway Christopher J., Humphreys C. (2019) The Business of Tourism. – SAGE Publications Ltd; 11 edition, 793 p. • Zivitere, M., Riiashchenko, V., Oborenko, Z. (2019). Tourism for all: accessible tourism in Latvia. Development and Transformation Process in the Tourism Industry under the Condition of Globalization. Collective Monograph Editor Dr. Remigijus Kinderis, ISBN 978-609-454-384-5 (Online). Klaipeda State University of Applied Sciences, Lithuania 2019. p.23-30 • Tūrisma likums https://likumi.lv • www.unwto.org World Tourism organization (Global Code of Ethics for Tourism)
● recommended	• Dehtjare, J., Djakons, D., Mironova, J. LATVIAN TOURISM DEVELOPMENT IN THE CONTEXT OF REGIONAL SUSTAINABILITY, 2022, Proceedings of the 2022 International Conference "ECONOMIC SCIENCE FOR RURAL DEVELOPMENT" No 56 Jelgava, LLU ESAF, 11-13 May 2022, pp. 136-142 DOI: 10.22616/ESRD.2022.56.014 https://llufb.llu.lv/conference/economic_science_rural/2022/Latvia_ESRD_56_2022-136-142.pdf • Garanti, Zvaigzne, A.Berjozkina, G.Introduction: smart tourism: what developments and issues are important to the Baltic States?, 2023, Worldwide Hospitality and Tourism Themes • Garanti, Z., Berjozkina, G., Reducing the impacts of tourism seasonality in the small island state of Cyprus, 2022, Worldwide Hospitality and Tourism Themes • Balode I., Utināne-Suharevska (2009) Tūrisma likumdošana un uzņēmējdarbība. - ISMA • Cook R.A., Cathy H.C.(2013) Tourism: The Business of Hospitality and Travel. - Pearson; 5 edition • Page Stephen J. (2015) Tourism Management. - Routledge; 5 edition

	• LR Ekonomikas ministrija (2008) Tūrisma un viesmīlības terminu skaidrojošā vārdnīca, LR EM

Contents and schedule of the contact hours

week	Topic	academic hours	
		full-time	part-time
1.	Introduction .The common and different characteristics, basic concepts and definitions of tours and tourism.	4	2
2.	History of travel and tourism: world, Europe, Latvia. Trends in tourism today.	2	2
2.	Work for evaluation: Test / Presentation: "The Evolution of Travel and Tourism"	2	
3.	The main types of tourism. Forms of tourism. Analysis of outbound, inbound and local tourism.	2	2
3.	Work for evaluation: Test / presentation: "Definition, examples, conclusions of selected tourism type"	2	

4.	Tourist attraction objects, their characteristics. Tourism resources and destinations. The concept of sustainable tourism.	2	2
4.	Work for evaluation: Test / Presentation: "Analysis of tourism resources at a selected destination"	2	
5.	Tourist motivation. Types of tourism. Determinants of tourism: economic, social and cultural, environmental, psychological, political, technical and technological	2	2
5.	Work for evaluation: Test: "Analysis of relationship between tourist motivation and choice of destination"	2	
6.	Tourism infrastructure: tourist accommodation and catering, transport and communications, excursions, recreation and entertainment. International and domestic tourism providers	2	2
6.	Work for evaluation: Test: "The role of tourism infrastructure in the organization of tourism service providers"	2	
7.	Legal and institutional framework of tourism. LR legislation and regulations in the field of tourism. Ethical aspects of tourism.	2	2
7.	Work for evaluation: Test: "Documents governing the activities of tourism companies, regulatory enactments and ethical norms of tourism"	2	
8.	Quality and standards of tourism services. Tourism associations and their activities in Latvia.	2	2
8.	Work for evaluation: Test: "Evaluation and analysis of the quality of service in a tourism company"	2	

		Total:	32ac.h	16 ac.h.

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes
1.Compulsory reading, sources and methodological materials learning	20/40/56	Knowledge of: - the nature of tourism, the basic concepts, the history of tourism and the types of tourism - the importance of tourism resources and the impact of tourism determinants in ensuring the functioning of the tourism business - the role of tourism infrastructure in the need for cooperation between international and local tourism providers - regulatory documents of tourism companies, regulatory enactments and the ethical norms of tourism
2. Preparation for the test: "Evolution of Travel and Tourism"	4/0/0	Knowledge and skills: Students understand the essence of tourism and its various forms from history to the present.
3. Preparation for the test: "Definition, examples, conclusions of selected tourism type"	4/0/0	Knowledge and skills: students can identify types of tourism, compare them and describe them with examples.

4. Preparations for the test/presentation/discussion "Analysis of tourism resources at the selected destination"	4/0/0	Knowledge and Competencies: Students analyse tourism resources in Latvia (foreign students can replace with their country of origin) and are able to apply their knowledge in the process of producing tourism products and providing services.
5. Preparation for the test " Analysis of relationship between tourist motivation and choice of destination "	4/0/0	Skills: Students acquire the skills to analyse processes in the local and international tourism environment and to take decisions in line with economic, social and cultural, environmental, psychological, political, technical and technological factors.
6. Preparation for a group work/ discussion " The role of tourism infrastructure in the organization of tourism service providers"	4/0/0	Skills: Students understand the principles and techniques for producing and organizing tourism products, identify problems and develop solutions for them. Understands the relationship between the activities of the tourism company. Competencies: Students are able to plan, organize, forecast and find solutions for the production of a tourism product and the provision of services at the company. Students are able to work individually and within a group, by applying their knowledge of the manufacturing and services skills of a tourism product, can justify its performance.

7. Preparation for a test " Documents governing the activities of tourism companies, regulatory enactments and ethical norms of tourism"	4/0/0	Skills: Students are able to communicate and cooperate with staff, partners, owners, mass media, national and non-governmental bodies in the field of tourism. Guideline and observe the regulatory documents, regulatory enactments and ethical norms regarding the operation of tourism undertakings. Competencies: Students are able to represent a tourism company in transactions with other companies, organisations, institutions, including municipalities and public authorities. They are able to cooperate with other companies, owners and other stakeholder groups to achieve the company's objectives.
8. Preparation for a group work/ discussion " Evaluation and analysis of the quality of service in a tourism company"	4/0/0	Knowledge, skills and competences: students acquire knowledge of the current situation in the quality of services provided by tourism companies. Students are able to discuss, evaluate and analyze the compliance of tourism services with the existing quality criteria.
Tests for part-time students	0/24/24	The tests for part-time students consist of tests that are completed during the course.
Total ac.h.s:	48/64/80	

Study work	Knowledge	Skills	Competences	% of final evaluation
1. Tests for full-time / part-time students	+	+	+	50
2. Exam	+	+	+	50

Evaluation of mastering the study course

Level	Requirements
Very high (10 –with distinction 9 – excellent)	10 (withdistinction)-knowledge,skillsandcompetences exceed the requirements of the study course demonstratetheabilitytoperformindependentresearchas well asthedeepunderstandingofproblems; 9 (excellent)-knowledge,skillsandcompetencesfully meet therequirementsofthestudycourse,studentisable to applytheacquiredknowledgeindependently;
High (8 –very good 7 - good)	8 (verygood)–therequirementsofthestudycourseare fully met,however,thereisinsufficientunderstandingof individualissuestousetheknowledgeindependentlyfor the solutionofmorecomplexproblems; 7 (good)–therequirementsofthestudycoursearemetin general,howeversometimestheinabilitytousethe acquiredknowledgeindependentlyisdetected;
Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	6 (almostgood)–.therequirementsofthestudycourseare met ingeneral,howeverinsufficientunderstandingof some problemsandinabilitytoapplytheacquired knowledge is detected; 5 (satisfactory)–therequirementsofthestudycourseare met forthemostpart,howeverinsufficientunderstanding of manyproblemsandinabilitytoapplytheacquired knowledge is detected; 4 (almostsatisfactory)–therequirementsofthestudy coursearemetforthemostpart,howeverinsufficient understandingofunderstandingofsomemainconceptsis detectedaswellasconsiderabledifficultiesinthepractical application of the acquired knowledge are stated;
Low (3 – 1 – negative evaluation)	3 (bad)–knowledgeissuperficialandincomplete,student is unabletouseitinspecificsituations; 2 (verybad)–superficialandincompleteknowledgeof only someproblems,themostpartofthestudycourseis not mastered; 1 (veryverybad)– absenceofunderstandingofthemain problemsofthesubjectmatter,almostnoknowledgeofthe contentofthe studycourse.

RNU study course description "Enterprise Management"

Study programme	Bachelor Study Programme Business Administration in Tourism
ECTS	3 ECTS
Author (s)	Zaiga Oborenko
Preliminary knowledge, Related study courses	Introduction to Entrepreneurship;Legal Regulation of Enterprise Activity; Economics,Management Theory
Aim	To acquire theoretical knowledge and understanding of practical application of theoretical approaches in effective management of enterprise in tourism industry. Develop analytical and practical skills in the performance analysis of the enterprise in order to take sound and development-oriented management decisions.
Planned learning outcomes:	In compliance with the Standard students shall

knowledge	**Awareness level**
	Change management
	Regularities of the internal environment development
	Basic principles of project management
	Forms of entrepreneurial activity
	Theories of enterprise development
	Innovation management
	Social and political structure of the society
	Social diversity and the principle of equality
	Intercultural communication
	Evaluation and attraction of investments
	State offered tools for setting up and development of a business
	Opportunities for commercial activity crediting
	Project management
	Business models
	Effective entrepreneurship
	Business ethics and social responsibility
	Application level
	Logistics management
	Contemporary management theories
	Principles of tourism and hospitality industry enterprise planning
	Principles of tourism and hospitality industry enterprise activity planning
	Contemporary management theories
	Methods of influencing factors analysis
	Commercial activity risks and their management
	Business modelling
	Preparation of reviews and publications

skills	To understand the regularities and principles of economic development
	To plan, manage and coordinate the activity of tourism and hospitality industry enterprise
	To organise the coordinated functioning of tourism and hospitality industry enterprise
	To define the resources necessary for the activity of tourism and hospitality industry enterprise
	To evaluate the world economic development tendencies and their impact on the activity of tourism and hospitality industry enterprise as a whole
	To evaluate the factors of the external environment of tourism and hospitality industry enterprises
	To be aware of the research methods in the corresponding industry
	To evaluate the factors of the internal activity of tourism and hospitality industry enterprises
	To plan the activity of tourism and hospitality industry enterprise
	To analyse and evaluate the results of the activity of tourism and hospitality industry enterprise within the planning period
	To develop corrections during the process of the achievement of aims in order to optimise activity in the conditions of the changing environment
	To be aware of the forms of entrepreneurial activity
	To be aware of the enterprise development theories
	To select the appropriate model of setting up and development of a business
	To search and process the obtained information
	To process, systematise and analyse data
	To process information and select the most appropriate solution
	To use the tools and services of information technologies
	To process and interpret research results

	To prepare the report on research results
	To perform research and process its results
	To process statistical data
	To implement personnel policy at tourism and hospitality industry enterprise
	To organise production/service processes at tourism and hospitality industry enterprise
	To organise logistics processes at tourism and hospitality industry enterprise
	To organise the work of the information system of tourism and hospitality industry enterprise
	To formulate the mission and vision of tourism and hospitality industry enterprise
	To define the strategic, tactical and operational aims of tourism and hospitality industry enterprise
	To work out the development strategy of tourism and hospitality industry enterprise
	To perform tactical and operational planning of tourism and hospitality industry enterprise
	To analyse and evaluate the results achieved within the planning period
	To develop corrections within the process of the achievement of aims in order to optimise activity in the conditions of the changing environment
	To develop and manage projects
	To develop project portfolio structures in compliance with the strategic management of tourism and hospitality industry enterprise
	To analyze and evaluate project performance against company aims
	To understand the risks of entrepreneurial activity and their impact on the perspective of tourism and hospitality industry enterprise development
	To define and develop the effective model of the activity of tourism and hospitality industry enterprise
	To argue and defend an argument

	To be tolerant of the diversity of opinions To find compromises To apply industry relevant standards To evaluate personal professional experience To be aware of the necessity of learning for career growth To systematically acquire new knowledge and experience To follow the current events in the industry To apply the acquired knowledge in practice To find innovative solutions for the activity and

    development of tourism and hospitality industry enterprise

To argument personal opinion

To comply with the norms of communication culture and professional ethics

To communicate orally and in writing in various professional situations and environments. To use professional terminology. To present information both in the professional environment and for the public

To ensure safe working environment

To identify potential risks when performing work tasks |

competences	Ability to comply with the legal enactments related to the industry
	Ability to ensure the economic activity of tourism and hospitality industry enterprise
	Ability to manage production processes at tourism and hospitality industry enterprise
	Ability to organise the service management at tourism and hospitality industry enterprise
	Ability to organise the logistics of tourism and hospitality industry enterprise
	Ability to ensure quality at tourism and hospitality industry enterprise
	Ability to manage changes at tourism and hospitality industry enterprise
	Ability to critically evaluate and manage risks of entrepreneurial activity
	Ability to evaluate necessary investments and risks related to them
	Ability to use the tools offered by the state and other sources for starting up and development of a business
	Ability to apply the tools of the state support for starting up and crediting of a business
	Ability to start entrepreneurial activity by using an appropriate business model
	Ability to evaluate the opportunities of a business development and optimise its activity to achieve the set aims
	Ability to develop and implement the most effective business model for tourism and hospitality industry enterprise
	Ability to find innovative solutions for the activity of tourism and hospitality industry enterprise
	Ability to define the directions of the development and to formulate the mission and vision of tourism and hospitality industry enterprise

	Ability to define the strategic, tactical and operational aims, and main directions in compliance with the interests of the owners, stakeholders and the society
	Ability to develop the strategy of tourism and hospitality industry enterprise in accordance with the set aims
	Ability to analyse economic situation
	Ability to analyse the environmental factors which influence the activity of tourism and hospitality industry enterprise
	Ability to critically evaluate the external environment factors and their impact on the activity of tourism and hospitality industry enterprise
	Ability to critically evaluate the internal environment factors and their impact on the activity of tourism and hospitality industry enterprise
	Ability to identify the environmental changes
	Ability to evaluate development opportunities and optimise activity to achieve the aims of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to plan the activity of tourism and hospitality industry enterprise
	Ability to develop and manage projects at tourism and hospitality industry enterprise
	Ability to coordinate the functioning of tourism and hospitality industry enterprise as a whole
	Ability to define the development directions, mission and vision of tourism and hospitality industry enterprise
	Ability to define the strategic, tactical and operational aims, and main directions of tourism and hospitality industry enterprise in compliance with the interests of the owners, stakeholders, the society and other interested
	Ability to develop the strategy of tourism and hospitality industry enterprise to achieve the set aims
	Ability to develop the tactical plans of tourism and hospitality industry enterprise

	Ability to plan the operational activity of tourism and hospitality industry enterprise
	Ability to develop measures to assess commercial activity, to evaluate risks and minimise their impact
	Ability to evaluate the development opportunities and improve activity plans of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to define the resources necessary for the activity of tourism and hospitality industry enterprise
	Ability to perform financial analysis
	Ability to organise accounting at tourism and hospitality industry enterprise
	Ability to optimise the enterprise oriented taxation system
	Ability to apply an appropriate tax paying regimen
	Ability to organise marketing principles at tourism and hospitality industry enterprise
	Ability to develop new products/services and form the assortment of tourism and hospitality industry enterprise
	Ability to form the pricing policy of tourism and hospitality industry enterprise
	Ability to implement the integrated marketing communication of tourism and hospitality industry enterprise
	Ability to develop in-house sales system
	Ability to select, effectively manage andd coordinate the work of personnel
	Ability to motivate employees to the best performance
	Ability to objectively evaluate the performance of employees
	Ability to effective team work performing professional work tasks
	Ability to prepare publications and make presentations of them

	Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development

Literature and other sources of information:	
compulsory reading	• Daft, R. L.; Marcic, D. (2004) Understanding Management. 4th ed. South-Western, a division of Thomson Learning. • Daft, R. L (2012) Organization Theory and Design.11th edition, Cengage Learning. • Jones G.R. (2013) Organizational Theory, Design, and Change, 7th ed.2013, Pearson, 512 p. • Kaplan, R.S., Norton, D.P. (2008). Mastering the management system. Harvard Business Review . Jan; 86(1): pp.62-77 • Tricker, B. (2019). Corporate Governance. Principles, Policies, and Practices. Oxford University Press, 568 p.

recommended	• Adizes, I. (2015) Managing Corporate Lifecycles. Part II. Library of Congress Cataloging-in-Publication Data. Published by Adizes Institute Publications, 260 p. • Adizes I. K. (2018) Prasmīga pārmaiņu vadība. Ievads organizāciju terapijā. Zvaigzne ABC, 336 lpp. • Adizes, I.K (2016) Mastering Change - Introduction to Organizational Therapy (Revised & Updated Edition). Adizes Institute Publications, 298 p. • Barney, J.B.& Hesterly W.S. (2015) Strategic Management and Competitive Advantage. 5th ed., Pearson Education • Boddy, D. (2014). Management an introduction. New York: Pearson Education Limited. • Corporate Governance of State-Owned Enterprises A Toolkit (2014). The World Bank, 360 p. • Daft, R.L. (2014). Management. South-Western Cengage Learning • Daft, R. L. (2010) New Era of Management. Mason, OH, USA South-Western CENGAGE Learning. • Drukers, P. (2007) Lēmumu pieņemšana. R:SIA "Jāņa Rozes apgāds", 196 lpp. • Huczynsky A.A., Buchanan D. A. (2013) Organizational Behaviour, Eight edition, Pearson, Education, 760 p. • Lawrence J. Gitman, Chad J. Zutter (2012). Principles of Managerial Finance, Prentice Hall • Lester, D., Parnell, J. and Carraher, S. (2003). Organizational life cycle: A five-stage empirical scale. International Journal of Organizational Analysis, 11(4), p.339-354. • Performance Management. Multidisciplinary Perspectives (2010) Ed. Thorpe R. & Holloway J, University of Leads, UK. • Tourism Governance in OECD Countries (2012). OECD Tourism Trends and Policies, Chapter 1, OECD, pp. 13-54. • World Tourism Organization (2013) Governance For the Tourism Sector and Its Measurement. UNWTO, Madrid, Spain, 35 p. Entrepreneur Europe. Pieejams
Other resources	• https://www.entrepreneur.com/magazine • Forbes. Pieejams https://www.forbes.com • Harvard Business Review. Pieejams https://hbr.org/ • Dienas Bizness. Pieejams https://www.db.lv/ •

Contents and schedule of the contact hours

Week	Topic	Academic Hours	
		FT	PT
1.	Introduction to Enterprise Management/ Corporate Governance. Definitions. Content and topics of the course. Organization life cycle Organization life cycle concepts. Stages of organization development. Characteristics of an organization at each stage of the life cycle.	4	2
2.	2. Corporate development stages and managerial roles. Corporate Lifecycle by Adizes. Organization size and structural control. Control strategies. Weitzel and Jonsson's Model of Organizational Decline. Causes of decline	4	2
3.	3. Organizations and environment. Interface between organization and environment. General environmental factors and Task factors. Elements of a changing environment. Dimensions of uncertainty and organizational responses. Uncertainty and organizational structures: mechanistic and organic design. Strategic choices.	4	2
4.	4. Organizational Design and Structure. Purpose of functioning of organizations. Factors affecting the functioning of an organization. Work system and organizational structure. Relation of structural approach to strategy.	4	2

5.	5. Changes in the Company. Strategic Types of Change. The need for change. The strategic role of change. Elements of successful change. Model of the process of continuous change in organizational change. Barriers and resistance to change. Decision-making and decision-implementation processes.	4	2
6.	7. Organizational Effectiveness Assessing the effectiveness of an organization in a particular environment. Organizational effectiveness for sustainable growth. Measuring Organizational Effectiveness: external resource approach; internal systems approach; technical approach. Four dimensions of organizational effectiveness. Indicators of Organizational Effectiveness. Strategic constituencies' satisfaction: Stakeholders approach.	4	2
7.	8. Assessment of the internal potential of the organization. Analysis of internal resources. Apprising resources. Organization Capabilities and Competencies. The company's value creation system management. Company's balanced evaluation by different capitals: financial, information, customer, human, social, relationship and intellectual capital. VRIO framework: a strategic internal analysis tool.	4	2

8.	9. Organizational Performance and Performance Management.	4	2
	Measuring organizational performance.		
	Performance control tools: financial control, information control; benchmarking, best practice approach. Balanced scorecard approach.		
	Manager's role in helping organizations achieve high performance		
	Ethical dilemmas in corporate governance.		
	Corporate Social Responsibility.		
		32	
			16

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes
Compulsory reading, sources and methodological materials learning	12/28/44	Acquired **knowledge** and understanding of the diverse principles of corporate governance.
Preparation for discussion of case studies, development of descriptions: Thomas Cook, Aquarius, Nissan, Philips NV, Leya, Herman Miller.	8	Acquired **skills** to analyse different experiences and evaluate from the perspective of theoretical knowledge. Developed discussion **competences.**

3. Development and presentation of individual practical tasks: 1) the choice of the company to be analysed in its own country, a short, analytical description of its activities; 2) external environment factor analysis (PESTEL): identification and analysis of general and task factors, determination of impact; 3) SWOT pairs comparison method to determine the degree of influence of factors.	16	Acquired **skills** to analyse and argue, developed **competencies** to discuss the results obtained.
4. Preparation for test on corporate governance aspects.	12	Acquired the basic **knowledge** of business management and the skills to use them in different situations, which are embedded in test work.
Total ac.h.s:	48/64/80	

Study work	Knowledge	Skills	Competences	% of final evaluation
Studies of literature, sources and methodical materials.	+			10%
Performance of individual practical assignments		+	+	40%
Case analyses	+	+	+	20%
Test on multiple aspects of enterprise management/ corporate governance	+	+		30%

Evaluation of mastering the study course

Level	Requirements
Very high (10 –with distinction 9 – excellent)	10 (with distinction) - knowledge, skillsandcompetences exceed the requirements of the study course and demonstrate the ability to perform independent research as well as the deepunderstanding of problems; 9 (excellent) - knowledge, skills andcompetences fully meet the requirements of the study course, studentisable to apply the acquired knowledge independently;
High (8 –very good 7 - good)	8 (very good) – the requirements of the study course are fully met, however, there is insufficient understanding of individual issues to use the knowledge independently for the solution of more complex problems; 7 (good) – the requirements of the study course are met in general, however sometimes the inability to use the acquired knowledge independently is detected;
Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	6 (almost good) –. the requirements of the study course are met in general, however insufficient understanding of some problems and inability to apply the acquired knowledge is detected; 5 (satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of many problems and inability to apply the acquired knowledge is detected; 4 (almost satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of understanding of some main concepts is detected as well as considerable difficulties in the practical application of the acquired knowledge are stated;
Low (3 – 1 – negative evaluation)	3 (bad) – knowledge is superficial and incomplete, student is unable to use it in specific situations; 2 (very bad) – superficial and incomplete knowledge of only some problems, the most part of the study course is not mastered; 1 (very very bad) – absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.

RNU study course description "Event Management"

Study programme	l Bachelor Study Programme Business Administration in Tourism
ECTS	3 ECTS
Author (s)	J.Mironova
Preliminary knowledge, Related study courses	Introduction to Entrepreneurship, Economics, Tourism Basics, Hospitality industry
Aim	To provide knowledge on the organization and planning of professional individual, mass and corporate events in the tourism and hospitality industry. The course content includes information on the different types and scale of events, as well as information on the international environment of the industry and its relation to the tourism industry and the MICE (Meeting, Incentive, Conferences, Events) environment. During the course, the importance of careful planning to ensure the implementation of the event is considered. The importance of effective communication is emphasized and the health, safety and security aspects of the event are carefully analyzed. Students are introduced to tools to deal with unexpected incidents during the event. Before and after the event, the installation and dismantling of the equipment, the responsibility of the staff and the ability to change the course of the event during its implementation are analyzed with appropriate conclusions. After the event, students should be able to evaluate the event and present their conclusions in a report. The course also aims to familiarize students with the budgeting aspects of events in the tourism and hospitality industry and the methods of attracting the necessary work.
Planned learning outcomes:	

knowledge	According to the standard:
	Awareness level
	Communication (including intercultural) in the society (including multicultural)
	Basic principles of project management
	Project management
	Application level
	Basics of intercultural communication
	Preparation of reviews and publications
	Principles of enterprise activity planning

skills	According to the standard:
	To plan, manage and coordinate the activity of tourism and hospitality industry enterprise
	To organise the coordinated functioning of tourism and hospitality industry enterprise
	To define the resources necessary for the activity of tourism and hospitality industry enterprise
	To search and process the obtained information
	To process, systematise and analyse data
	To process information and select the most appropriate solution
	To use the tools and services of information technologies
	To process and interpret research results
	To prepare the report on research results
	To perform research and process its results
	To implement personnel policy at tourism and hospitality industry enterprise
	To define the strategic, tactical and operational aims of tourism and hospitality industry enterprise
	To perform tactical and operational planning of tourism and hospitality industry enterprise
	To analyse and evaluate the results achieved within the planning period
	To develop corrections within the process of the achievement of aims in order to optimise activity in the conditions of the changing environment
	To develop and manage projects
	To understand the risks of entrepreneurial activity and their impact on the perspective of tourism and hospitality industry enterprise development
	To evaluate the risks of commercial activity and financial risks
	To develop measures to prevent and mitigate commercial and financial risks
	To communicate in the networks through the Internet
	To argue and defend an argument

	To be tolerant of the diversity of opinions
	To find compromises
	To be aware of the requirements of the legal enactments of the industry
	To apply the appropriate legal enactments to solve problems
	To evaluate personal professional experience
	To be aware of the necessity of learning for career growth
	To systematically acquire new knowledge and experience
	To follow the current events in the industry
	To apply the acquired knowledge in practice
	To find innovative solutions for the activity and development of tourism and hospitality industry enterprise
	To prepare and publish presentation materials
	To prepare reviews and presentations
	To prepare presentation materials and publications
	To argument personal opinion
	To comply with the norms of communication culture and professional ethics
	To communicate orally and in writing in various professional situations and environments. To use professional terminology. To present information both in the professional environment and for the public
	To ensure safe working environment
	To organise a work place in compliance with requirements of the legal enactments on labour protection
	To follow the requirements of the legal enactments on labour protection
	To follow the requirements of the legal enactments on civic and environmental protection
	To identify potential risks when performing work tasks

competences	According to the standard:
	Ability to comply with the legal enactments related to the industry
	Ability to ensure the economic activity of tourism and hospitality industry enterprise
	Ability to manage production processes at tourism and hospitality industry enterprise
	Ability to organise the service management at tourism and hospitality industry enterprise
	Ability to organise the logistics of tourism and hospitality industry enterprise
	Ability to ensure quality at tourism and hospitality industry enterprise
	Ability to manage changes at tourism and hospitality industry enterprise
	Ability to critically evaluate and manage risks of entrepreneurial activity
	Ability to evaluate necessary investments and risks related to them
	Ability to use the tools offered by the state and other sources for starting up and development of a business
	Ability to start entrepreneurial activity by using an appropriate business model
	Ability to evaluate the opportunities of a business development and optimise its activity to achieve the set aims
	Ability to develop and implement the most effective business model for tourism and hospitality industry enterprise
	Ability to find innovative solutions for the activity of tourism and hospitality industry enterprise
	Ability to analyse economic situation
	Ability to analyse the environmental factors which influence the activity of tourism and hospitality industry enterprise
	Ability to critically evaluate the external environment factors and their impact on the activity of tourism and hospitality industry enterprise

	Ability to critically evaluate the internal environment factors and their impact on the activity of tourism and hospitality industry enterprise
	Ability to identify the environmental changes
	Ability to evaluate development opportunities and optimise activity to achieve the aims of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to plan the activity of tourism and hospitality industry enterprise
	Ability to develop and manage projects at tourism and hospitality industry enterprise
	Ability to coordinate the functioning of tourism and hospitality industry enterprise as a whole
	Ability to define the development directions, mission and vision of tourism and hospitality industry enterprise
	Ability to define the strategic, tactical and operational aims, and main directions of tourism and hospitality industry enterprise in compliance with the interests of the owners, stakeholders, the society and other interested
	Ability to develop the strategy of tourism and hospitality industry enterprise to achieve the set aims
	Ability to develop the tactical plans of tourism and hospitality industry enterprise
	Ability to plan the operational activity of tourism and hospitality industry enterprise
	Ability to develop measures to assess commercial activity, to evaluate risks and minimise their impact
	Ability to evaluate the development opportunities and improve activity plans of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to define the resources necessary for the activity of tourism and hospitality industry enterprise
	Ability to develop new products/services and form the assortment of tourism and hospitality industry enterprise
	Ability to implement the integrated marketing communication of tourism and hospitality industry enterprise

	Ability to adhere to the basic principles of professional and general ethics and generally accepted standards of conduct
	Ability to select, effectively manage andd coordinate the work of personnel
	Ability to motivate employees to the best performance
	Ability to objectively evaluate the performance of employees
	Ability to effective team work performing professional work tasks
	Ability to prepare publications and make presentations of them
	Ability to demonstrate personal, social and civic, interpersonal and intercultural skills which ensure active and effective participation in the professional activity and formation of social dialogue in the society
	Ability to perform applied research, prepare presentations and make presentations of them
	Ability to understand the properties and application of information technologies necessary for the operations of tourism and hospitality industry enterprise and the improvement of its activity
	Ability to use information technologies for work, including for communication in the relevant field
	Ability to develop the information system of tourism and hospitality industry enterprise
	Ability to perform work tasks complying with requirements of work safety
	Ability to comply with the regulations of labour relations
	Ability to ensure safe work environment
	Ability to perform work tasks in compliance with the requirements of the legal enactments on civil defence and environment safety
	Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development

Literature and other sources of information:	
compulsory reading	Freibergs Z.Pasākumu vadīšanas māksla. - Rīga: Zvaigzne ABC, 2020.-464lpp Goldblatt J. The 21st Century Meeting and Event Technologies(1st Edition) Powerful Tools for Better Planning, Marketing, and Evaluation. Apple Academic Press, 2016 – 450 pg. ISBN: 1-77188-023-6 Meegan L. Sustainable Event Management. 3rd edition, 2017 ISBN: 9781315439723 Segar A. The power of participation. Amazon.com, 2015, paperback. ISBN-13: 978-1511555982 NVO kultūras pasākumu rokasgrāmata. Culturelab, 2013.

recommended	Bowdin G, Allen J, O'Toole W, Harris R, McDonnell I. Events Management. Routledge, 3rd edition, 2011
	Capell L. Event Management for Dummies.J. Wiley & Sons, 2013
	Gaur S. Event Marketing and Management. Vikas Publishing House, 2009
	Goldblatt J. Special Events: Best Practices in Modern Event Management.Van Nostrand Reinhold, 2nd edition, 1997
	Goldblatt, Joe J. Special Events: A New Generation and the Next Frontier .John Wiley & Sons, Inc., Ltd 2011.
	HSE. Event Safety Guide.HSE, 1999
	HSE. Guide to Risk Assessment.HSE, 2011
	HSE. Managing Crowds Safely: A Guide for Organisers at Events and Venues. HSE, 2000
	O'Hara B, Beard M. Music Event and Festival Management. Wise Publications, 2006
	Shone A, Parry B. Successful Event Management. Cengage Learning EMEA, 2004
	Van der Wagen L. Human Resource Management for Events: Managing the EventWorkforce. Butterworth-Heinemann
	Journals:
	Event Organiser(The Event Services Association)
	International Journal of Contemporary Hospitality Management (Emerald Group Publishing Ltd)
	International Journal of Event and Festival Management (Emerald Group Publishing Ltd)
	International Journal of Event Management Research (Emerald Group Publishing Ltd)
	International Journal of Hospitality and Event Management (Emerald Group Publishing Ltd)
	Web resources:
	What is a method statement and help on how to write onewww.hsdirect.co.uk/free-info/methodstatement.html
	Five steps to risk assessment www.hse.gov.uk/pubns/indg163.pdf

	Risk assessment templates www.secc.co.uk/organise/downloads/ event-risk-assesment-template.aspx

Contents and schedule of the contact hours

Week	Topic	Academic hours	
		full-time	part-time
1, 2	Components of the Event Industry. Basic functions. Legal, social, ethical aspects. Career types. Definition of MICE.	4	2
3	Study and information maintenance for event planning and implementation. Event marketing.	2	2
4	Test work with the evaluation: "Event industry components and their marketing in the tourism and hospitality industry"	2	
5	Emergency planning. The process of developing a precise road map, taking into account logistics, installation and dismantling of the necessary equipment.	2	2
6	Test work with the evaluation: "Operational planning of events in the tourism and hospitality industry "	2	
7	Health, safety and security aspects during the event. Risks and their control.	2	2
8	Test work with the evaluation: "Security and other risks during the event in the tourism and hospitality industry "	2	
9	Preparation before and after the event. Selection of participants according to the theme of the event. Types of events and peculiarities of their organization.	2	2
10	Test work with the evaluation: "Creating an event program, identifying and selecting the required participants in the tourism and hospitality industry"	2	

11	Event decoration (decorations, room decoration, invitations, souvenirs, other attributes). Event management.	2	2
12	Test work with the evaluation: "Event design and event management in the tourism and hospitality industry "	2	
13	Basics of event management (requirements for the event manager, their image, dress code).	2	2
14	Test work with the evaluation: "Requirements for the event manager in the tourism and hospitality industry "	2	
15	Evaluation and reporting of the event.	2	2
16	Test work with the evaluation: "Overall budgeting and follow-up of the event in the tourism and hospitality industry "	2	
		32ac.h	16 ac.h.

Description of students' self-studies organization and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes

Compulsory reading, sources and methodological materials learning	20/40/56	Acquired knowledge of organizing and planning professional individual, mass and corporate events in the tourism and hospitality industry. It provides information on the different types and scale of events, as well as information on the international environment of the industry and the MICE industry. Consideration has been given to planning methods for health, safety and security aspects. The students got acquainted with the budgeting aspects of the events and the methods of attracting participants. Evaluation form - test
Preparation works for evaluation test/ component of a project "Event industry components and their marketing in the tourism and hospitality industry "	4/0/0	Knowledge: The students get acquainted with the event industry and its components in the context of globalization trends, are able to identify the target groups of the event and to position and direct the event in the market.
Preparation works for evaluation test/ component of a project "Operational planning of events in the tourism and hospitality industry "	4/0/0	Skills: To be able to determine the plan of the event, taking into account the necessary technological base, involved participants, logistics processes.
Preparation works for evaluation test/ component of a project "Security and other risks during the event in the tourism and hospitality industry "	4/0/0	Knowledge: Students understand the health, safety and security aspects of events, are able to identify and control risks.

Preparation works for evaluation test/ component of a project "Creating an event program, identifying and selecting the required participants in the tourism and hospitality industry "	4/0/0	Competencies: Students are competent to create a database of participants of the event, to make a selection depending on the theme and requirements of the event, to create a program of the event.
Preparation works for evaluation test/ component of a project "Event design and event management in the tourism and hospitality industry "	4/0/0	Skills: Students are able to design the event space depending on the specifics of the event, manage the event according to the developed script and the specifics and requirements of MICE
Preparation works for evaluation test/ component of a project "Requirements for the event manager in the tourism and hospitality industry "	4/0/0	Knowledge: The students get acquainted with the necessary communication skills, knowledge and skills of the event manager (including the solution of conflict situations), requirements for external appearance and behavior.
Preparation works for evaluation test/ component of a project "Overall budgeting and follow-up of the event in the tourism and hospitality industry "	4/0/0	Competences and skills: Students are competent in drafting the total budget of the project taking into account the specifics of the event and the customer's requirements, as well as other aspects (environmental, logistics, communication).
Project work for part time students	0/24/24	The content of the project work for full-time students consists of tests that are completed during the course.
Total ac.h.s:	48/64/80	

Study work	Knowledge	Skills	Competences	% of final evaluation

Test work for full time students / Project work for part time students	+	+	+	20
Examination (test + case study)	+	+	+	80

Evaluation of mastering the study course

Level	Requirements
Very high (10 –with distinction 9 – excellent)	10 (with distinction) - knowledge,skillsandcompetences exceed the requirements of thestudycourse and demonstrate the ability to performindependent research as well as the deep understandingofproblems; 9 (excellent) - knowledge, skillsandcompetences fully meet the requirements of the studycourse,student is able to apply the acquired knowledgeindependently;
High (8 –very good 7 - good)	8 (very good) – the requirementsofthestudy course are fully met, however, there is insufficientunderstanding of individual issues to use the knowledgeindependently for the solution of more complex problems; 7 (good) – the requirements of the studycourse are met in general, however sometimes the inabilityto use the acquired knowledge independently is detected;

Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	6 (almost good) –. the requirements of the study course are met in general, however insufficient understanding of some problems and inability to apply the acquired knowledge is detected; 5 (satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of many problems and inability to apply the acquired knowledge is detected; 4 (almost satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of understanding of some main concepts is detected as well as considerable difficulties in the practical application of the acquired knowledge are stated;
Low (3 – 1 – negative evaluation)	3 (bad) – knowledge is superficial and incomplete, student is unable to use it in specific situations; 2 (very bad) – superficial and incomplete knowledge of only some problems, the most part of the study course is not mastered; 1 (very very bad) – absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.

RNU Study course description "Course Paper 2. Research Work 2: Project Management"

Study programme	Bachelor Study Programme Business Administration in Tourism
ECTS	6 ECTS
Author (s)	IvarsLinde
Preliminary knowledge, Related study courses	Introduction to Entrepreneurship, Economics
Aim	To provide knowledge of project management basics and practical applications in business, including: project management strategy, project management stakeholders, project life cycle, project planning, and project management application tools.
Planned learning outcomes:	
knowledge	In compliance with the Standard students shall: **Awareness level** International environment of commercial activity Effective communication techniques Argumentation techniques Methods of influencing factors analysis Basics of social responsibility Social and political structure of the society Social diversity and the principle of equality Intercultural communication Innovation management Business ethics and social responsibility **Application level**

	Scientific research methods
	Basic principles of statistics
	Preparation of reviews and publications
	Commercial activity environment and its influencing factors
	Methods of commercial environment analysis
	Business communication

skills	In compliance with the Standard :
	To understand the regularities and principles of economic development
	To plan, manage and coordinate the activity of tourism and hospitality industry enterprise
	To organise the coordinated functioning of tourism and hospitality industry enterprise
	To define the resources necessary for the activity of tourism and hospitality industry enterprise
	To evaluate the factors of the external environment of tourism and hospitality industry enterprises
	To be aware of the research methods in the corresponding industry
	To evaluate the factors of the internal activity of tourism and hospitality industry enterprises
	To plan the activity of tourism and hospitality industry enterprise
	To analyse and evaluate the results of the activity of tourism and hospitality industry enterprise within the planning period
	To develop corrections during the process of the achievement of aims in order to optimise activity in the conditions of the changing environment
	To be aware of the forms of entrepreneurial activity
	To be aware of the enterprise development theories
	To select the appropriate model of setting up and development of a business
	To apply the business model appropriate for the establishing and development of tourism and hospitality industry enterprise, which is based on venture capital, business angels, equity co-funding, business incubators, seed funding, etc.
	To select and apply the state support tools to start commercial activity and receive credit
	To search and process the obtained information
	To process, systematise and analyse data

	To process information and select the most appropriate solution
	To organise the application and development of information techno;ogy at tourism and hospitality industry enterprise
	To use the tools and services of information technologies
	To process and interpret research results
	To prepare the report on research results
	To perform research and process its results
	To process statistical data
	To implement personnel policy at tourism and hospitality industry enterprise
	To organise production/service processes at tourism and hospitality industry enterprise
	To organise logistics processes at tourism and hospitality industry enterprise
	To organise the work of the information system of tourism and hospitality industry enterprise
	To formulate the mission and vision of tourism and hospitality industry enterprise
	To define the strategic, tactical and operational aims of tourism and hospitality industry enterprise
	To work out the development strategy of tourism and hospitality industry enterprise
	To perform tactical and operational planning of tourism and hospitality industry enterprise
	To analyse and evaluate the results achieved within the planning period
	To develop corrections within the process of the achievement of aims in order to optimise activity in the conditions of the changing environment
	To assess competitors and their impact on the activity of tourism and hospitality industry enterprise
	To organise marketing processes at tourism and hospitality industry enterprise

	To organise product/service policy and the assortment policy at tourism and hospitality industry enterprise
	To develop and manage projects
	To develop project portfolio structures in compliance with the strategic management of tourism and hospitality industry enterprise
	To analyze and evaluate project performance against company aims
	To understand the risks of entrepreneurial activity and their impact on the perspective of tourism and hospitality industry enterprise development
	To evaluate the risks of commercial activity and financial risks
	To develop measures to prevent and mitigate commercial and financial risks
	To define and develop the effective model of the activity of tourism and hospitality industry enterprise
	To communicate in the networks through the Internet
	To argue and defend an argument
	To be tolerant of the diversity of opinions
	To find compromises
	To be aware of the requirements of the legal enactments of the industry
	To apply the appropriate legal enactments to solve problems
	To apply industry relevant standards
	To evaluate personal professional experience
	To be aware of the necessity of learning for career growth
	To systematically acquire new knowledge and experience
	To follow the current events in the industry
	To apply the acquired knowledge in practice

	To find innovative solutions for the activity and development of tourism and hospitality industry enterprise
	To prepare and publish presentation materials
	To prepare reviews and presentation
	To prepare presentation materials and publications
	To argument personal opinion
	To comply with the norms of communication culture and professional ethics
	To communicate orally and in writing in various professional situations and environments. To use professional terminology. To present information both in the professional environment and for the public
	To identify potential risks when performing work tasks

competences	In compliance with the Standard :
	Ability to comply with the legal enactments related to the industry
	Ability to ensure the economic activity of tourism and hospitality industry enterprise
	Ability to manage production processes at tourism and hospitality industry enterprise
	Ability to organise the service management at tourism and hospitality industry enterprise
	Ability to organise the logistics of tourism and hospitality industry enterprise
	Ability to ensure quality at tourism and hospitality industry enterprise
	Ability to manage changes at tourism and hospitality industry enterprise
	Ability to critically evaluate and manage risks of entrepreneurial activity
	Ability to evaluate necessary investments and risks related to them
	Ability to use the tools offered by the state and other sources for starting up and development of a business
	Ability to apply the tools of the state support for starting up and crediting of a business
	Ability to start entrepreneurial activity by using an appropriate business model
	Ability to evaluate the opportunities of a business development and optimise its activity to achieve the set aims
	Ability to develop and implement the most effective business model for tourism and hospitality industry enterprise
	Ability to find innovative solutions for the activity of tourism and hospitality industry enterprise
	Ability to define the directions of the development and to formulate the mission and vision of tourism and hospitality industry enterprise

	Ability to define the strategic, tactical and operational aims, and main directions in compliance with the interests of the owners, stakeholders and the society
	Ability to develop the strategy of tourism and hospitality industry enterprise in accordance with the set aims
	Ability to analyse economic situation
	Ability to analyse the environmental factors which influence the activity of tourism and hospitality industry enterprise
	Ability to critically evaluate the external environment factors and their impact on the activity of tourism and hospitality industry enterprise
	Ability to critically evaluate the internal environment factors and their impact on the activity of tourism and hospitality industry enterprise
	Ability to identify the environmental changes
	Ability to evaluate development opportunities and optimise activity to achieve the aims of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to plan the activity of tourism and hospitality industry enterprise
	Ability to develop and manage projects at tourism and hospitality industry enterprise
	Ability to coordinate the functioning of tourism and hospitality industry enterprise as a whole
	Ability to define the development directions, mission and vision of tourism and hospitality industry enterprise
	Ability to define the strategic, tactical and operational aims, and main directions of tourism and hospitality industry enterprise in compliance with the interests of the owners, stakeholders, the society and other interested
	Ability to develop the strategy of tourism and hospitality industry enterprise to achieve the set aims

	Ability to develop the tactical plans of tourism and hospitality industry enterprise
	Ability to plan the operational activity of tourism and hospitality industry enterprise
	Ability to develop measures to assess commercial activity, to evaluate risks and minimise their impact
	Ability to evaluate the development opportunities and improve activity plans of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to define the resources necessary for the activity of tourism and hospitality industry enterprise
	Ability to perform financial analysis
	Ability to organise marketing principles at tourism and hospitality industry enterprise
	Ability to develop new products/services and form the assortment of tourism and hospitality industry enterprise
	Ability to form the pricing policy of tourism and hospitality industry enterprise
	Ability to implement the integrated marketing communication of tourism and hospitality industry enterprise
	Ability to develop in-house sales system
	Ability to adhere to the basic principles of professional and general ethics and generally accepted standards of conduct
	Ability to select, effectively manage andd coordinate the work of personnel
	Ability to motivate employees to the best performance
	Ability to objectively evaluate the performance of employees
	Ability to effective team work performing professional work tasks
	Ability to prepare publications and make presentations of them

	Ability to demonstrate personal, social and civic, interpersonal and intercultural skills which ensure active and effective participation in the professional activity and formation of social dialogue in the society
	Ability to perform applied research, prepare presentations and make presentations of them
	Ability to apply knowledge and methodology to explain the matters of sustainable development and provide evidence-based conclusions
	Ability to perform value-added research, interpret and analyze its results
	Ability to understand the properties and application of information technologies necessary for the operations of tourism and hospitality industry enterprise and the improvement of its activity
	Ability to use information technologies for work, including for communication in the relevant field
	Ability to develop the information system of tourism and hospitality industry enterprise
	Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development

Literature and other sources of information:	
compulsory reading	**Kerzner H.** Project Management. A Systems Approach to Planning, Scheduling, and Controlling. 12th Edition. John Wiley&Sons. 2017. – 848 p. ISBN-13: 978-1119165354, ISBN-10: 1119165350
	Geipele Ineta. Projektu vadīšana: studijām un biznesam - [Rīga]: Valters un Rapa, 2004. – 187 lpp. ISBN 9984-7680-3-1
	NCB – Projektu vadīšanas nacionālās kompetences vadlīnijas, versija 3
	ICB IPMACompetenceBaseline, Version 4.0
	Ederson C.A Practical Guide on Environmental Auditing. - Independently published, 2023.-57p. Dumaine B. Bezonomics: How Amazon Is Changing Our Lives and What the World's Best Companies Are Learning from It. - London: Simon & Schuster UK, 2021.-352p.
	Galloway S. Post Corona: From Crisis to Opportunity. London: Corgi, 2020.-256p.

recommended	Pukala R.,Linde I. The Impact of IT Risks on the Development of Innovative Start-Up of Mining Enterprises, 2020,Conference Proceedings, E3S Web of ConferencesOpen AccessVolume 17418 June 2020 Article number 040305th International Innovative Mining Symposium, IIMS 2020, 19 October 2020 - 21 October 2020 https://www.scopus.com/record/display.uri?eid=2-s2.0-85088528486&origin=resultslist&sort=plf-f&src=s&sid=a99d5698810f900a1b5bae8d918e5d9a&sot=aff&sdt=a&sl=61&s=AF-ID%28%22Inform%c4%81cijas+sist%c4%93mu+mened%c5%bementa+augstskola%22+60121147%29&relpos=5&citeCnt=0&searchTerm=
	Riashchenko V., Zhivitere M., Radin M. Methodology of reingeneering business processes in conditions of implementation of contemporary management methods of the enterprise. .2018 Collective monograph, edited by Markina I., Aranchiy V., Safonov Y. and others. Management of the 21st century: globalization challenge. — Prague. — Nemoros.r.o. — 2018. — Czech Republic. — 508 p.
	Mikose, Maija. Informāciju tehnoloģiju projekts uzņēmumā - Rīga: Biznesa augstskola Turība, 2006. - 242 lpp. ISBN 9984-7667-8-0
	Uzulāns, Juris. Risku vadība projektu kontekstā - Rīga: Drukātava, 2010. - 136 lpp ISBN 9789984853130
	Rurāne M. Finanšu menedžements – Rīga: RISEBA, 2006. – 383 lpp. ISBN10: 9984705129, ISBN13: 9789984705125
	Hermarij J. Better Practices of Project Management Based on IPMA Competences, 3 Revised Edition, 692 pages, Van Haren Pub; 2013, ISBN-10: 9087537174, ISBN-13: 978-9087537173
	Uzulāns**, Juris.** Projektu vadīšana mūsdienu apstākļos: Microsoft Office Project - [Mārupe] : Drukātava, 2007. - 102 lpp. ISBN 9789984798349
	A Guide to the Project Management Body of Knowledge (**PMBOK® Guide**),–Sixth Edition, Project

Management Institute. 2017. – 756 p. ISBN-
10: 1628251840, ISBN-13: 978-16282518455

Contents and schedule of the contact hours

Week	Topic	Academic hours	
		full-time	past-time
1	Project Management definition, concepts	4	4
2	Project triangle of constraints	4	4
2	Project management life cycle	8	4
3	Test work on the mark: "Project initiation document"	2	
3	The aim of the project - scope, analysis of company stakeholders	4	4
4	Test work on the mark: "Analysis of stakeholders in a project"	2	

4	Work Breakdown Structure of a project	8	4
5	Test work on the mark: „Work Breakdown Structure of a company project"	2	
6	Project Network Diagram	6	
6	Project Network Diagram, Critical Path Method	8	4
6	Test work on the mark: „Network Diagram in a project"	2	
7	Project Gantt chart development	6	4
7	Test work on the mark: „Gantt Chart in a project"	2	
8	Project close-out	4	4
9	Final examination and test - course work - project with the mark: "A self-made project of a Company"	2	
	Project:	64ac.h	32 ac.h.

Description of students' self-studies organization and assignments

Self-study work	Ac.hours for full-time/ part-time/ distance studies	Planned learning outcomes

	24/56/88	Knowledge of:
Compulsory reading, sources and methodological materials learning Project Management		- the essence, concepts and principles of Project Management; - basic principles of activities; - goals and objectives of Project Management, strategies, market research. Evaluation form - test
Preparation for test "Project Initiation Document ""	12/0/0	Skills: to be able to define the goals and mission of a company project, to analyze problems, to determine the determinants of internal and external environment and elements of the project management life cycle.
Preparation for test "Project Stakeholder Analysis "	12/0/0	Competences: be able to design a project management research plan, gather information using different methods, identify factors that influence stakeholder behavior. The real business situations of a company project should be taken as an example (case study)
Preparation for test " Work Breakdown Structure of a company project "	12/0/0	Students are able to define the most important components of a company project, to choose appropriate project objectives and sub-goals / events for the company project being studied.
Preparation for "Network Diagram of a company project"	12/0/0	Skills: to be able to make decisions on the timing of a company project, to develop a project flow plan (network diagram), to determine the critical path of a project by studying realistic case studies of a company project.
Preparation for test " Gantt chart of a company project"	12/0/0	Students are able to draw a Gantt chart of a company project, to determine the sequence and duration of events depending on the purpose of the project.

Preperation for the final examination and test - course work - project with the mark "A self-made project of a Company "	12/0/0	Students are familiar with the basic elements of Project Management, including project life cycle elements, are able to set project goals in accordance with the project strategy of the company, develop a master plan, flow chart, Gantt chart and calculate the budget for the necessary.
Final work - Company project work for part time students.		The content of the final work for full-time students consists of tests that are completed during the course.
Kopā:	96/128/160	

Study work	Knowledge	Skills	Competences	% of final evaluation
Test+project work for full time students / Project work for part time students	+	+	+	40
Examination (test + project case study)	+	+	+	60

Evaluation of mastering the study course

Level	Requirements

Very high (10 –with distinction 9 – excellent)	10 (with distinction) - knowledge, skills and competences exceed the requirements of the study course and demonstrate the ability to perform independent research as well as the deep understanding of problems; 9 (excellent) - knowledge, skills and competences fully meet the requirements of the study course, student is able to apply the acquired knowledge independently;
High (8 –very good 7 - good)	8 (very good) – the requirements of the study course are fully met, however, there is insufficient understanding of individual issues to use the knowledge independently for the solution of more complex problems; 7 (good) – the requirements of the study course are met in general, however sometimes the inability to use the acquired knowledge independently is detected;
Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	6 (almost good) –. the requirements of the study course are met in general, however insufficient understanding of some problems and inability to apply the acquired knowledge is detected; 5 (satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of many problems and inability to apply the acquired knowledge is detected; 4 (almost satisfactory) – the requirements of the study course are met for the most part, however insufficient understanding of understanding of some main concepts is detected as well as considerable difficulties in the practical application of the acquired knowledge are stated;
Low (3 – 1 – negative evaluation)	3 (bad) – knowledge is superficial and incomplete, student is unable to use it in specific situations; 2 (very bad) – superficial and incomplete knowledge of only some problems, the most part of the study course is not mastered; 1 (very very bad) – absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.

RNU study course description "Personnel Management and Record Keeping"

Study programme	Bachelor Study Programme Business Administration in Tourism
ECTS	6 ECTS
Author (s)	Olga Verdenhofa
Preliminary knowledge, Related study courses	Management Theory, Introduction to Entrepreneurship, Enterprise Management, Management Psychology and Sociology
Aim	To provide students the theoretical knowledge of personnel management and documentation. To develop students' special skills of the organisation of personnel management within the area of tourism and hospitality industry. To provide students the awareness of the modern forms of staff organization and their effective application; the organisation of the operations of HR department within an organisation, and HR management functions. To master the methods of employee selection, evaluation and motivation.

Planned learning outcomes:	**Knowledge:** the functions of personnel management, the most important terms and concepts in personnel management, the basic principles of the organization of documents in personnel management. **Skills:** students are able to plan, organize, and evaluate the HR management cycle and its importance in the company within the area of tourism and hospitality industry. **Competences:** the abilityto critically analyse personnel management issues and plan the effective operations of a company according to the defined goals and current situation within the area of tourism and hospitality industry.
knowledge	In compliance with the Standard students shall: **Awareness level** Business psychology Application level Preparation of reviews and publications Theory of personnel management and development Team formation Motivation theory Mechanisms of self-assessment Planning studies, career and work Time planning techniques

skills	In compliance with the Standard students shall be able to:
	To understand the regularities and principles of economic development
	To be aware of the forms of entrepreneurial activity
	To search and process the obtained information
	To process, systematise and analyse data
	To process information and select the most appropriate solution
	To use the tools and services of information technologies
	To process and interpret research results
	To prepare the report on research results
	To perform research and process its results
	To process statistical data
	To ensure the storage of electronic documentation and data
	To implement personnel policy at tourism and hospitality industry enterprise
	To communicate in the networks through the Internet
	To argue and defend an argument
	To be tolerant of the diversity of opinions
	To find compromises
	To be aware of the requirements of the legal enactments of the industry
	To apply the appropriate legal enactments to solve problems
	To ensure accounting in compliance with the requirements of legal enactments
	To apply industry relevant standards
	To evaluate personal professional experience
	To be aware of the necessity of learning for career growth
	To systematically acquire new knowledge and experience
	To follow the current events in the industry
	To apply the acquired knowledge in practice

	To find innovative solutions for the activity and development of tourism and hospitality industry enterprise
	To prepare and publish presentation materials
	To prepare reviews and presentations
	To prepare presentation materials and publications
	To argument personal opinion
	To comply with the norms of communication culture and professional ethics
	To communicate orally and in writing in various professional situations and environments. To use professional terminology. To present information both in the professional environment and for the public
	To ensure safe working environment
	To organise a work place in compliance with requirements of the legal enactments on labour protection
	To follow the requirements of the legal enactments on labour protection
	To follow the requirements of the legal enactments on civic and environmental protection
	To identify potential risks when performing work tasks

competences	In compliance with the Standard:
	Ability to comply with the legal enactments related to the industry
	Ability to ensure quality at tourism and hospitality industry enterprise
	Ability to manage changes at tourism and hospitality industry enterprise
	Ability to critically evaluate and manage risks of entrepreneurial activity
	Ability to evaluate necessary investments and risks related to them
	Ability to use the tools offered by the state and other sources for starting up and development of a business
	Ability to start entrepreneurial activity by using an appropriate business model
	Ability to evaluate the opportunities of a business development and optimise its activity to achieve the set aims
	Ability to develop and implement the most effective business model for tourism and hospitality industry enterprise
	Ability to find innovative solutions for the activity of tourism and hospitality industry enterprise
	Ability to plan the activity of tourism and hospitality industry enterprise
	Ability to develop and manage projects at tourism and hospitality industry enterprise
	Ability to coordinate the functioning of tourism and hospitality industry enterprise as a whole
	Ability to define the development directions, mission and vision of tourism and hospitality industry enterprise
	Ability to define the strategic, tactical and operational aims, and main directions of tourism and hospitality industry enterprise in compliance with the interests of the owners, stakeholders, the society and other interested
	Ability to develop the strategy of tourism and hospitality industry enterprise to achieve the set aims

	Ability to develop the tactical plans of tourism and hospitality industry enterprise
	Ability to plan the operational activity of tourism and hospitality industry enterprise
	Ability to develop measures to assess commercial activity, to evaluate risks and minimise their impact
	Ability to evaluate the development opportunities and improve activity plans of tourism and hospitality industry enterprise considering the impact of the changing environment
	Ability to define the resources necessary for the activity of tourism and hospitality industry enterprise
	Ability to adhere to the basic principles of professional and general ethics and generally accepted standards of conduct
	Ability to select, effectively manage andd coordinate the work of personnel
	Ability to motivate employees to the best performance
	Ability to objectively evaluate the performance of employees
	Ability to effective team work performing professional work tasks
	Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development