

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

Please note some subject`s names, ECTS and codes may 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	VA0402	Spanish	3
3	VA0401	German	3
3	ME0846	Business Coaching	3
5	HU0210	Business Communication	3
5	DA0513	Logistics	3
5	EK1320	Financial Management	6
5	HU0805	Property and Liability Law in Business	3
5	IN0621	Artificial Intelligence	3
5	IN0684	Management Information Technologies	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	EK0128	Investment and Risk Management	6
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	HU0271	Business Etiquette	3
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	ME0849	Corporate Sustainability and Social Responsibility	3
6	HU0272	Fundamentals of International Law	3
6	HU0292	Public Relations Management	6
6	SD3303	Course Project 3: Strategic Management	6
6	IN0684	Management Information Technologies	3

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	<p>In compliance with the Standard students shall:</p> <p>Awareness level</p> <ul style="list-style-type: none"> Opportunities and potential risks of information technologies Safety of electronic information Information technology capabilities <p>Application level</p> <ul style="list-style-type: none"> 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

<p>Skills</p>	<p>In compliance with the Standard:</p> <ul style="list-style-type: none"> 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
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	<p>To follow the current events in the industry</p> <p>To apply the acquired knowledge in practice</p> <p>To prepare and publish presentation materials</p> <p>To prepare reviews and presentations</p> <p>To prepare presentation materials and publications</p> <p>To argue personal opinion</p> <p>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</p>
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<p>Competencies</p>	<p>In compliance with the Standard:</p> <ul style="list-style-type: none"> 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
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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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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 Heritage Volume 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. Rummyantsev – 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.

	<ul style="list-style-type: none"> Walkenbach J., Tyson H., Groh M. R., Wempen F., Bucki L. A.. Office 2010 Bible. – Wiley, 2010. - 1344 p.
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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, CSR).	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	<p>Acquired knowledge of:</p> <ul style="list-style-type: none"> 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. <p>Testing form - test</p>
2. Preparing for practical tasks in MS Windows: Creation of file structure.	4/0/0	<p>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).</p>

<p>3. Preparing for practical tasks in the MS Office applications:</p> <p>Creating text documents with MS Word.</p>	<p>4/0/0</p>	<p>Knowledge, skills and competences:</p> <p>creating a document; font/character formatting; paragraph formatting attributes; bullets and numbering; headers and footers; page layout; a new theme application.</p> <p>Students:</p> <p>understand the use of direct formatting or a style;</p> <p>know how to choose, modify and create styles.</p> <p>are aware of paragraph-formatting attributes and other kinds of attributes.</p>
<p>4. Preparing for practical tasks in the MS Office applications:</p> <p>Creating an integrated MS Word documents.</p>	<p>4/0/0</p>	<p>Skills and Competencies:</p> <p>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.</p>
<p>5. Preparing for practical tasks in the MS Office applications:</p> <p>Creating an integrated MS Word documents.</p>	<p>4/0/0</p>	<p>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:</p> <p>creating tables;</p> <p>handling tables, rows, columns, and cells; entering and formatting table contents; using table styles.</p>
<p>6. Preparing for practical tasks in the MS Office applications:</p> <p>Creating an integrated MS Word documents.</p>	<p>4/0/0</p>	<p>Skills and Competencies</p> <p>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.</p>

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

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
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<p>Very high (10 –with distinction 9 – excellent)</p>	<p>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;</p>
<p>High (8 –very good 7 - good)</p>	<p>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;</p>
<p>Average (6 – almost good 5 – satisfactory 4 – almost satisfactory)</p>	<p>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;</p>
<p>Low (3 – 1 – negative evaluation)</p>	<p>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.</p>

RNU study course description “Legal Regulation of Enterprise Activity”

Study programme	Bachelor Study Programme Business Administration
Amount	6 ECTS=160 ac. hours
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 of 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 behaviour. To provide students with 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:	Awareness level
knowledge	<ul style="list-style-type: none"> • International environment of commercial activity • Commercial activity environment and its influencing factors Application level <ul style="list-style-type: none"> • Methods of commercial environment analysis • Methods of influencing factors analysis •
skills	<ul style="list-style-type: none"> • To understand the regularities and principles of economic development • To evaluate the factors of the external environment of enterprises • To evaluate the factors of the internal activity of enterprises • To plan the activity of an enterprise • To analyse and evaluate the results of the activity of an 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 an enterprise, which is based on venture capital, business angels, equity co-funding, business incubators, seed funding, etc.

	<ul style="list-style-type: none"> • 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 an 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 an 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 •
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	<ul style="list-style-type: none"> •
competencies	<ul style="list-style-type: none"> • Ability to comply with the legal enactments related to the industry • Ability to manage changes at an 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:	
recommended	<ul style="list-style-type: none"> • 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: Komercedarbības 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 LawInternational, 2003. • Schafer/Agusti/Earle, International Business Law and Its Environment. Cengage Learning, 2009.
compulsory reading	<ul style="list-style-type: none"> • 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 Constitution 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.

	<p>https://likumi.lv/ta/en/id/57980-the-constitution-of-the-republic-of-latvia Komerclikums. Stājas spēkā: 01.01.2002.</p> <ul style="list-style-type: none"> • 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.
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	<ul style="list-style-type: none"> • Joanne B. Hames, Yvonne Ekern. Introduction to Law (6th Edition) 6th Edition. Pearson, 2018 – 608 p.Kriminālikums • Svendsen K. Knock-for-Knock Indemnities and the Law. - Abington: Informa Law from Routledge, 2023.-296p. • Baskind E. Commercial Law Concentrate. -Oxford: OUP Oxford, 2022.-264p. • Austen-Baker R. Principles of Commercial Law. - London: Edward Elgar Publishing, 2022.-328p. • Kārklīņš J. Tort Law in Latvia.-London: Kluwer Law International, 2022.-164p. • Schäfer H.-B. The Economic Analysis of Civil Law. - London: Edward Elgar Publishing, 2022.-648p. • Servais J.-M. International Labour Law. - London: Kluwer Law International, 2022.-398p. • Guerin L. The Essential Guide to Federal Employment Laws. - London: NOLO, 2022.-496p. • Dolzer R. Principles of International Investment Law. - Oxford: OUP Oxford, 2022.-560p. • Slagter T. Fundamental Perspectives on International Law. - Cambridge: Cambridge University Press, 2022.-722p.
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Contents and schedule of the contact hours

week	topic	academic hours	
		full-time inramural	part-time inramural
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 its 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		
10	Merchant Liability: Full, Limited and Additional Liability	2	
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 IC and partnerships - case studies Limited	2	2
12	Liability Companies: Rules of Operation, Management	2	2
13	Regulations, Protection of Creditors LLC (SIA) functioning rules-situation analysis Joint-stock companies:		
13	securities, rules of operation, peculiarities of	2	2
14	management in case of losses Rules of operation of JSC-situation analysis Merchants rules and operation rights	4	2
14	Liquidation of Commercial Companies: Types and Rules	2	
14	Reorganization of commercial companies: types and		
15	regulations Commercial transactions and their types	4	2
15	Commercial transactions and their types – contract analysis		
16		2	
16		4	2
		2	
		64st.	32st

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time inramural / part-time inramural / distance learning	Planned learning outcomes
Compulsory reading, sources and methodological materials learning	40/80/112	Knowledge of: <ul style="list-style-type: none"> • regularities of law development and functioning; • the nature, content and forms of rights; • the legislative process, • sectors of law and legal behaviour; • 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 the Test Themes 1-4	8/0/0	Knowledge of the nature, content and forms of law, the legislative process, as well as of the branches of law and legal behaviour.
Preparatory work for the test "Civil Law - Basis of Private Law"	8/0/0	Ability to navigate in the most important legal acts, can analyse current problems and practical situations in civil law
Preparatory work for the test "Administrative Law and Criminal Law"	8/0/0	Ability to navigate the most important legal acts, can analyse current problems and practical situations in Administrative Law and Criminal Law

Preparation for the Test Themes 8-10	8/0/0	Acquired knowledge about the concept of commercial law, its main objectives, and subjects of commercial activities. Ability to make decisions on the choice of legal form. Ability to analyse problematic situations of LLC legal regulation.
Preparation for the seminar "Rules of operation of SIA"	8/0/0	Ability to apply theoretical knowledge independently analysing practical situations. Ability to work in a team, ability to explain and justify one's opinion reasonably. Able to independently draw up internal and external documents for the operation of the merchant.
Preparation for the seminar "Rules of operation of the JSC"	8/0/0	Ability to analyse problematic situations in the legal framework of AS. Ability to apply theoretical knowledge independently analysing practical situations. Ability to work in a team, ability to explain and justify one's opinion reasonably. Able to independently draw up internal and external documents for the operation of the merchant.
Preparation for the seminar "Commercial transactions and their types"	8/0/0	Ability to analyse commercial contracts. Ability to analyse 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 acquisition of the study course.
<i>Total:</i>	96/128/160	

Studywork	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 - with distinction, 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;

<p>High level (8 - very good, 7 - good)</p>	<p>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.</p>
<p>average level (6 - almost good, 5 - average, 4 - almost average)</p>	<p>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.</p>
<p>Low level (3 - 1 - negative rating)</p>	<p>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.</p>

RNU study course description “Introduction to entrepreneurship”

Study programme	Bachelor Study Programme Business Administration
Amount	6 ECTS=160 ac. hours
Author (s)	Diana Zmicerevska, Zaiga Oborenko
Preliminary knowledge, Related study courses Aim	Legal Regulation of Enterprise Activity Economics
	<ul style="list-style-type: none"> • To provide understanding of nature and importance of entrepreneurship in the economy. • To study the basic concepts, goals, forms and organizational forms of business. • To understand content and indicators of the business environment. • To understand the nature of planning and types of plans. • To identify basic business functions.
Planned learning outcomes:	
knowledge	<p>Awareness level</p> <ul style="list-style-type: none"> • 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 <p>Application level</p>

	<ul style="list-style-type: none"> • Methods of influencing factors analysis • Commercial activity risks and their management • Business modelling • Principles of enterprise planning • Principles of enterprise activity planning • Methods of commercial environment analysis • Strategic planning of an 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	<ul style="list-style-type: none"> • To understand the regularities and principles of economic development • To plan, manage and coordinate the activity of an enterprise • To organise the coordinated functioning of an enterprise • To define the resources necessary for the activity of an enterprise • To evaluate the world economic development tendencies and their impact on the activity of an enterprise as a whole • To evaluate the factors of the external environment of enterprises • To be aware of the research methods in the corresponding industry • To evaluate the factors of the internal activity of enterprises • To plan the activity of an enterprise • To analyse and evaluate the results of the activity of an 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

	<ul style="list-style-type: none"> • 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 an enterprise • To use the tools and services of information technologies <p>Lietot informācijas tehnoloģiju rīkus un pakalpojumus</p> <ul style="list-style-type: none"> • 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 an enterprise • To organise production/service processes at an enterprise • To organise logistics processes at an enterprise • To formulate the mission and vision of an enterprise • To define the strategic, tactical and operational aims of an enterprise • To work out the development strategy of an enterprise • To perform tactical and operational planning of an 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 an enterprise • To analyze and evaluate project performance against company aims • To understand the risks of entrepreneurial activity and their impact on the perspective of an enterprise development • To define and develop the effective model of the activity of an 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	<ul style="list-style-type: none"> • Ability to comply with the legal enactments related to the industry • Ability to ensure the economic activity of an enterprise • Ability to manage production processes at an enterprise • Ability to organise the service management at an enterprise

- Ability to organise the logistics of an enterprise
- Ability to ensure quality at an enterprise
- Ability to manage changes at an 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 an enterprise
- Ability to find innovative solutions for the activity of an enterprise
- Ability to plan the activity of an enterprise
- Ability to develop and manage projects at an enterprise
- Ability to coordinate the functioning of an enterprise as a whole
- Ability to define the development directions, mission and vision of an 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 an enterprise to achieve the set aims
- Ability to develop the tactical plans of an enterprise
- Ability to plan the operational activity of an 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 an enterprise considering the impact of the changing environment
- Ability to define the resources necessary for the activity of an enterprise
- Ability to perform financial analysis
- Ability to organise accounting at an enterprise
- Ability to optimise the enterprise oriented taxation system
- Ability to apply an appropriate tax paying regimen
- Ability to organise marketing principles at an enterprise
- Ability to develop new products/services and form the assortment of an enterprise
- Ability to form the pricing policy of an enterprise

	<ul style="list-style-type: none"> • Ability to implement the integrated marketing communication of an enterprise • • Ability to develop in-house sales system tasks Ability to effective team work performing professional work • • 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 an enterprise • Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development
Literature and other sources of information:	
compulsory	<ul style="list-style-type: none"> • Butler E. An Introduction to Entrepreneurship. - London: Institute of Economic Affairs, 2020.-146p. • Neck N. Entrepreneurship. - London: SAGE Publications, Inc., 2020.-536p • Hisrich R., Peters M., Shepherd D.(2017). Entrepreneurship, McGraw-Hill International, 10th ed., 587 p. • Barringer B. & Ireland D.(2016). Entrepreneurship: Successfully Launching New Ventures, Pearson Education Limited, 5th ed. • Burns P. (2016). Entrepreneurship & Small Business: start-up, growth and maturity,4th ed., Palgrave Macmillan, 539 p
recommended	<ul style="list-style-type: none"> • Alsiņa R., Gertners G. (2005). Uzņēmējdarbības plānošanas principi un metodes: Mācību līdzeklis ekonomikas profila bakalauru un profesionālo programmu studijām.- 2. pārstrād. un papild. izd., Rīga: RTU., 229 lpp. • Pelše G., Ruperte I.(2009). Uzņēmēja rokas grāmata. R.: Jumava, 375 lpp. • Rajeev R.(2011). Entrepreneurship, Oxford University Press, 571 p. • Rurāne M.(2004). Uzņēmējdarbības pamati.- Rīga: Turības mācību centrs, 185 lpp. • Vedļa A.(2002). Ceļvedis uzņēmējdarbībā.- R.: Petrovskis & Ko, 490 lpp. • Vedļa A. (2000). Uzņēmējdarbības kurss –Petrovskis & Ko, 456 lpp. • Bygrave W., Zacharakis, A. (2011) Entrepreneurship, 2nd ed., John Wiley & Sons, Inc., 620 p. available http://www.roletech.net/books/Entrepreneurship2ndEdition.pdf

	<ul style="list-style-type: none"> • Ķeniņš-Kings G. (2002). Roku rokā: Ātrāk, augstāk un stiprāk! -R.: Apgāds "Biznesa Partneri", 222 lpp. • Ķeniņš-Kings G. (2007). Raksti veiksmīgiem cilvēkiem: Atskati, uzskati un ieskati nākotnei -Rīga: Apgāds "Biznesa Partneri", 224 lpp. • Maslii, N., Riashchenko, V., Syvolap, L., Bezpartochna, O. Management approach to implementation of eep-system and cbip for effective of enterprises' integration Journal of Information Technology Management this link is disabled , 2021, 13, pp. 91–102 • Kumeina P, N, Bine I, Zabasta A, Carko J, Rbickis L. Development of entrepreneurship skills for students: creative thinking support in higher education 2019 Conference proceedings 2019 International Conference on Engineering Applications, ICEA 2019 - Proceedings July 2019 Article 8834502019 International Conference on Applications, ICEA 2019, 8 July 2019 - 11 July 2019 https://www.scopus.com/record/display.uri?eid=2-s2.0-85075040020&origin=resultslist
other resources	<ul style="list-style-type: none"> • 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 inramural	part-time inramural
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 entrepreneur?	4	2
3.	4. 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.	1. Company mission, vision, values, goals, tasks.	4	2
7.	8. Planning of entrepreneurship. 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.	4	2

	The concept of product. Product lifecycle. Pricing. Distribution. Market promotion.		
10.	12. Competitive advantage of the company / product. Supply to Target Market/Market Positioning.	4	2
11.	13. Strategic 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
		64st.	32st.

Contents and schedule of the contact hours

Self-study work	Ac. hours for full-time inramural / part-time inramural / distance learning	Planned learning outcomes
1. Compulsory reading, sources and methodological materials learning	12/32/44	Acquired knowledge and understanding of: <ul style="list-style-type: none"> • entrepreneurship, • its role in the economy, • types of entrepreneurship activities, • national regulation of entrepreneurship.
2. 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.
3. Practical independent assignment consists of separate sections on topics: 3.2. Develop a business idea for a new company; 3.3. Describe the customers of the new business and the product being offered ; 3.4. Compare your product with competing products, analyze your product's	60/60/70	Strengthened knowledge acquired during the study course. Skills acquired: <ul style="list-style-type: none"> • use theoretical knowledge to develop definite new business idea, • analyze and evaluate the situation. Advanced competencies: <ul style="list-style-type: none"> • ability to debate, activity, expressing one's position,

competitive advantages, and develop supply positioning; 3.5. Analyze company external environment using PESTEL, identify SWOT analysis elements.		<ul style="list-style-type: none"> ability to argue and defend one's opinion about a newly created business idea and company, develope and defend own project.
4. 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	

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

Evaluation of mastering the study course

Achievable level	Requirements
Very high level (10 - with distinction, 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; 8 - Knowledge, skills and competence meet the requirements of
High level (8 - very good, 7 - good)	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. 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.
average level (6 - almost good, 5 - average, 4 - almost average)	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. 3 - Superficial knowledge of the main problems of the study course. 2 - Upgraded individual study course questions;
Low level (3 - 1 - negative rating)	1 - Not fully mastered the course. There is no understanding of the basic problems of the study course.

RNU study course description “Quantitative methods and statistics”

Study programme	Bachelor Study Programme Business Administration 6 ECTS=160 ac. hours
Amount	A.Mrochko, K.Hamruna, E.Liepa
Author (s)	Mathematics on secondary schoollevel
Preliminary knowledge, Related study courses	To improve students' knowledge of data collection, processing
Aim	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	<p>In compliance with the Standard students shall:</p> <p>Application level</p> <ul style="list-style-type: none"> • Scientific research methods • Basic principles of statistics • Preparation of reviews and publications <p>Additional:</p> <ul style="list-style-type: none"> • 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	<p>In compliance with the Standard:</p> <ul style="list-style-type: none"> • 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 an 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 technology at an enterprise • To use the tools and services of information technologies <p>Lietot informācijas tehnoloģiju rīkus un pakalpojumus</p> <ul style="list-style-type: none"> • To process and interpret research results • To prepare the report on research results • To perform research and process its results

	<ul style="list-style-type: none"> • • To process statistical data data To ensure the storage of electronic documentation and • 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 an 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 <p>Additional:</p> <ul style="list-style-type: none"> • to improve the skill to perform data processing for formulation and solution of economic and management tasks; • 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	<p>In compliance with the Standard:</p> <ul style="list-style-type: none"> • Ability to comply with the legal enactments related to the industry • Ability to ensure the economic activity of an 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 an enterprise • Ability to find innovative solutions for the activity of an enterprise • Ability to perform applied research, prepare presentations and make presentations of them

	<ul style="list-style-type: none"> • 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 <p>Additional:</p> <ul style="list-style-type: none"> • 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.
Literature and other sources of information:	
compulsory reading	<ul style="list-style-type: none"> • 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 vai. • https://www.academia.edu/19514376/Quantitative Methods for Business
recommended	<ul style="list-style-type: none"> • Burton Gl., Carroll 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 schedule of the contact hours

Week	Topic	Academic hours	
	1st Term	full-time inramural	part-time inramural

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
		64 ac.h	32ac.h.

Description of students' self-studies organisation and assignments. Semester 1:

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

Studywork	Knowledge	Skills	Competences	% of finalevaluation
1.	*	*	*	15
2.	*	*	*	20
3.	*	*	*	25
4.	*	*	*	10
Exam	*	*	*	30

Description of students' self-studies organisation and assignments. Semester 2.

Self-study work	Ac.hoursforfull-time inramural/part-time inramural/distance learning	Planned learning outcomes
1. Data processing and explication	10/14/20	The acquired knowledge, skills and competences
2. Time series 3.	15/20/20	The acquired knowledge, skills and competences
Hypotheses 4. Data	15/20/24	The acquired knowledge, skills and competences
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

Achievable level	Requirements
Very high level (10 - with distinction, 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; 8 - Knowledge, skills and competence meet the requirements of
High level (8 - very good, 7 - good)	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. 3 - Superficial
Low level (3 - 1 - negative rating)	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 “Economics”

Study programme	Bachelor Study Programme Business Administration
Amount	6ECTS=160 ac. hours
Author (s)	Inese Spīča, Tatjana 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 <ul style="list-style-type: none"> • Current issues in economics and entrepreneurship • Regularities of economic processes • Regularities of the external environment development • Principles of sustainable development Application level <ul style="list-style-type: none"> • Preparation of reviews and publications
skills	In compliance with the Standard : <ul style="list-style-type: none"> • To understand the regularities and principles of economic development • To evaluate the world economic development tendencies and their impact on the activity of an enterprise as a whole • To evaluate the factors of the external environment of 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 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

	<ul style="list-style-type: none"> • To understand the risks of entrepreneurial activity and their impact on the perspective of an enterprise development • To define and develop the effective model of the activity of an 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	<p>In compliance with the Standard :</p> <ul style="list-style-type: none"> • Ability to analyse economic situation • Ability to analyse the environmental factors which influence the activity of an enterprise • Ability to critically evaluate the external environment factors and their impact on the activity of an enterprise • Ability to critically evaluate the internal environment factors and their impact on the activity of an enterprise <p>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</p> <ul style="list-style-type: none"> • Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development
Literature and other sources of information:	
compulsory reading	<ul style="list-style-type: none"> • Bikse, V. Ekonomikas teorijas pamatprincipi. Rīga: SIA “Izglītības solī”, 2007, 454 lpp. • Krūgmens, P. Depresīvās ekonomikas atgriešanās un 2008.gada krīze. Rīga: Jumava, 2010. • Ķeniņš Kings, G. Krīzes laika komentāri. Rīga: Apgāds “Biznesa partneri”, 2011, 144 lpp. • Michael Parkin, Macroeconomics. Harlow. Pearson. 2019, 435 p. • Michael Parkin, Microeconomics. Harlow. Pearson. 2019, 529 p. • Nešpors, V. Mikroekonomikas pamati. Rīga: RTU, 2015, 244 lpp.
recommended	<ul style="list-style-type: none"> • Spīča, I. Baltijas valstu brīvā tirdzniecība un muitas ūnijas iespējas. Rīga: LU, 2000, 404 lpp.

	<ul style="list-style-type: none"> • Škapars, R. Mikroekonomikas teorijas pamati. Rīga:LU, 1998, 376 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, 423p. • Ziņojumi par Latvijas tautsaimniecības attīstību. Rīga: Latvijas Republikas Ekonomikas ministrija • Tatyana Odinkova, Yerbol Akhmedyarov. Development of innovation activity research model and its implementation. 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) • Odinkova, T. Incentives for Promoting Innovation in Engineering X INTERNATIONAL SCIENTIFIC AND PRACTICAL CONFERENCE INNOVATIONS IN MECHANICAL ENGINEERING Volume297 DOI10.1051/mateconf/201929708005 https://www.webofscience.com/wos/woscc/full-record/WOS:000568117700076
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Contents and schedule of the contact hours

Week	Topic	Academic hours	
		full-time inramural	part-time inramural
	Microeconomics		
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, 2, 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
		32ac.h	16 ac.h
		64ac.h	32 ac.h

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time inramural / part-time inramural / distance learning	Planned learning outcomes
Microeconomics		
Study of literature, sources and methodical materials	10/32/32	Knowledge of: <ul style="list-style-type: none"> • 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. 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	6/6/6	Knowledge of the basic concepts of microeconomics, economic resources, economic

acquired during study weeks 1, 2, 3, 4, 6, 7.		profiles, production, productivity, costs, profits, markets, competition and demand, skills and competences to apply them in 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 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 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, enterprise performance, market, competition and find out business development opportunities in local market, competencies in microeconomic theory in enterprise, forecasting and organizing
Total ac.h.s:	48/64/80	
Macroeconomics		
Study of literature, sources and methodical materials	10/32/32	Knowledge of: <ul style="list-style-type: none"> • 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 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, 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 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 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 enterprise development opportunities in the foreign market, competencies in macroeconomic theory, effective planning, forecasting and organization of economic activities of enterprises.
Total ac.h.s:	48/64/80	

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

Evaluation of mastering the study course

Achievable level	Requirements
Very high level (10 - with distinction, 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.
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RNU study course description “Business English”

Study programme	Bachelor Study Programme Business Administration
Amount	6 ECTS=160 ac. hours
Author (s)	Tatjana Lapaine, Maksims 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	<p>In compliance with the Standard students shall:</p> <p>Awareness level</p> <ul style="list-style-type: none"> • Communication (including intercultural) in the society (including multicultural) <p>Application level</p> <ul style="list-style-type: none"> • Extensive and relevant vocabulary • Functional grammar • Professional terminology • Basics of intercultural communication • Preparation of reviews and publications <p>Additional:</p> <ul style="list-style-type: none"> • know professional terminology in the field of 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 terminology for writing business correspondence.
skills	<p>In compliance with the Standard:</p> <ul style="list-style-type: none"> • 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 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 <p>Additional:</p>

	<ul style="list-style-type: none"> maintain communication on the topics of business and economics in the English language on the intermediate level. use the acquired knowledge in the bounds of professional activities.
competences	<p>In compliance with the Standard:</p> <ul style="list-style-type: none"> 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 <p>Additional:</p> <ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> '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	<ul style="list-style-type: none"> '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 inramural	part-time inramural
1.	Customers Companies Travel Midterm practice	4	2
2.	Troubleshooting Company history Retailing Semester	4	2
3.	quiz. Theoretical knowledge and practical skills	4	2
4.	summarizing	4	2
5.	Products	4	2
6.	People	4	2
7.	Business environment	4	2
8.	Midterm practice	4	2
9.	Finance	4	2
10.	Corporate responsibility	4	2
11.	Competition	4	2
12.	Semester quiz. Theoretical knowledge and practical skills	4	2
13.	summarizing	4	2
14.		4	2
15.		4	2
16.		64 ac. hours	32 ac. hours

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time inramural / part-time inramural / distance learning	Planned learning outcomes
1. Compulsory reading, sources and methodological materials learning	36/68/100	<p>Knowledge of:</p> <ul style="list-style-type: none"> • 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, information technology.) <p>Testing form: test</p>
2. Test "Semester 1, Midterm test"	10	<p>Knowledge, skills, competences:</p> <p>Students are able to</p> <ul style="list-style-type: none"> • Ask and answer direct and indirect questions

		<ul style="list-style-type: none"> • 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	<p>Knowledge, skills, competences:</p> <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> ○ Customers ○ Companies ○ Travel ○ Troubleshooting ○ Company History ○ Retailing
4. Test “Semester 2, Midterm test”	10	<p>Knowledge, skills, competences:</p> <ul style="list-style-type: none"> • 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	<p>Knowledge, skills, competences:</p> <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> ○ Retailing ○ Products ○ People ○ Business Environment ○ Finance ○ Corporate Responsibility ○ Competition
6. Group work “Company or Product Presentation”	10	<p>Skills, competences:</p> <ul style="list-style-type: none"> • team-work • using professional terminology according the content of the study course.

Total ac.h.s:	96/128/160	
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Studywork	Knowledge	Skills	Competences	% of finalevaluation
1.	+			40
2.	+	+	+	10
3.	+	+	+	15
4.	+	+	+	10
5.	+	+	+	15
6.	+	+	+	10

Evaluation of mastering the study course

Achievable level	Requirements
Very high level (10 - with distinction, 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; 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.
High level (8 - very good, 7 - good)	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.
average level (6 - almost good, 5 - average, 4 - almost average)	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. 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.
Low level (3 - 1 - negative rating)	

RNU study course description “Economics”

Study programme	Bachelor Study Programme Business Administration
Amount	6ECTS=160 ac. hours
Author (s)	Inese Spīča, Tatjana 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 <ul style="list-style-type: none"> • Current issues in economics and entrepreneurship • Regularities of economic processes • Regularities of the external environment development • Principles of sustainable development Application level <ul style="list-style-type: none"> • Preparation of reviews and publications
skills	In compliance with the Standard : <ul style="list-style-type: none"> • To understand the regularities and principles of economic development • To evaluate the world economic development tendencies and their impact on the activity of an enterprise as a whole • To evaluate the factors of the external environment of 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 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

	<ul style="list-style-type: none"> • To understand the risks of entrepreneurial activity and their impact on the perspective of an enterprise development • To define and develop the effective model of the activity of an 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	<p>In compliance with the Standard :</p> <ul style="list-style-type: none"> • Ability to analyse economic situation • Ability to analyse the environmental factors which influence the activity of an enterprise • Ability to critically evaluate the external environment factors and their impact on the activity of an enterprise • Ability to critically evaluate the internal environment factors and their impact on the activity of an enterprise <p>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</p> <ul style="list-style-type: none"> • Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development
Literature and other sources of information:	
compulsory reading	<ul style="list-style-type: none"> • Bikse, V. Ekonomikas teorijas pamatprincipi. Rīga: SIA “Izglītības solī”, 2007, 454 lpp. • Krūgmens, P. Depresīvās ekonomikas atgriešanās un 2008.gada krīze. Rīga: Jumava, 2010. • Ķeniņš Kings, G. Krīzes laika komentāri. Rīga: Apgāds “Biznesa partneri”, 2011, 144 lpp. • Michael Parkin, Macroeconomics. Harlow. Pearson. 2019, 435 p. • Michael Parkin, Microeconomics. Harlow. Pearson. 2019, 529 p. • Nešpors, V. Mikroekonomikas pamati. Rīga: RTU, 2015, 244 lpp.
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	<ul style="list-style-type: none"> • Škapars, R. Mikroekonomikas teorijas pamati. Rīga:LU, 1998, 376 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, 423p. • Ziņojumi par Latvijas tautsaimniecības attīstību. Rīga: Latvijas Republikas Ekonomikas ministrija • Tatyana Odinkova, Yerbol Akhmedyarov. Development of innovation activity research model and its implementation. 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) • Odinkova, T. Incentives for Promoting Innovation in Engineering X INTERNATIONAL SCIENTIFIC AND PRACTICAL CONFERENCE INNOVATIONS IN MECHANICAL ENGINEERING Volume297 DOI10.1051/mateconf/201929708005 https://www.webofscience.com/wos/woscc/full-record/WOS:000568117700076
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Contents and schedule of the contact hours

Week	Topic	Academic hours	
		full-time inramural	part-time inramural
	Microeconomics		
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, 2, 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
		32ac.h	16 ac.h
		64ac.h	32 ac.h

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time inramural / part-time inramural / distance learning	Planned learning outcomes
Microeconomics		
Study of literature, sources and methodical materials	10/32/32	Knowledge of: <ul style="list-style-type: none"> • 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. 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	6/6/6	Knowledge of the basic concepts of microeconomics, economic resources, economic

acquired during study weeks 1, 2, 3, 4, 6, 7.		profiles, production, productivity, costs, profits, markets, competition and demand, skills and competences to apply them in 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 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 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, enterprise performance, market, competition and find out business development opportunities in local market, competencies in microeconomic theory in enterprise, forecasting and organizing
Total ac.h.s:	48/64/80	
Macroeconomics		
Study of literature, sources and methodical materials	10/32/32	<p>Knowledge of:</p> <ul style="list-style-type: none"> • 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. <p>Knowledge Testing Form: Test 1, 2, research, individual and group work at seminars, thematic discussions, written exam.</p>

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 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, 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 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 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 enterprise development opportunities in the foreign market, competencies in macroeconomic theory, effective planning, forecasting and organization of economic activities of enterprises.
Total ac.h.s:	48/64/80	

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

Evaluation of mastering the study course

Achievable level	Requirements
Very high level (10 - with distinction, 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.
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RNU study course description “Philosophy, World Culture and Ethics”

Study programme	Bachelor Study Programme Business Administration 6 ECTS=160 ac. hours
Amount	O.Pozdņakova
Author (s)	No preliminary knowledge required
Preliminary knowledge, Related study courses	To promote the self-improvement and socially
Aim	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 responsible development of a person's life and relationships in the society respecting its ethical values and principles.
Planned learning outcomes:	
knowledge	<p>In compliance with the Standard:</p> <p>Awareness level</p> <ul style="list-style-type: none"> • 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 <p>Application level</p> <ul style="list-style-type: none"> • Extensive and relevant vocabulary • Professional terminology • Basics of intercultural communication • Preparation of reviews and publications <p>Additional:</p> <ul style="list-style-type: none"> • understanding of the peculiarities of philosophy and philosophical thinking and its significance for self-awareness and the cognition of the world; • attitude to philosophy as the essential prerequisite for personal development, social activity and social development; • awareness of the importance of values in human and social life, the diversity of values; • understanding the diversity of solutions to philosophical problems in the history of philosophy, with particular emphasis on contemporary theories and their interpretation. • development of a free and responsible person, respecting ethical values and principles; • understanding of ethics as a person of free choice and responsibility; • understanding of the relationship between different areas of the society; • ability to act in accordance with moral principles.

skills	<p>In compliance with the Standard students shall be able to:</p> <ul style="list-style-type: none"> • 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 • <p>growth</p> <ul style="list-style-type: none"> • 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 argue personal opinion • To comply with the norms of communication culture and professional ethics <p>professional ethics</p> <ul style="list-style-type: none"> • 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 <p>Additional:</p> <ul style="list-style-type: none"> • 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	<p>In compliance with the Standard:</p> <ul style="list-style-type: none"> • 1 Ability to adhere to the basic principles of professional and general ethics and generally accepted standards of conduct • Ability to select, effectively manage and 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 <p>Additional:</p>

	<ul style="list-style-type: none"> • the ability to use the basic concepts of philosophy, as well as to think creatively, critically and independently, to use various methods of philosophical analysis, and to promote tolerance and understanding of the diversity of society; • the ability to act in accordance with moral principles.
Literature and other sources of information:	
compulsory reading	<ol style="list-style-type: none"> 1. Crane A., Matten D. Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization. Oxford, fourth edition, 2015. 2. Macaro Antonian More than happiness Buddhist and Stoic Wisdom for a Sceptical age – Icon Books, 2019. 3. 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. 4. Robinson S., Dowson P. Business Ethics in Practice, Online Resources, 2012. 5. Russel B. The Problems of Philosophy. J.P. Piper books, 2015. 6. Ingremis Deivids Brūss, Pārksa Dženifera D Ceļvedis ētikā – Rīga: Dienas grāmata, 2011.
recommended	<ul style="list-style-type: none"> • FĪTĀ 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: Zvaigzne 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 Kīlis, Juris Rozenvalds 17. – 18. gs. Rietumeiropas filozofija – Rīga: Zvaigzne ABC, 2009 • Dehtjare J., Rjaschenko 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”.

Contents and schedule of the contact hours

Week	Theme	Academic hours	
		full-time inramural	part-time inramural
1.	1. General description of philosophy and the basic problems. 1.1. What is Philosophy? The peculiarity of philosophical thinking. 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 spirit. 4.2. Man as a social being. Social activity regularities. 4.3. The problem of human self. Man as a measure of values. 5. Philosophical reflection on values	2 2	1 1
5.	5.1. Philosophical teaching on values. 5.2. Diversity of values and relativity. Values and morality. 5.3. Society and values. Theories of state and power. 6. The problem of consciousness in philosophy	2 2	1 1
6.	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. 7. Philosophical understanding of existence	2 2	1 1
7.	7.1. Philosophical notions about the construction, creation / creation of the world.	2 2	1 1

	7.2. Existence and language. Existence-language relations in language philosophy. 7.3. Space and time. Understanding space and time across different ages and cultures. 8. Philosophy and the Future of Humanity		
8.	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. 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	2 2	1 1
9.	in different ages and cultures. 10. Moral choice 10.1. Social and moral norms. 10.2. Moral choice. 10.3. Moral conflicts and their resolution.	2 4	1 2
10.	10.4. The role of tolerance and responsibility in building a sustainable society. 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	2 2	1 1
11.	aspects. 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.	2 2	1 1
12.	12.5. Ethical aspects of information society and consumption. 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. 13.4. Ethical dilemmas of modern society.	2 4	1 2
13.		2 6	1 3
		64 ac. hours	32 ac. hours

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time inramural / part-time inramural / distance learning	Planned learning outcomes
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<p>1. Compulsory reading, sources and methodological materials learning</p>	<p>60/110/142</p>	<p>Knowledge of:</p> <ul style="list-style-type: none"> • 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.
<p>2. Evaluation test "Society processes and political theories"</p>	<p>8/4/4</p>	<p>Students are able to:</p> <ul style="list-style-type: none"> • evaluate societal processes using political theories; • use concepts: civilization, globalization, global problems, ecology, ethology, futurology, consumerism, utopia, anti-utopia, progress, regression.
<p>3. Evaluation test "Motivation for choosing moral norms"</p>	<p>8/4/4</p>	<p>Students are able to:</p> <ul style="list-style-type: none"> • 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.
<p>4. Evaluation test "Morality - national, European, world, own experience"</p>	<p>10/5/5</p>	<p>Students are able to:</p> <ul style="list-style-type: none"> • 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;

		<ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> 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	

Studywork	Knowledge	Skills	Competences	% of finalevaluation
1.	+			60
2.	+	+		10
3.	+	+		10
4.	+		+	10
5.	+		+	10

Evaluation of mastering the study course

Achievable level	Requirements
Very high level (10 - with distinction, 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; 8 - Knowledge, skills and competence meet the requirements of
High level (8 - very good, 7 - good)	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 Theory”

Study programme	Bachelor Study Programme Business Administration
Amount	6 ECTS=160 ac. hours
Author (s)	Diana Zmicerevska
Preliminary knowledge, Related study courses	Introduction in Entrepreneurship 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, 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	<p>In compliance with the Standard students shall:</p> <p>Awareness level</p> <ul style="list-style-type: none"> • 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 <p>Business ethics and social responsibility</p> <ul style="list-style-type: none"> • 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 <p>Application level</p> <ul style="list-style-type: none"> • Principles of enterprise planning • Principles of enterprise activity planning • Contemporary management theories

	<ul style="list-style-type: none"> • Quality management • Methods of influencing factors analysis • Commercial activity risks and their management • Business modelling
skills	<p>In compliance with the Standard:</p> <ul style="list-style-type: none"> • To understand the regularities and principles of economic development • To plan, manage and coordinate the activity of an enterprise • To organise the coordinated functioning of an enterprise • To define the resources necessary for the activity of an enterprise • To evaluate the world economic development tendencies and their impact on the activity of an enterprise as a whole • To evaluate the factors of the external environment of enterprises • To be aware of the research methods in the corresponding industry • To evaluate the factors of the internal activity of enterprises • To plan the activity of an enterprise • To analyse and evaluate the results of the activity of an 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 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 an enterprise • To organise production/service processes at an enterprise • To formulate the mission and vision of an enterprise • To define the strategic, tactical and operational aims of an enterprise • To work out the development strategy of an enterprise • To perform tactical and operational planning of an enterprise • To analyse and evaluate the results achieved within the planning period

	<ul style="list-style-type: none"> • 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 an enterprise • To analyze and evaluate project performance against company aims • 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 define and develop the effective model of the activity of an enterprise <ul style="list-style-type: none"> • To evaluate personal professional experience • To be aware of the necessity of learning for career growth • To systematically acquire new knowledge and experience <ul style="list-style-type: none"> • 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 • 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	<p>In compliance with the Standard:</p> <ul style="list-style-type: none"> • Ability to comply with the legal enactments related to the industry • Ability to ensure the economic activity of an enterprise • Ability to manage production processes at an enterprise • Ability to organise the service management at an enterprise <ul style="list-style-type: none"> • Ability to organise the logistics of an enterprise • Ability to ensure quality at an enterprise • Ability to manage changes at an enterprise • Ability to critically evaluate and manage risks of entrepreneurial activity • Ability to evaluate necessary investments and risks related to them

	<ul style="list-style-type: none"> • 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 an enterprise • Ability to find innovative solutions for the activity of an enterprise • Ability to define the directions of the development and to formulate the mission and vision of an 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 an enterprise • Ability to critically evaluate the external environment factors and their impact on the activity of an enterprise • Ability to critically evaluate the internal environment factors and their impact on the activity of an 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 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	<ul style="list-style-type: none"> • Clegg S. Managing and Organizations. An Introduction to Theory and Practice. - London: SAGE Publications, Inc., 2021.-584p. • 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. • Burkus D.Jauna vadība. - Rīga: Avots, 2020.-276lpp.

recommended	<ul style="list-style-type: none"> • 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 <p style="margin-left: 40px;">Kalenyuk, I., Tsymbal, L., Grishnova, O., Djakona, A. INTELLECTUAL COMPONENT OF GLOBAL LEADERSHIP 2020 MANAGEMENT THEORY AND STUDIES FOR RURAL BUSINESS AND INFRASTRUCTURE DEVELOPMENT Volume42 Issue4 Page476-485 DOI10.15544/mts.2020.49 https://www.webofscience.com/wos/woscc/full-record/WOS:000609182500008</p> <ul style="list-style-type: none"> • Kalenyuk I., Djakona A., Tsymbal L., Panchenko E. Assessment of intellectual leadership under global competition 2018 Journal Problems and Perspectives in Management Open Access Volume 16, Issue 4, Pages 212 – 223 2018 https://www.scopus.com/record/display.uri?eid=2-s2.0-85063177933&origin=AuthorNamesList&txGid=5f4c96ad1429d09a2a9c3973611aaea1
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Contents and schedule of the contact hours

Week	Topic	Academic hours	
		full-time inramural	part-time inramural
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. Communication 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
		64ac.h.	32ac.h.

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time inramural / part-time inramural / distance learning	Planned learning outcomes
1.Compulsory reading, sources and methodological materials learning	34/68/100	<p>Knowledge of:</p> <ul style="list-style-type: none"> • Management theories and their 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. <p>How planning is conducted in an organization and how organizing function is fulfilled.</p> <p>Essence of staffing, leading and motivation.</p> <p>Difference between efficiency and effectiveness of management.</p> <ul style="list-style-type: none"> • Impact of global environment on management functions. <p>Testing form: test</p>

<p>2. Reading and preparation for the Differentiated test/project part on Topics 1,2,3</p>	<p>16/0/0</p>	<p>Skills: students can outline fundamentals of an 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 independently and use professional terminology. 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.</p>
<p>3. Reading and preparation for the Differentiated test/project part on Topics 4, 5, 6</p>	<p>15/0/0</p>	<p>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 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.</p>
<p>4. Reading and preparation for the Differentiated test/project part on Topics 7, 8, 9</p>	<p>15/0/0</p>	<p>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 other companies, owners, and other stakeholder groups to achieve the aims of an enterprise.</p>

5. Reading and preparation for the Differentiated test/project part on Topics 10, 11, 12, 13	16/0/0	<p>Skills: To communicate within an enterprise on different levels, to manage information flows using modern technologies of information management, 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.</p> <p>Competences: The ability to develop an effective strategy and aims of the activity of an enterprise in the interests of the state, owners and society in globalization environment. The ability to manage an enterprise effectively and efficiently.</p>
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

Achievable level	Requirements
Very high level (10 - with distinction, 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; 8 - Knowledge, skills and competence meet the requirements of
High level (8 - very good, 7 - good)	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.

	<p>5 - Knowledge, skills and competences partially meet the requirements of the training course; lack of competence to apply knowledge in practice</p> <p>4 - Knowledge meets the minimum requirements of the course.</p>
<p>Low level (3 - 1 - negative rating)</p>	<p>3 - Superficial knowledge of the main problems of the study course.</p> <p>2 - Upgraded individual study course questions;</p> <p>1 - Not fully mastered the course. There is no understanding of the basic problems of the study course.</p>

RNU study course description “Marketing” (1st part, Basics of Marketing)

Study programme	Bachelor Study Programme Business Administration
Amount	3 ECTS=80 ac. hours
Author (s)	Zaiga Oborenko
Preliminary knowledge, Related study courses	Introduction to Entrepreneurship, Economics
Aim	To provide knowledge of the basics of marketing and its practical applications in 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 • Methods of efficiency evaluation

	<ul style="list-style-type: none"> • Development of management information system • Development and application of databases • Information technologies for data processing, analysis and management • Organisation of information technology application •
skills	<p>In compliance with the Standard:</p> <ul style="list-style-type: none"> • To understand the regularities and principles of economic development • To evaluate the world economic development tendencies and their impact on the activity of an enterprise as a whole • To evaluate the factors of the external environment of enterprises • To be aware of the research methods in the corresponding industry • To evaluate the factors of the internal activity of enterprises • To plan the activity of an enterprise • To analyse and evaluate the results of the activity of an 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 an 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 an enterprise • To formulate the mission and vision of an enterprise • To define the strategic, tactical and operational aims of an enterprise • To work out the development strategy of an enterprise

- To perform tactical and operational planning of an 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 an enterprise
- To organise marketing processes at an 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 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 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 understand the risks of entrepreneurial activity and their impact on the perspective of an enterprise development
- To develop measures to prevent and mitigate commercial and financial risks
- To define and develop the effective model of the activity of an 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 an enterprise
- To prepare and publish presentation materials
- To prepare reviews and presentations

	<ul style="list-style-type: none"> • To prepare presentation materials and publications • To argue 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	<p>In compliance with the Standard :</p> <ul style="list-style-type: none"> • Ability to comply with the legal enactments related to the industry • Ability to ensure the economic activity of an enterprise • Ability to manage production processes at an enterprise • Ability to organise the service management at an enterprise • Ability to organise the logistics of an enterprise • Ability to ensure quality at an enterprise • Ability to manage changes at an 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 an enterprise • Ability to find innovative solutions for the activity of an enterprise • Ability to define the directions of the development and to formulate the mission and vision of an 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 an enterprise

- Ability to critically evaluate the external environment factors and their impact on the activity of an enterprise
- Ability to critically evaluate the internal environment factors and their impact on the activity of an 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 plan the activity of an enterprise
- Ability to develop and manage projects at an enterprise
- Ability to coordinate the functioning of an enterprise as a whole
- Ability to define the development directions, mission and vision of an 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 an enterprise to achieve the set aims
- Ability to develop the tactical plans of an enterprise
- Ability to plan the operational activity of an 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 an enterprise considering the impact of the changing environment
- Ability to define the resources necessary for the activity of an enterprise
- Ability to perform financial analysis
- Ability to organise accounting at an enterprise
- Ability to optimise the enterprise oriented taxation system
- Ability to apply an appropriate tax paying regimen
- Ability to organise marketing principles at an enterprise
- Ability to develop new products/services and form the assortment of an enterprise
- Ability to form the pricing policy of an enterprise
- Ability to implement the integrated marketing communication of an enterprise
- Ability to develop in-house sales system
- Ability to prepare publications and make presentations of them

	<ul style="list-style-type: none"> • 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 an enterprise • Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development
Literature and other sources of information:	
compulsory reading	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Tuleja E. Intercultural Communication for Global Business. - Abington: Routledge, 2021.-314p. • 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. • Dehtjare J., Rjaschenko V. Marketing the Social Entrepreneurship. - Applied Research in Health and Social Sciences: Interface and Interaction, 2015, No. 12 ISSN 1822-3338

	<ul style="list-style-type: none"> • 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. • proObtrenko Digital marketing to employment of people with disabilities, 4 2019 4th International Conference Marketing and Management MM2019, 13th June 2019, Warsaw, Poland.
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Contents and schedule of the contact hours

Week	Topic	Academic hours	
		full-time inramural	part-time inramural
1	Marketing definition, concepts	4	2
2	Marketing environment	2	2
2	Test with the evaluation: "Marketing environment"	2	2
3	Consumer markets and consumer behavior, market analysis	2	
3	Test with the evaluation: "Consumer Markets and Consumer Behavior, Market Analysis "	2	
4	Segmentation and positioning in the market	2	2
4	Test with the evaluation: "Segmentation and positioning in the market "	2	
5	Products, service, brand	2	2
6	Test with the evaluation: "Products, Service, Brand "	2	
6	Pricing policy	2	2
7	Test with the evaluation: "Pricing Policy "	2	
7	Promotion and distribution of goods	2	2
8	Test with the evaluation: "Promotion and distribution of goods "	2	
8	Marketing communication, complex internet marketing	2	2
	Test with the evaluation: "Marketing Communication, Complex Internet Marketing"		
Total:		32ac.h	16ac.h.

Description of students' self-studies organisation and assignments

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

Compulsory reading, sources and methodological materials learning	20/40/56	Knowledge of: <ul style="list-style-type: none"> the essence, concepts and principles of marketing; basic principles of marketing activities; marketing goals and objectives, strategies, market research. Evaluation form - test
Preparation for the test / part of the project "Marketing environment"	4/0/0	Skills: ability to define company goals, mission, to analyse assortment, to determine internal and external environment determinants and elements of marketing complex.
Preparation for the test / part of the project "Consumer Markets and Consumer Behavior, Market Analysis in the field"	4/0/0	Competencies: ability to design a marketing research plan, to collect information using different methods, to identify factors that influence consumer behaviour. An example for research is real business situations (case study)
Preparation for test / part of the project "Segmentation and positioning in the "	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.
Preparation for test / part of the project "Products, Service, Brand"	4/0/0	Skills: ability 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 (case study).
Preparation for test / part of the project "Pricing Policy"	4/0/0	Students know how to choose pricing methods and strategies depending on the company aims.
Preparation for test / part of the project "Promotion and distribution of goods"	4/0/0	Students got acquainted with distribution channels and their levels, the necessity of their selection in the context of today's market.
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 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

Achievable level	Requirements
Very high level (10 - with distinction, 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; 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.
High level (8 - very good, 7 - good)	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.
average level (6 - almost good, 5 - average, 4 - almost average)	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. 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.
Low level (3 - 1 - negative rating)	

RNU study course description “Marketing” (2nd part, Marketing Management)

Study programme	Bachelor Study Programme Business Administration
Amount	3 ECTS=80 ac. hours
Author (s)	Zaiga Oborenko
Preliminary knowledge, Related study courses	Introduction to Entrepreneurship; Economics; Management Theory; Marketing
Aim	<ul style="list-style-type: none"> • 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:	
knowledge	<p>In compliance with the Standard students shall:</p> <p>Awareness level</p> <ul style="list-style-type: none"> • 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 <p>Application level</p> <ul style="list-style-type: none"> • 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

	<ul style="list-style-type: none"> • Development of products/services sales system at an 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	<p>In compliance with the Standard :</p> <ul style="list-style-type: none"> • To understand the regularities and principles of economic development • To evaluate the world economic development tendencies and their impact on the activity of an enterprise as a whole • To evaluate the factors of the external environment of enterprises • To be aware of the research methods in the corresponding industry • To evaluate the factors of the internal activity of enterprises • To plan the activity of an enterprise • To analyse and evaluate the results of the activity of an 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 an 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 an enterprise • To formulate the mission and vision of an enterprise • To define the strategic, tactical and operational aims of an enterprise

- To work out the development strategy of an enterprise
- To perform tactical and operational planning of an 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 an enterprise
- To organise marketing processes at an 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 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 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 understand the risks of entrepreneurial activity and their impact on the perspective of an enterprise development
- To develop measures to prevent and mitigate commercial and financial risks
- To define and develop the effective model of the activity of an 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 an enterprise
- To prepare and publish presentation materials
- To prepare reviews and presentations
- To prepare presentation materials and publications
- To argument personal opinion

	<ul style="list-style-type: none"> • 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	<p>In compliance with the Standard :</p> <ul style="list-style-type: none"> • Ability to comply with the legal enactments related to the industry • Ability to ensure the economic activity of an enterprise • Ability to manage production processes at an enterprise • Ability to organise the service management at an enterprise • Ability to organise the logistics of an enterprise • Ability to ensure quality at an enterprise • Ability to manage changes at an 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 an enterprise • Ability to find innovative solutions for the activity of an enterprise • Ability to define the directions of the development and to formulate the mission and vision of an 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 an enterprise • Ability to critically evaluate the external environment factors and their impact on the activity of an enterprise • Ability to critically evaluate the internal environment factors and their impact on the activity of an enterprise • Ability to identify the environmental changes

	<p>Ability to evaluate development opportunities and optimise activity to achieve the aims of an enterprise considering the impact of the changing environment</p> <ul style="list-style-type: none"> • • • Ability to plan the activity of an enterprise Ability to whole develop and manage projects at an enterprise Ability to coordinate the functioning of an enterprise as a • Ability to define the development directions, mission and vision of an 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 an enterprise to achieve the set aims • Ability to develop the tactical plans of an enterprise • Ability to plan the operational activity of an 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 an enterprise considering the impact of the changing environment • Ability to define the resources necessary for the activity of an enterprise • Ability to perform financial analysis • Ability to organise accounting at an enterprise • Ability to optimise the enterprise oriented taxation system • Ability to apply an appropriate tax paying regimen • Ability to organise marketing principles at an enterprise • Ability to develop new products/services and form the assortment of an enterprise • Ability to form the pricing policy of an enterprise • Ability to implement the integrated marketing communication of an 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 an enterprise and the improvement of its activity • Ability to use information technologies for work, including for communication in the relevant field
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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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/ • Dehtjare J., Ryaschenko V. Marketing the Social Entrepreneurship. - Applied Research in Health and

	<p>Social Sciences: Interface and Interaction, 2015, No. 12 ISSN 1822-3338</p> <ul style="list-style-type: none"> 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. 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.
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Contents and schedule of the contact hours

Week	Topic	Academic Hours	
		full-time inramural	part-time inramural
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 marketing information 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
6.	4.2. Brand strategies.	4	2
7.	4.3. Pricing strategies.	4	2
8.	4.4. Distribution strategies.	4	2
	4.5. Communication strategies	6	2
	Measuring marketing effectiveness	2	2
	5. Marketing controlsystem		
	6. Sustainable MarketingOrganizationSystem 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	Planned learning outcomes
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	inramural / part-time inramural / distance learning	
1. Compulsory reading, sources and methodological materials learning	12/28/44	Knowledge of: <ul style="list-style-type: none"> • 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
2. 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.
3. Preparation for the test on the theoretical and practical aspects of marketing mix strategies.	12	Knowledge of: <ul style="list-style-type: none"> • segment strategies; • product strategies • pricing strategies • dissemination strategies; • communication strategies; • competition strategies. Test work with evaluation
4. To develop individual independent work on creative marketing communications.	8	Developed skills: <ul style="list-style-type: none"> - 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. Strengthened knowledge
5. Team or individual project work on solving a specific marketing problem by analysing and developing a strategy and plan.	20	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: <ul style="list-style-type: none"> • to solve a specific situation in marketing management;

		<ul style="list-style-type: none"> 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
1. Test on the role and place of marketing management in entrepreneurship.	+			15%
2. Test on marketing strategies.		+	+	15%
3. Case studies	+	+		10%
4. Independent creative work on modern marketing communication methods	+	+	+	15%
5. Project work on solving a specific marketing problem by analysing and developing a strategy and plan.				40%

Evaluation of mastering the study course

Achievable level	Requirements
Very high level (10 - with distinction, 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; 8 - Knowledge, skills and competence meet the requirements of
High level (8 - very good, 7 - good)	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 “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	<p>According to the standard:</p> <p>Awareness level</p> <p style="padding-left: 40px;">State taxation policy</p> <p>Application level</p> <p style="padding-left: 40px;">Preparation of reviews and publications</p> <p style="padding-left: 40px;">Analysis and planning of resources and finances</p> <p style="padding-left: 40px;">Accounting records</p> <p style="padding-left: 40px;">Optimal taxation system for tourism and hospitality industry enterprise development</p> <p style="padding-left: 40px;">Tax paying regimens</p> <p>In addition:</p> <ul style="list-style-type: none"> • Demonstrate knowledge and skills in financial accounting.

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| | <ul style="list-style-type: none">• 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. |
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<p>skills</p>	<p>According to the standard:</p> <ul style="list-style-type: none"> 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
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	<ul style="list-style-type: none">To use the tools and services of information technologiesTo process and interpret research resultsTo prepare the report on research resultsTo perform research and process its resultsTo process statistical dataTo ensure the storage of electronic documentation and dataTo perform tactical and operational planning of tourism and hospitality industry enterpriseTo analyse and evaluate the results achieved within the planning periodTo develop corrections within the process of the achievement of aims in order to optimise activity in the conditions of the changing environmentTo analyse the risks of economic activityTo evaluate the results of the economic activity of tourism and hospitality industry enterpriseTo plan and monitor cash flow and financial performanceTo attract financial resourcesTo apply the taxation system at tourism and hospitality industry enterpriseTo apply the appropriate tax paying regimenTo be aware of the requirements of the legal enactments of the industryTo apply the appropriate legal enactments to solve problemsTo ensure accounting in compliance with the requirements of legal enactmentsTo apply industry relevant standardsTo evaluate personal professional experienceTo be aware of the necessity of learning for career growth
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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.

<p>competences</p>	<p>According to the standard:</p> <ul style="list-style-type: none"> 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
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	<p>Ability to define the development directions, mission and vision of tourism and hospitality industry enterprise</p> <p>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</p> <p>Ability to develop the strategy of tourism and hospitality industry enterprise to achieve the set aims</p> <p>Ability to develop the tactical plans of tourism and hospitality industry enterprise</p> <p>Ability to plan the operational activity of tourism and hospitality industry enterprise</p> <p>Ability to develop measures to assess commercial activity, to evaluate risks and minimise their impact</p> <p>Ability to evaluate the development opportunities and improve activity plans of tourism and hospitality industry enterprise considering the impact of the changing environment</p> <p>Ability to define the resources necessary for the activity of tourism and hospitality industry enterprise</p> <p>Ability to perform financial analysis</p> <p>Ability to organise accounting at tourism and hospitality industry enterprise</p> <p>Ability to optimise the enterprise oriented taxation system</p> <p>Ability to apply an appropriate tax paying regimen</p> <p>Ability to organise marketing principles at tourism and hospitality industry enterprise</p> <p>Ability to develop new products/services and form the assortment of tourism and hospitality industry enterprise</p> <p>Ability to form the pricing policy of tourism and hospitality industry enterprise</p>
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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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • - 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	<p>Knowledge of:</p> <ul style="list-style-type: none"> - the nature and principles of accounting; - the fundamental principles of accounting; - accounting objectives and targets; - the laws and regulations governing the accounting activities. <p>Test form - test</p>
2. control work 1	4/2/2	<p>Skills:</p> <p>Students understand the essence of accounting and its importance in today's economy</p>
3. control work 2	4/2/2	<p>Competences and skills: Students are able to record business operations and are sufficiently competent in the process.</p>
4. control work 3	4/2/2	<p>Skills:</p> <p>Students are able to analyze annual reports</p>

Total hours:	96/128/160	
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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)	<p>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.</p> <p>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;</p>
High level (8 - very good, 7 - good)	<p>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;</p> <p>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.</p>
Average level (6 - almost good, 5 - average, 4 - almost average)	<p>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.</p> <p>5 - Knowledge, skills and competences partially meet the requirements of the training course; lack of competence to apply knowledge in practice</p>

	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
Amount	6 ECTS=160 ac. hours
Author (s)	S. Paramonovs
Preliminary knowledge, Related study courses Aim	Management theory, Personnel Management and Record Keeping, Introduction to Entrepreneurship, Business English, Business Communication
	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	<p>In compliance with the Standard:</p> <p>Awareness level</p> <ul style="list-style-type: none"> • 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 <p>Application level</p> <ul style="list-style-type: none"> • Extensive and relevant vocabulary • Professional terminology • Basics of intercultural communication • Preparation of reviews and publications <p>Additional:</p> <ul style="list-style-type: none"> • Knowledge of theoretical foundations and methods of sociological science, presented in a variety of scientific areas, schools and concepts of sociological theory of management; • understanding of behavioural science theories, methods, and tools to use and apply them to problems at work and in career.
skills	<p>In compliance with the Standard:</p> <ul style="list-style-type: none"> • To be aware of the forms of entrepreneurial activity • To search and process the obtained information • To process, systematise and analyse data

	<ul style="list-style-type: none"> • 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 an enterprise To define the strategic, tactical and operational aims of an • <p>enterprise</p> <ul style="list-style-type: none"> • 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 industry • To apply the acquired knowledge in practice • To find innovative solutions for the activity and development of an 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 <p>Additional:</p> <ul style="list-style-type: none"> • To design or improve the way an organisation selects, develops and manages people. <p>To analyze the performance of the organization, identify psychological and sociological problems of organizational management and behavior and develop solutions.</p>
competences	<p>In compliance with the Standard:</p> <ul style="list-style-type: none"> • bility to comply with the legal enactments related to the industry • Ability to ensure the economic activity of an enterprise • Ability to manage production processes at an enterprise • Ability to organise the service management at an enterprise • Ability to organise the logistics of an enterprise • Ability to ensure quality at an enterprise • Ability to manage changes at an enterprise • Ability to critically evaluate and manage risks of entrepreneurial activity

	<ul style="list-style-type: none"> • 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 an enterprise • Ability to find innovative solutions for the activity of an enterprise • Ability to adhere to the basic principles of professional and general ethics and generally accepted standards of conduct • Ability to select, effectively manage and 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 <p>Additional:</p> <ul style="list-style-type: none"> • The course provides competence on the analysis of complex social problems and application of sociological methods to management relations; • 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	<ul style="list-style-type: none"> • Horaman EU. (2018) Biznesa pamatu uzbūve. Horman SIA • Leiendekers A. (2016) Konflikta 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. • <i>B.R.Hergenhahn, B.R., Henley, T. (2013). An Introduction to the History of Psychology.</i>

	<ul style="list-style-type: none"> • <i>Kalat, J.(2013). Introduction to Psychology.</i> • <i>Armstrong, M. (2013). Human Resource Management Practice. 9th ed., Kogan Page, London.</i> • <i>Balzac, S.R. (2014). Organizational Psychology for Managers. Springer, USA.</i>
Recommended	<ul style="list-style-type: none"> • Armstrong M. Human Resource 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. Merkurij 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.-176 lpp. • Reņģe V. Psiholoģija. Personības psiholoģija Rīga: Zvaigzne ABC, 2000.-126 lpp • Reņģe V. Mūsdienu organizāciju psiholoģija Rīga: Zvaigzne ABC, 2007.-215 lpp • 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/, • Druzhinin, V.N. (2000). Psychology. Saint-Petersburg, 608 p. • Dehtjare J., Rjaschenko V. Marketing the Social Entrepreneurship. - Applied Research in Health and Social Sciences: Interface and Interaction, 2015, No. 12 ISSN 1822-3338 • J. Dehtjare, V. Rjaschenko. 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.

	<ul style="list-style-type: none"> 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_Impact_Of_COVID-19_Outbreak_On_Organizational_Performance_Evidence_From_North_Macedonia/links/62d53008fd347a451bc7428c/Impact-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_20_06_-_program_s_linkovima._docx.pdf
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Contents and schedule of the contact hours

Week	Topic	Academic hours	
		full-time inramural	part-time inramural
1	Introductiontothecourse.Psychologyandsociologyof management as a scientific and academic discipline.	4	2
2	Personality, its structure and dynamics. Psychology of personality.	4	2
3.	1st workshop:testsonpersonalitytypesandteamroles.	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:situationanalysisanddiscussionofthe situation related to management styles and leadership problems.		
7.	Power asamechanismofmanagerialactivity.Conflitover power intheorganization.Methodsofconflictresolution.	4	2
8.	Motivational theoriesandregulationof behaviour.	4	2
9.	Group psychology.Psychologyofsmall/largegroups.	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.Genderaspectsofmanagement.	4	2
13.	3 rd workshop:PowerPointPresentationonthetopics related toManagementPsychologyandSociology.	4	2
14.	Presentation of the 3 rd workshop and discussion.	4	2
15.	Continuation of the presentation of the 3 rd workshop and discussion.	4	2
16.	Review. Preparation for the examination.	4	2

		64ac.h.	32ac.h.
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Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time inramural / part-time inramural / distance learning	Planned learning outcomes
1.Compulsory reading, sources and methodological materials learning.	34/68/100	Knowledge of: <ul style="list-style-type: none"> • Obtainedknowledge according to the expectedresults. 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: <ul style="list-style-type: none"> • Students understand the concept of personality; are aware of different theories of personality, personality types a. • 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: <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • 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

Achievable level	Requirements
Very high level (10 - with distinction, 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; 8 - Knowledge, skills and competence meet the requirements of
High level (8 - very good, 7 - good)	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 “Spanish Language”

Study programme	Bachelor Study Programme Business Administration in Tourism
Amount	6 ECTS = 160 ac.hours
Author (s)	Gałina 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 the Standard
Planned learning outcomes:	
<ul style="list-style-type: none"> • knowledge 	<ul style="list-style-type: none"> • know professional terminology in the field of business and economics in Spanish on the communication level; • be aware of the social, cultural and linguistic conventions; • be able to apply the acquired professional terminology for writing business correspondence.
<ul style="list-style-type: none"> • skills 	<p>having mastered the course students are able to</p> <ul style="list-style-type: none"> • analyze, systematize, synthesize and integrate information necessary for the operation of an enterprise; • use modern technologies of information acquisition, processing and systematization; • acquire new knowledge independently; • maintain communication on the topics of business and economics in the Spanish language on the intermediate level. <p>use the acquired knowledge in the bounds of professional activities</p>
<ul style="list-style-type: none"> • competences 	<ul style="list-style-type: none"> • ability to communicate in the Spanish language; • understanding of professional terminology in Spanish 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:	
<ul style="list-style-type: none"> • compulsory reading 	<ul style="list-style-type: none"> • „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

<ul style="list-style-type: none"> • recommended 	<ul style="list-style-type: none"> • “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
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Contents and schedule of the contact hours

Week	Topic	Academic hours	
		full-time intramural	part-time intramural
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. 12.	Peticiones e instrucciones. Uso del Imperativo	4 4	2 2
13	¿Qué ha hecho usted ya? Uso de los tiempos del pasado	4 4	2 2
14 15	España. Historia y tradiciones	4	2
16	Turismo en España. Lugares de interés	64	32
	Hostelería. Tipos de hoteles. Reservar el hotel. Atender al cliente		
	Escrituras, cartas oficiales.		
	Tipos de empresa. Trabajo en una oficina.		

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time/ part-time intramural/ extramural or distance studies	Planned learning outcomes
1.Compulsory reading, sources and methodological materials learning	36/68/100	<p>Knowledge:</p> <ul style="list-style-type: none"> - The Spanish language grammar in compliance with the content of the study course; - Business writing (form, message, notice, CV, letter of application); <p>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.)</p> <p>Testing form: test</p>
2. Test work. Test 1. semester	10	<p>Knowledge, skills:</p> <p>understanding and correct use of:</p> <ul style="list-style-type: none"> -preguntas; -verbos ne el Presente; -horas
3. Test work Questionnaire : ¿ Cómo es tu día?	10	<p>Knowledge, skills:</p> <ul style="list-style-type: none"> - speaking and asking questions about family and in various everyday situations.
4. Test work for the mark Test final	15	<p>Knowledge, skills:</p> <ul style="list-style-type: none"> - 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 Discussion: ”Un buen oficinista”	15	Knowledge, skills, competences: - speaking about student’s plans, - searching 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 40
1.	+			15 10 15 10 10
2.	+	+		
3.	+	+		
4.	+	+		
5.	+	+	+	
6.	+	+	+	

Evaluation of mastering the study course

Level	Requirements
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<p>Very high (10 –with distinction 9 – excellent)</p>	<p>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.</p> <p>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.</p> <p>8 –the requirements of the study course are fully met; in the</p>
<p>High (8 –very good 7 - good)</p>	<p>framework of the curriculum a student demonstrates personal attitude more on the level of statement than analysis.</p> <p>7 – knowledge, skills and competences meet the requirements of the study course, however sometimes the inability to use the acquired knowledge independently is detected;</p> <p>6 –. knowledge, skills and competences meet the requirements of</p>
<p>Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)</p>	<p>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.</p> <p>5 –the requirements of the study course are met for the most part, however insufficient ability to apply the acquired knowledge is detected;</p> <p>4 – knowledge meets the minimal requirements of the study course.</p> <p>3 – superficial knowledge of the main concepts of the study</p>
<p>Low (3 – 1 – negative evaluation)</p>	<p>course;</p> <p>2 –superficial and incomplete knowledge of only some problems of the study course;</p> <p>1 – absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.</p>

RNU study course description “German language”

Study programme	Bachelor study programme Business Administration 6 ECTS = 160
Amount	ac.hours Sofija Samuļenkova No
Author (s)	
Preliminary knowledge, Related study courses	
Aim	To provide students with knowledge and develop their ability to use the German language in their professional activities.
Planned learning outcomes:	
<ul style="list-style-type: none"> • knowledge 	<ul style="list-style-type: none"> • professional terms in German. • knowledge of professional terms in the field of business and economics in German at a communicative level; • at the level of communication, students know social, cultural and linguistic norms; • at the level of communication, students can use the acquired professional terminology to ensure business correspondence;
<ul style="list-style-type: none"> • skills 	<ul style="list-style-type: none"> • analyze, systematize, synthesize and integrate the information necessary for the work of the company; • use modern technologies for collecting, processing and systematizing information; • independently acquire new knowledge; • master the German language at the level of communication; • use professional terminology in German. • to maintain communication in the field of business and economics after completing the course, students speak German at the level of communication; • apply the acquired knowledge in the framework of professional activities and exchange information in a simple and direct manner.
<ul style="list-style-type: none"> • competences 	<ul style="list-style-type: none"> • Ability to maintain communication in various forms of business correspondence (letters, emails, messages, etc.) in accordance with the required level of knowledge.

Literature and other sources of information:	
• compulsory reading	• Schritte International 1 Kursbuch + Arbeitsbuch Niebisch Daniela, Penning-Hiemstra Sylvette, Specht Franz, Bovermann Monika; Max Hueber Verlag, 2006
• recommended	https://www.youtube.com/easy_german

Contents and schedule of the contact hours

Week	Topic	Academic hours	
		Full-time intramural	Part-time intramural
1	Erste Kontakte jemanden begrüßen, sich verabschieden	4	2
2	nach dem Namen fragen sich und andere mit Namen vorstellen Herkunftsland erfragen und nennen Sprachen benennen	4	2
3	Alphabet Telefongespräch: nach jemandem fragen Visitenkarten Anmeldeformular ausfüllen	4	2
4	Familie, Freunde, Kollegen nach dem Befinden fragen Befinden ausdrücken	4	2
5	Familienmitglieder, Kollegen und Freunde vorstellen Wohnort nennen Zahlen: 0-20 Interview: Fragen zur Person	4	2
6		4	2

	<p>ein Formular ausfüllen</p> <p>Angaben zu Personen machen /verstehen</p> <p>sich vorstellen</p>		
7	<p>Im Restaurant</p> <p>Dinge benennen</p> <p>Mengen benennen</p> <p>Einkaufsgespräche führen</p> <p>Lecture, practical lesson</p>	4	2
8	<p>Zahlen: 21 – 100</p> <p>Preise, Gewichte und Maßeinheiten</p> <p>Vorlieben ausdrücken</p>	4	2
9	<p>Haus, im Hotel</p> <p>nach einem Ort fragen</p> <p>einen Ort nennen'</p> <p>eine Wohnung / ein Haus beschreiben</p>	4	2
10	<p>Gefallen / Missfallen ausdrücken</p> <p>Möbel und Elektrogeräte benennen</p> <p>Farben benennen</p>	4	2
11	<p>Zahlen: 100 - 1.000.000</p> <p>Wohnungsanzeigen</p> <p>einen Zeitungsartikel verstehen</p>	4	2
12	<p>Mein Tag</p> <p>Uhrzeit (inoffiziell) nennen</p> <p>Alltagsaktivitäten nennen</p> <p>Vorlieben ausdrücken</p> <p>Wochentage nennen</p>	4	2
13	<p>Tagesablauf: Aktivitäten nennen</p>	4	2

	Schilder/ Anrufbeantworter: Öffnungszeiten verstehen Uhrzeit (offiziell)		
14	Freizeit Wetter / Jahreszeiten /Himmelsrichtungen beschreiben Gespräche beim Einkauf und im Restaurant führen im Gespräch zustimmen, widersprechen, verneinen über Freizeit und Hobbys sprechen	4	2
15	Anzeigen lesen und schreiben Wetterbericht Presentation	4	2
16		4	2
		64	32

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time/ part-time intramural/ extramural or distance studies	Planned learning outcomes
1. Study of literature sources, and manuals.	36/68/100	<p>Acquired knowledge:</p> <ul style="list-style-type: none"> • Grammar of the German language course content: - W-Frage: Wie heißen Sie? - • Aussage: Ich heiße / Ich bin ...

		<ul style="list-style-type: none"> - • Personalpronomen ich, Sie, du - • Verbkonjugation (ich, Sie, du): heißen, - kommen, sprechen, sein - • Präposition aus: Ich komme aus Finnland. - Possessivartikel mein/meine - Personalpronomen er/sie, wir, ihr, sie - Verbkonjugation : leben, haben, ... - Präposition in: Sie leben in Helsinki. - Ja/Nein-Frage: Kennen Sie ... ? - Nullartikel: Haben Sie Äpfel? - indefiniter Artikel ein/eine - Negativartikel kein/keine - Plural der Nomen: Tomaten, Eier - Verbkonjugation: essen - definiter Artikel der/das/die - lokale Adverbien hier/dort - prädikatives Adjektiv: Sie ist schön. - Personalpronomen er/es/ sie - Negation nicht: Das Bad ist nicht klein. - Verbkonjugation: gefallen - trennbare Verben: Timo steht früh auf. - Verbkonjugation: sehen, arbeiten - Verbposition im Satz - Präpositionen am, um, von ... bis: Am Sonntag um acht Uhr. - Akkusativ : den Salat, einen Tee, keinen Saft - Ja-/ Nein-Frage und Antwort ja, nein, doch - Verbkonjugation: lesen, treffen, schlafen, fahren, nehmen, möchten - <ul style="list-style-type: none"> • Business letters Writing business cards, filling out a questionnaire, menu, order and work plan • The use of the German language in various situations (within the framework of the topics of the course in the curriculum: business
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		<p>management, tourism and hospitality, information technology).</p> <ul style="list-style-type: none"> Exam form: test
2. Test work - 1 semester.	10	<p>Knowledge and skills:</p> <p>- Understand and apply knowledge in accordance with the content of the curriculum.</p> <p>Knowledge, skills, competencies</p>
3. Differentiated test – 1 semester	15	<p>- knowledge of grammar on the topics studied;</p> <p>- presentation on the topics covered in the course;</p> <p>- vocabulary (topics)</p>
4. Differentiated test – 2 semester.	10	<p>Knowledge and skills:</p> <p>- Understand and apply knowledge in accordance with the content of the curriculum.</p> <p>Knowledge, skills, competencies</p>
5. Differentiated test – 2 semester.	15	<p>- knowledge of grammar on the topics studied;</p> <p>- presentation on topics covered in the course;</p> <p>- vocabulary (topics)</p>
6. Written work	10	<p>Knowledge, skills, and competencies:</p> <p>use the acquired knowledge when writing business correspondence.</p>
Total hours:	96/128/160	

Educational work	Knowledge	Skills	Competencies	% of final grade
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)	<p>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.</p> <p>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.</p> <p>8 –the requirements of the study course are fully met; in the</p>
High (8 –very good 7 - good)	<p>framework of the curriculum a student demonstrates personal attitude more on the level of statement than analysis.</p> <p>7 – knowledge, skills and competences meet the requirements of the study course, however sometimes the inability to use the acquired knowledge independently is detected;</p> <p>6 –. knowledge, skills and competences meet the requirements of</p>
Average (6 – almost good 5 – satisfactory 4 –almost satisfactory)	<p>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.</p> <p>5 –the requirements of the study course are met for the most part, however insufficient ability to apply the acquired knowledge is detected;</p> <p>4 – knowledge meets the minimal requirements of the study course.</p> <p>3 – superficial knowledge of the main concepts of the study</p>
Low (3 – 1 – negative evaluation)	<p>course;</p> <p>2 –superficial and incomplete knowledge of only some problems of the study course;</p>

	1 – absence of understanding of the main problems of the subject matter, almost no knowledge of the content of the study course.
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RNU study course description “Business Communication”

Study programme	Bachelor Study Programme Business Administration
Amount	3 ECTS=80 ac. hours
Author (s)	J. Korjuhina
Preliminary knowledge, Related study courses	Applied Informatics, Introduction to 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	<p>In compliance with the Standard:</p> <p>Awareness level</p> <ul style="list-style-type: none"> • Communication (including intercultural) in the society (including multicultural) • Effective communication techniques • Argumentation techniques • Business communication • Business ethics and social responsibility <p>Application level</p> <ul style="list-style-type: none"> • Extensive and relevant vocabulary • Professional terminology • Basics of intercultural communication • Preparation of reviews and publications • Basic principles of CRM <p>Additional:</p> <ul style="list-style-type: none"> • 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	<p>In compliance with the Standard:</p> <ul style="list-style-type: none"> • To search and process the obtained information • To process, systematise and analyse data • To implement personnel policy at an 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 an enterprise • To prepare and publish presentation materials • To prepare reviews and presentations • To prepare presentation materials and publications • To argue personal opinion

	<ul style="list-style-type: none"> • 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 <p>Additional:</p> <ul style="list-style-type: none"> • To effectively implement business communication, both for qualitative preparation and presentation of written information and public speeches, and for conducting business negotiations.
competences	<p>In compliance with the Standard:</p> <ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Bovee, C. L., Thill, J. V. (2019). <i>Business Communication Essentials: Fundamental Skills for the Mobile-Digital-Social Workplace</i>, 8th ed., Pearson • Tuleja E. <i>Intercultural Communication for Global Business</i>. Abington: Routledge, 2021.-314p. • Kraus A. <i>Business Correspondence: How To Write A Business Letter</i>. Santa Fe: Garcia Books, 2023.-304p. • Apele, A. <i>Prasme runāt publiski. – Rīga : Zvaigzne ABC, 2014. – 136 lpp;</i> • Lasmāne, S., <i>Komunikācijas ētika. – Rīga: LU Akadēmiskais apgāds, 2012. – 304 lpp;</i> • <i>Vēstuļu rakstīšanas VADLĪNIJAS</i>, Valsts kanceleja, 2017, <i>pieejams:</i> https://www.mk.gov.lv/sites/default/files/editor/vestulu_vadlinijas_2017.pdf
recommended	<ul style="list-style-type: none"> • Adler, R., Elmhorst, J.M. (2019). <i>Communicating at Work</i>, 12th ed., McGraw-Hill eBook • Higgins, J. (2018). <i>10 Skills for Effective Business Communication: Practical Strategies from the World's Greatest Leaders</i>, Tycho Press • Prince, E.S. (2017). <i>Practical Business Communication</i>, Macmillan Study Skills

	<ul style="list-style-type: none"> • 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
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Contents and schedule of the contact hours

Week	Topic	Academic hours	
		full-time inramural	part-time inramural
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. Effective writing strategies. Writing style. Clear	4	2
2.	purpose, structure and contents of the business message. The sequence of ideas (direct or indirect). Letter style and format. Word choice. Written communication. Letter writing guidelines.	4	2
3.	Business Letter Types: With Good or Bad News, Direct Requests, Persuasive letters and the peculiarities of their writing. 1st self-study work. Oral communication. Listening skills. Meetings.	4	2
4.	Organizing a speech for a public presentation. Presentation skills.	2	
5.	Audience analysis. Communication for Employment. Writing CV and application letter. 3 types of CV and their differences. Job interview.	4	2
6.	International business communication. Linguistic and cultural shock. Types of culture. Intercultural communication and personality. Stereotypes. 2nd self-study work. Conflict	4	2
7.	and communication. Conflict types and control styles. Causes of conflict and conflict resolution variants.	4	2
8.		2	
9.		4	4
		32 ac.h.	16 ac.h.

Description of students' self-studies organisation and assignments

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

Achievable level	Requirements
Very high level (10 - with distinction, 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; 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.
High level (8 - very good, 7 - good)	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.
average level (6 - almost good, 5 - average, 4 - almost average)	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. 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.
Low level (3 - 1 - negative rating)	

RNU study course description “Logistics”

Study programme	Bachelor Study Programme Business Administration
Amount	3 ECTS=80 ac. hours
Author (s)	Tatjana 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	<p>In compliance with the Standard students shall:</p> <p>Awareness level</p> <ul style="list-style-type: none"> • International environment of commercial activity • Methods of influencing factors analysis <p>Application level</p> <ul style="list-style-type: none"> • Logistics management • Preparation of reviews and publications • Commercial activity environment and its influencing factors • Methods of commercial environment analysis • <p>Additional:</p> <ul style="list-style-type: none"> • 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	<p>In compliance with the Standard:</p> <ul style="list-style-type: none"> • To understand the regularities and principles of economic development • To plan, manage and coordinate the activity of an enterprise • To organise the coordinated functioning of an enterprise • To define the resources necessary for the activity of an enterprise • To evaluate the world economic development tendencies and their impact on the activity of an enterprise as a whole • To evaluate the factors of the external environment of enterprises • To be aware of the research methods in the corresponding industry

- To plan the activity of an 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 an enterprise
- To organise logistics processes at an enterprise
- To organise the work of the information system of an enterprise
- To perform tactical and operational planning of an 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 an enterprise development
- To analyse the risks of economic activity
- To evaluate the results of the economic activity of an enterprise
- To apply the taxation system at an 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

	<ul style="list-style-type: none"> • 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 <p>Additional:</p> <ul style="list-style-type: none"> • 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	<p>In compliance with the Standard:</p> <ul style="list-style-type: none"> • Ability to comply with the legal enactments related to the industry • Ability to ensure the economic activity of an enterprise • Ability to organise the logistics of an enterprise • Ability to ensure quality at an enterprise • Ability to manage changes at an 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 an enterprise • Ability to find innovative solutions for the activity of an enterprise • Ability to analyse the environmental factors which influence the activity of an enterprise • Ability to critically evaluate the external environment factors and their impact on the activity of an 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 plan the activity of an enterprise Ability to whole develop and manage projects at an enterprise Ability to coordinate the functioning of an enterprise as a
 - Ability to define the development directions, mission and vision of an 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 an enterprise to achieve the set aims
 - Ability to develop the tactical plans of an enterprise
 - Ability to plan the operational activity of an 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 an enterprise considering the impact of the changing environment
 - Ability to define the resources necessary for the activity of an 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 an enterprise
 - Ability to develop new products/services and form the assortment of an enterprise
 - Ability to form the pricing policy of an enterprise
 - Ability to implement the integrated marketing communication of an enterprise
 - Ability to develop in-house sales system
 - 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 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;

	<ul style="list-style-type: none"> to be able to evaluate the decision-making significance in the company's logistics management processes.
Literature and other sources of information:	
compulsory reading	<ul style="list-style-type: none"> Christopher M. Logistics and Supply Chain Management, 4th Edition, https://www.scl.gatech.edu/resources/glossary Christopher M. Logistics and Supply Chain Management. - Upper Saddle River: FT Publishing International, 2022.-360p.
recommended	<p>Sprancmanis N. Uzņēmējdarbības loģistikas pamati (Rīga: Burtene)</p> <ul style="list-style-type: none"> A.Djukarevs, A.Mrochko Building and virtualization a failover cluster of servers in a logistics company 2018 The 16th INTERNATIONAL CONFERENCE: 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 inramural	part-time inramural
1.	Logisticstheoreticalandmethodologicalaspects: <ul style="list-style-type: none"> The concept of logistics; The history of logistics; The functions and objectives of logistics; 	2	1
2.	The functional areas of logistics _1: <ul style="list-style-type: none"> Procurement (supply) logistics; Production logistics; Distribution logistics; Service logistics; Transport logistics. 	2	1
3.	The functional areas of logistics _2: <ul style="list-style-type: none"> Procurement (supply) logistics; Production logistics; Distribution logistics; Service logistics; Transport logistics. 	2	1
4.	A modernapproachtologisticsandtransportation: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> 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. <ul style="list-style-type: none"> • Road transport; • Rail transport. • Sea and river (internal water) transportation. • Air transport. • Pipeline transport. 	2	1
7.	Legislation. <ul style="list-style-type: none"> • The legislation regulating transportation (for each mode of transport), international conventions and agreements. • CMR invoice (waybill). • TIR carnet. • AETR, ADR and ATP. • Agreement. 	2	1
8.	Transport policy. <ul style="list-style-type: none"> • The EU's transport policy. • The Latvian carriers in the EU. • Permission system. • Driving documents. 	2	1
9.	The procedure for cargo delivery-acceptance. <ul style="list-style-type: none"> • 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. 	2	1
10.	Characteristics of freight transport. <ul style="list-style-type: none"> • What is the cargo and the cargo unit? • Classification of cargo. • Cargo connectivity and loading. • Pallets. 	2	1
11.	Transport task: <ul style="list-style-type: none"> • The awareness of the transport task. • A classical transport task. • Solving the main problem. • The algorithm for solving. 	2	1
12.	Logistics of material stocks: <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • Logistics chains; • The basic functions of a warehouse; • Classification of warehouses; 	2	1

	<ul style="list-style-type: none"> The basic concepts of the warehouse activity; The use of the basic module at the different stages of the logistics process. 		
14.	The product in warehousing. <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> A purchase-sale contract; A purchase-sale contract from the international transport point of view. Incoterms; Why "Incoterms" rules are necessary; Customs procedures. 	2	1
		32 ac.h	16 ac.h.

Description of students' self-studies organisation and assignments on 1st term:

Self-study work	Ac.hours for full-time inramural / part-time inramural / distance learning	Planned learning outcomes
Compulsory reading, sources and methodological materials learning	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	

Studywork	Knowledge	Skills	Competences	% of final evaluation
1.	*	*	*	15
2.	*	*	*	15
3.	*	*	*	15
4.	*	*	*	15

Exam	*	*	*	40
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Evaluation of mastering the study course

Achievable level	Requirements
Very high level (10 - with distinction, 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; 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.
High level (8 - very good, 7 - good)	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.
average level (6 - almost good, 5 - average, 4 - almost average)	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. 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.
Low level (3 - 1 - negative rating)	

RNU study course description “Financial Management”

Study programme	Bachelor Study Programme Business Administration
Amount	6 ECTS=160 ac. hours
Author(s)	Inese Spīča, Maksims Grinčuks
Preliminary knowledge, Related study courses	Economics, Accounting, Management
Aim	To provide students with theoretical and practical knowledge about business financial management and business financial environment
Planned learning outcomes:	
Knowledge	<p>Awareness level</p> <ul style="list-style-type: none"> • International environment of commercial activity • Methods of influencing factors analysis • State taxation policy <p>Application level</p> <ul style="list-style-type: none"> • 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 • To understand the regularities and principles of economic
skills	<ul style="list-style-type: none"> • development • To evaluate the world economic development tendencies and their impact on the activity of an enterprise as a whole • To evaluate the factors of the external environment of enterprises • To be aware of the research methods in the corresponding industry • To evaluate the factors of the internal activity of enterprises • To plan the activity of an enterprise • To analyse and evaluate the results of the activity of an 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 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 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 an enterprise
- To analyze and evaluate project performance against company aims
- 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 analyse the risks of economic activity
- To evaluate the results of the economic activity of an enterprise
- To plan and monitor cash flow and financial performance
- To attract financial resources
- To apply the taxation system at an 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

	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Ability to analyse economic situation • Ability to analyse the environmental factors which influence the activity of an enterprise • Ability to critically evaluate the external environment factors and their impact on the activity of an enterprise • Ability to critically evaluate the internal environment factors and their impact on the activity of an 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 plan the activity of an enterprise • Ability to develop and manage projects at an enterprise • Ability to coordinate the functioning of an enterprise as a whole • Ability to define the development directions, mission and vision of an 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 an enterprise to achieve the set aims • Ability to develop the tactical plans of an enterprise • Ability to plan the operational activity of an 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 an enterprise considering the impact of the changing environment • Ability to define the resources necessary for the activity of an enterprise • Ability to perform financial analysis • Ability to organise accounting at an enterprise • Ability to optimise the enterprise oriented taxation system • Ability to apply an appropriate tax paying regimen • Ability to form the pricing policy of an enterprise

	<ul style="list-style-type: none"> • Ability to develop in-house sales system • Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development <p>Additional competences:</p> <ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Rurāne, M. Finanšu pārvaldība un analīze. Rīga: Avots, 2019, 258 lpp. • Rurāne, M. Finanšu menedžments. Rīga:Rīgas Starptautiskā ekonomikas un biznesa administrācijas augstskola, 2006, 384 lpp. • Ciemleja, G. Finanšu pārskati. Rīga:RTU, 2019, 96 lpp. • Ciemleja, G. Personīgo finanšu pārvaldība. Rīga:RTU, 2019, 119 lpp. • Saksonova, S. Uzņēmuma finanšu vadības metodes. Rīga: Merkūrijs Lat , 226 lpp. • Zutter Chad, I. Principles of managerial finance. 5th ed. New York:Pirson, 2019, 974 p. • Block Stanley, B. Foundations of financial management. 6th ed. New York:McGraw-Hill Education, 2017, 686 p.
recommended	<p>Spīča, I. Baltijas valstu brīvā tirdzniecība un muitas ūnijas iespējas. Rīga: LU, 2000, 404 lpp.</p> <ul style="list-style-type: none"> • Strazdiņa, V., Spīča, I. Tirdzniecības uzņēmējdarbība. Rēzekne: Rēzeknes Augstskola, 2008, 216 lpp. • Rurāne, M. Uzņēmuma finanses. Rīga: Jumava, 2007, 266 lpp. • Biznesa kompetences. Monogrāfija. I.Spīčas red. 1. [sēj.] Biznesa kompetences un Latvijas tautsaimniecības krīze. Rīga: Biznesa kompetences centrs, 2009. 146 lpp. • Bednarskis, L., Paupa, V., Vaikulis, I. Finanšu pārskatu analīze. Rīga:LU, 1994. 96 lpp. • Irvins, D. Finanšu kontrole. Rīga: SIA VTF, 1994. 192 lpp. • Brigham, J., Hjuston, Dž. Finansovij menedžment. 4 izd. Moskva: Piter, 2007. 542 s. • Diderihs, H. Uzņēmuma ekonomika. Rīga: Zinātne, 2000, 516 lpp.

	<ul style="list-style-type: none"> Ziņojumi par Latvijas tautsaimniecības attīstību. Rīga: Latvijas Republikas Ekonomikas ministrija
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Contents and schedule of the contact hours

Week	Topic	Academic hours	
		full-time inramural	part-time inramural
1	Main financial concepts, the essence of financial management, its content and role	4	2
2	Financial environment of a business and business activity concepts	4	2
3	Financial analysis principles, goals, tasks and methods	4	2
4	Research topics in financial management. Preparation of an abstract and approbation.	4	2
5	Vertical and horizontal financial analysis, calculation of financial ratios and company analysis	4	2
6	Financial planning and forecasting	4	2
7	Testing topics 1,2,3,5 and 6. (test 1)	4	2
8	Definition, principles and types of financial risk. Financial risk management.	4	2
9	Research topics in financial management. Preparation of presentations and approbation	4	2
10	Managing long-term assets. Stock and bond valuation principles.	4	2
11	Cash flow management and capital structure management	4	2
12	Working capital management and sources of financing	4	2
13	Profitability management, dividend policy and business management	4	2
14	Principles and methods of financial control. Financial crises and business sustainability management principles	4	2
15	Preparation of a scientific article on a specific topic related to financial management. Approbation.	4	2
16	Testing topics 8, 10, 11, 12, 13 and 14. (test 2)	4	2
		64 ac. hours	32 ac. hours

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time inramural / part-time inramural / distance learning	Planned learning outcomes
Compulsory reading, sources and methodological materials learning	20/64/104	<p>Knowledge of: financial management principles, basic indicators and financial environment, global trends in financial management development within the context of globalization. Financial management theory and practice in international commercial environment. Financial analysis, planning and control.</p> <p><i>Test forms:</i> Tests 1 and 2, scientific research, individual and group work at seminars and workshops, thematic discussions, written exam.</p>
Research topics in financial management. Preparation of an abstract.	8/8/8	Competences: ability to prepare a scientific research paper related to financial management.
Preparing for test 1 (topics 1,2,3, 5 and 6)	12/12/12	<p>Knowledge of: Basic financial principles, the essence of business financial management, financial environment, business management concepts, financial analysis principles, goals and methods. Financial ratio analysis principles, financial planning and forecasting. Practical implementation of these skills in business management.</p>
Research topics in financial management. Preparation of presentations	8/8/8	Competences: ability to prepare a presentation related to scientific research on a selected topic in financial management.
Preparation of a scientific article on a specific topic related to financial management.	16/16/16	Competences: ability to prepare a scientific research paper related to financial management.

Preparing for test 2 (topics 8, 10, 11, 12, 13 and 14)	16/16/16	Knowledge of: Financial risks and their management, long-term asset management principles, stock and bond valuation principles, cash management, capital structure and working capital management, profitability management, dividend policies, financial control principles and crisis management. Implementation of these skills and competences in business management.
Preparation for individual and group work at seminars	20/8/0	Knowledge of: Financial management issues and solutions, financial metrics, their calculation principles, valuation, control methodology and related details. Implementation of practical skills and competences in financial management of a business. Problem-solving skills.
Preparation for the written exam	0/0/0/	Knowledge of: Financial management development trends, financial management theory, company financial analysis, planning, management and control. Ability to analyze and evaluate internal and external financial environment, financial indicators of a business, financial markets and assess a company's financial opportunities in the market. Competences in applying the theory of financial management in business, in planning, forecasting and managing effective financial activities of the company
Total:	96/128/160	

Study work	Knowledge	Skills	Competences	% of final evaluation
Test 1 Test 2 Scientific	+	+	+	30
research project Individual	+	+	+	30
and group work Written	+	+	+	20
exam	+	+	+	20
	+	+	+	100

Evaluation of mastering the study course

Achievable level	Requirements
Very high level (10 - with distinction, 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; 8 - Knowledge, skills and competence meet the requirements of
High level (8 - very good, 7 - good)	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 “Property and Liability Law in Business”

Study programme	Bachelor Study Programme Business Administration 3 ECTS=80 ac. hours
Amount	Žanna Kļeščevņikova, Jūlija Galkina
Author (s)	Secondary School discipline Politics and Law
Preliminary knowledge, Related study courses	To provide students knowledge about the most important
Aim	institutes of property and liability law, legal relations in business, which are formed due to them. To provide students practical skills in law of property and liens, understanding of the application of laws and regulations, which are necessary to offer legally and factually justified solutions to problem situations in the field of property and liability law.
Planned learning outcomes:	
knowledge	<p>According to standard:</p> <ul style="list-style-type: none"> • International environment of commercial activity • Commercial activity environment and its influencing factors • Methods of commercial environment analysis • Communication (including intercultural) in the society (including multicultural) • Extensive and relevant vocabulary • Professional terminology • Preparation of reviews and publications • Modern management theories • Requirements of the industry relevant legal enactments and standards • Argumentation techniques • Business communication • Business ethics and social responsibility •
skills	<p>According to standard:</p> <ul style="list-style-type: none"> • 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 • 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 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 • • • • <p>of the industry</p>

	<ul style="list-style-type: none"> • 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 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	<p>According to standard:</p> <ul style="list-style-type: none"> • Ability to comply with the legal enactments related to the industry • Ability to ensure the economic activity of an enterprise • Ability to ensure quality at an enterprise • Ability to manage changes at an 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 an enterprise • Ability to find innovative solutions for the activity of an enterprise • 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

	<ul style="list-style-type: none"> • Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development •
Literature and other sources of information:	
compulsory reading	<ul style="list-style-type: none"> • Civillikums. Lietu tiesības. Stājas spēkā: 01.09.1992. Publicēts: Valdības Vēstnesis, 44, 24.02.1937. https://likumi.lv/ta/id/90221-civillikums-tresa-dala-lietu-tiesibas • Civillikums. Saistību tiesības. Stājas spēkā: 01.03.1993. Publicēts: Valdības Vēstnesis, 46, 26.02.1937. https://likumi.lv/ta/id/90220-civillikums-ceturta-dala-saistibu-tiesibas • 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 • Torgāns, Kalvis, Saistību tiesības, Otrais papildinātais izdevums. Rīga : Tiesu namu aģentūra, 2018. Rozenfelds J., Lietu tiesību normu piemērošana tiesu praksē. Aktuālās problēmas. Jurista Vārds NR. 16, 2011 John Henry Merryman, Rogelio Pérez-Perdomo, The Civil Law Tradition, 3rd Edition: An Introduction to the Legal Systems of Europe and Latin America. Stanford University Press, 2017- 192p. • Svendsen K. Knock-for-Knock Indemnities and the Law. - Abington: Informa Law from Routledge, 2023.-296p. • Baskind E. Commercial Law Concentrate. -Oxford: OUP Oxford, 2022.-264p. • Austen-Baker R. Principles of Commercial Law. - London: Edward Elgar Publishing, 2022.-328p. • Kārklīšs J. Tort Law in Latvia.-London: Kluwer Law International, 2022.-164p. • Schäfer H.-B. The Economic Analysis of Civil Law. - London: Edward Elgar Publishing, 2022.-648p. • Servais J.-M. International Labour Law. - London: Kluwer Law International, 2022.-398p. • Guerin L. The Essential Guide to Federal Employment Laws. - London: NOLO, 2022.-496p. • Dolzer R. Principles of International Investment Law. - Oxford: OUP Oxford, 2022.-560p. • Slagter T. Fundamental Perspectives on International Law. - Cambridge: Cambridge University Press, 2022.-722p.—
recommended	<ul style="list-style-type: none"> • Torgāns, Kalvis, Līgumu un deliktu problēmas Eiropas Savienībā un Latvijā. Rīga : Tiesu namu aģentūra, 2017. • Višņakova G., Balodis L. LR Civillikuma komentāri. Lietas. Valdījums. Tiesības uz svešu lietu.-R., -1998.

	<ul style="list-style-type: none"> • Grūtups A. LR Civillikuma komentāri. Īpašums. Tiesu namu aģentūra, Rīga, 2003. • Rozenfelds J. (2015). Lietu tiesību objekti (Rights in rem). Latvijas Universitātes žurnāls. Juridiskā zinātne. Nr.8. Zin. red. J.Lazdiņš, Rīga: Latvijas Universitāte, 2015, 22.-42.lpp. • Rozenfelds J. (2016). Nekustamā īpašuma atsavināšanas darījuma iekšējie trūkumi. Jurista Vārds, 2016.gada 20.decembris, Nr.51 (954).
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Contents and schedule of the contact hours

Week	Topic	Academic Hours	
		Full-time inramural	Part-time inramural
1	Description, concept, system and sources of rights in rem. Cases and their classification.	2	2
2	Test "Description, concept, system and sources of property law. Cases and their classification.	2	
3	Possession and property rights. Right to a stranger thing	2	2
4	Test of possession and possession. Right to stranger's case "	2	
5	Pre-emption and redemption rights. Pledge law	2	2
6	Test "Pre-emption and Redemption Rights. Pledge rights	2	
7	Description, concept, system and sources of liability law	2	2
8	Test paper "Characteristics, concept, system and sources of liability law"	2	
9		2	
10	Legal transaction and its types. Description and content of contract	2	2
11	Test "Legal Transaction and Its Types. Description and content of contract	2	
12	Binding force and strengthening of contract law	2	2
13	Test work "Binding force and strengthening of contract law"	2	
14	Compensation for damages	2	
15	Test "Losses"	2	2
16	Performance of obligations and other forms of termination	2	
	Test "Commitment Performance and Other Ways of Termination."	32	2
			16

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time inramural / part-time inramural / distance learning	Planned learning outcomes
Compulsory reading, sources and	16/40/56	Knowledgeof: <ul style="list-style-type: none"> • institutes of property and liability law;

methodological materials learning		<ul style="list-style-type: none"> • their development tendencies; the place and role in the legal system; • Knowledge of property and tenure protection; • the right to a stranger's property; • liens; • legal transactions, the process of their execution <p>Strengthening the law of obligations</p> <ul style="list-style-type: none"> • damages; • the ways in which liabilities are terminated.
Preparation for examination work “Description, concept, system and sources of property law. Cases and their classification.”	4/0/0	Knowledge of the notion, peculiarities, types of application and spheres of property law, classification of things and significance of classification in civil law.
Preparation for test “Possession and property rights. Right to stranger's case”	4/0/0	Acquired knowledge about possession and property, its acquisition and extinction, rights and obligations of the owner and possessor, rights to foreign property. Able to carry out factual analysis
Preparation for the Test Work “Pre-emption and Redemption Rights. Pledge rights'	4/0/0	to determine compliance with legal norms. Knowledge of the concept, types and meaning of liens. Is able to analyse current issues and practical situations in the field of pre-emption and redemption rights.
Preparation for the Test Paper “Characterization, Concept, System and Sources of Obligation Law”	4/0/0	Acquired knowledge of the nature and concepts of liability law. Ability to understand current issues of liability law in the area of liability law.
Preparation for the Test “Legal Transaction and Its Types. Description and content of the contract”	4/0/0	Ability to draft, analyse and legal transaction the contract. Ability to apply knowledge independently analysing practical situations in the field of legal transactions. Ability to work in a team, ability to explain and justify one's opinion reasonably.
Preparatory work for the test “Binding contract power and Enforcement of Obligations”	4/0/0	Ability to apply theoretical knowledge independently analysing practical situations. Ability to work in a team, ability to explain and justify one's opinion reasonably.
Preparing for Test “Losses”	4/0/0	Ability to apply theoretical knowledge independently analysing practical situations for

		damages. Ability to put theoretical knowledge into practice when making decisions.
Preparation for Test Performance "Commitment Performance and Other Ways of Termination."	4/0/0	Ability to apply theoretical knowledge independently analysing practical about termination of obligations. Ability to put theoretical knowledge into practice when making decisions. 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	

Studywork	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

Achievable level	Requirements
Very high level (10 - with distinction, 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; 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.
High level (8 - very good, 7 - good)	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.
average level (6 - almost good, 5 - average, 4 - almost average)	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. 3 - Superficial knowledge of the main problems of the study course. 2 - Upgraded individual study course questions; 1 - Not fully mastered the course.
Low level (3 - 1 - negative rating)	There is no understanding of the basic problems of the study course.

RNU study course description “Management Information Technology”

Study programme	Bachelor Study Programme Business Administration 6 ECTS=160 ac. hours
Amount	K.Hamruna, V.Gopejenko
Author (s)	Introduction to Entrepreneurship
Preliminary knowledge, Related study courses	Applied Informatics To develop understanding and knowledge of basic concepts of management IT, evolution and development of the concept of organization MIS which could be practically used facing different situations and solving problems.
Aim	
Planned learning outcomes:	
knowledge	<p>In compliance with the Standard:</p> <ul style="list-style-type: none"> • Preparation of reviews and publications • Opportunities and potential risks of information technologies • Safety of electronic information • Development of management information system • Development and application of data bases • Information technologies for data processing, analysis and management • Information technology capabilities • Organisation of information technology application • Requirements of the industry relevant legal enactments and standards
skills	<p>In compliance with the Standard:</p> <ul style="list-style-type: none"> • 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 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

	<ul style="list-style-type: none"> • 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 an 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 an enterprise • To be aware of the digital environment for marketing organisation • To define and develop the effective model of the activity of an 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 an 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
competences	<p>In compliance with the Standard:</p> <ul style="list-style-type: none"> • Ability to comply with the legal enactments related to the industry • Ability to ensure the economic activity of an enterprise • Ability to ensure quality at an enterprise • Ability to manage changes at an enterprise • 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 an enterprise

	<ul style="list-style-type: none"> • Ability to find innovative solutions for the activity of an enterprise • 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	<ul style="list-style-type: none"> • Laudon K.C., Laudon J.P. Management Information Systems: Managing the Digital Firm, 16th edition, 2020, Pearson, 660 p. • http://dinus.ac.id/repository/docs/ajar/Kenneth_C_Laudon,Jane_P_Laudon_-_Management_Information_System_12th_Edition_.pdf
recommended	<ul style="list-style-type: none"> • Stair R., Reynolds G. Fundamentals of Information Systems, 7th Edition, 2013, Prentice Hall, 560 p. • Gilder G. Life After Google: The Fall of Big Data and the Rise of the Blockchain Economy, 2018, audiobook, https://www.amazon.com/Life-After-Google-Blockchain-Economy/dp/B07FCRHKPD/ref=tmm_aud_swatch_0?_encoding=UTF8&qid=&sr= • Gopejenko V., Gopejenko A. Using applications and tools to visualize ab initio calculations performed in VASP Book Series Lecture Notes in Computer Science (including subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics) Volume 10850 LNCS, Pages 489 - 496 2018 5th International Conference on Augmented Reality, Virtual Reality, and Computer Graphics, SALENTO AVR 2018, 24 June 2018 - 27 June 2018 https://www.scopus.com/record/display.uri?eid=2-s2.0-85050366598&origin=resultslist&sort=plf-f&src=s&st1=gopejenko&st2=i&nlo=1&nlr=20&nls=count-f&sid=0de7e763709da8c5123fd831ed5821d9&sot=anl&sdt=aut&sl=42&s=AU-ID%28%22Gopejenko%2c+Viktors+I.%22+55038229400%29&relpos=5&citeCnt=0&searchTerm=

Contents and schedule of the contact hours

Week	Topic	Academic hours	
		full-time inramural	part-time inramural
1	The role of Information Technology in business today. Globalization challenges and opportunities. The business information value chain. Telecommunications and wireless technology.	4	2

2	Tools and technologies for collaboration and teamwork. Management virtual meetings.	4	2
3	Management Information Systems (MIS). Contemporary approaches to Information Systems: technical approach and behavioral approach. Sociotechnical Systems.	4	2
4	IT infrastructure. Computer hardware platforms. Operating system platforms. Enterprises software applications.	4	2
5	Contemporary hardware platform trends. The emerging mobile digital platform. Grid computing. Virtualization. Cloud computing. Green computing. Autonomic computing. High-performance and Power-saving.	4	2
6	Contemporary software platform trends. Linux and open source software. Software for the Web: Java and Ajax. Web services and service-oriented architecture. Software outsourcing and cloud services.	4	2
7	Data management and storage. Organizing data in a traditional file environment. File organization concepts. Problems with the traditional file	4	2
8	The database approach to data management. Database management systems. Capabilities of database management systems. Designing databases. Building a Relational Database for Inventory management. Databases and the Web. Managing data resources.	4	2
9	Establishing an information policy. Ensuring data quality. Legal and regulatory requirements for electronic records	4	2
10	management. Technologies and tools for protecting information resources.	4	2
11	Database software to manage customer service requests	4	2
12	Management decision problems. Using databases to	4	2
13	analyze sales trends. Forecasting techniques and methodology. Improving of	4	2
14	decision making process. Organization of company logistics. Efficient transportation	4	2
15	routes. Evaluating supply chain management Using Information Technology to achieve competitive	4	2
16	advantage.	4	2
		64ac.h.	32ac.h.

Description of students' self-studies organisation and assignments

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

1. Compulsory reading, sources and methodological materials learning	36/68/100	Knowledge of: management information technology and management information systems as a part of it.
2. Project work	60/60/60	Skills: to apply the latest information systems to the process of organization of performance and management of an enterprise; Competences: <ul style="list-style-type: none"> • The ability to apply theoretical and practical knowledge about management and skills for the effective managing of an enterprise and its structural divisions. • The ability to use information technologies for performing their activities.
Total ac.h.s:	96/128/160	

Study work	Knowledge	Skills	Competences	% of final evaluation
Project	+	+	+	40
Exam (knowledge test + case study)	+	+	+	60

Evaluation of mastering the study course

Achievable level	Requirements
Very high level (10 - with distinction, 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; 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.
High level (8 - very good, 7 - good)	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.
average level (6 - almost good, 5 - average, 4 - almost average)	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. 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.
Low level (3 - 1 - negative rating)	

RNU study course description “Electronic Commerce”

Study programme	Bachelor Study Programme Business Administration
Amount	3 ECTS=80 ac. hours
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:	According to standard:
knowledge	<p>Awareness level</p> <ul style="list-style-type: none"> • Opportunities and potential risks of information technologies • Safety of electronic information • Business ethics and social responsibility <p>Application level</p> <ul style="list-style-type: none"> • 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 <p>Additional:</p> <ul style="list-style-type: none"> • The principles of contextual advertising use and work, as well as knowledge of methods of calculating the efficiency coefficients of advertising campaigns.
skills	<p>According to standard:</p> <ul style="list-style-type: none"> • To understand the regularities and principles of economic development • To plan, manage and coordinate the activity of an enterprise

- To organise the coordinated functioning of an enterprise
- To define the resources necessary for the activity of an enterprise
- To evaluate the factors of the external environment of enterprises
- To be aware of the research methods in the corresponding industry
- To plan the activity of an enterprise
- To analyse and evaluate the results of the activity of an 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 an 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 an enterprise
- To assess competitors and their impact on the activity of an enterprise
- To organise marketing processes at an enterprise
- To be aware of the digital environment for marketing organisation

	<ul style="list-style-type: none"> • 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 an 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 <p>Additional:</p> <ul style="list-style-type: none"> • skills in working with tools and tools for contextual advertising campaigns; • ability to calculate efficiency coefficients.
competences	<p>Atbilstoši standartam:</p> <ul style="list-style-type: none"> • Ability to comply with the legal enactments related to the industry • Ability to ensure the economic activity of an enterprise • Ability to manage production processes at an enterprise • Ability to organise the service management at an enterprise • Ability to organise the logistics of an enterprise • Ability to ensure quality at an enterprise • Ability to manage changes at an 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 an enterprise
- Ability to find innovative solutions for the activity of an enterprise
- Ability to plan the activity of an enterprise
- Ability to develop and manage projects at an enterprise
- Ability to coordinate the functioning of an enterprise as a whole
- Ability to define the development directions, mission and vision of an 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 an enterprise to achieve the set aims
- Ability to develop the tactical plans of an enterprise
- Ability to plan the operational activity of an 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 an enterprise considering the impact of the changing environment
- Ability to define the resources necessary for the activity of an enterprise
- Ability to perform financial analysis
- Ability to organise marketing principles at an enterprise
- Ability to develop new products/services and form the assortment of an enterprise
- Ability to form the pricing policy of an enterprise
- Ability to implement the integrated marketing communication of an enterprise
- Ability to develop in-house sales system
- Ability to understand the properties and application of information technologies necessary for the operations of an enterprise and the improvement of its activity

	<ul style="list-style-type: none"> 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 <p>Additional:</p> <ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	Academic hours	
		full-time inramural	part-time inramural
1	Definition of contextual advertising. Introducing Google Ads. The principles of Google Ads and display advertising. Create	2	
2	your first Google Ads advertising account. Google Ads Interactive. The structure of the advertising account of Google Ads (Campaigns - Groups - Ads and key searches) Features	2	2
3	and characteristics of creating effective text ads. Creation and	2	
4	configuration of the first advertising campaigns (including display network, location, languages, daily budget, display time and period, type of bidding).	2	2

5	Test work with a mark: “Setting up an advertising campaign and its basic characteristics”.	2	
6	Planning and creating the structure of advertisement groups. Ad groups and setting up ad extensions.	2	2
7	Keyword research basics. Use the Keyword Planner Tool to analyze and list key queries for future ad campaigns.	2	
8	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
9	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
10	Create and configure remarketing campaigns, Display Network, Gmail Ads.	2	2
11	Test work with a mark: “Creating, planning, setting up and launching advertising campaigns with Google Ads”.	2	
12	Using the site’s navigation, structure to structure Google’s advertising campaigns.	2	2
13	Conversion Tracking Basics	2	2
14	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	
15,16	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. h	16 ac. h

Description of students’ self-studies organisation and assignments

Self-study work	Ac.hours for full-time inramural / part-time inramural / distance learning	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	10/0/0	Skills: Students can independently create, configure and run various types of contextual advertising campaigns with advanced settings

advertising campaigns with Google Ads”		
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. Competencies: Students are
Preparatory work “Integrated configuration of advertising campaigns in Google Ads with setting up conversion accounting and correction of rates”	6/0/0	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
Project work for part time students	0/24/24	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.
Totalac.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

Achievable level	Requirements
Very high level (10 - with distinction, 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; 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. 6 - Knowledge, skills and competence meet the requirements of the training course; sometimes lacking in-depth understanding of the problem, not being
High level (8 - very good, 7 - good)	
average level	

(6 - almost good, 5 - average, 4 - almost average)	<p>able to fully apply knowledge in practice, but being able to use knowledge and skills by model.</p> <p>5 - Knowledge, skills and competences partially meet the requirements of the training course; lack of competence to apply knowledge in practice</p> <p>4 - Knowledge meets the minimum requirements of the course.</p>
Low level (3 - 1 - negative rating)	<p>3 - Superficial knowledge of the main problems of the study course.</p> <p>2 - Upgraded individual study course questions;</p> <p>1 - Not fully mastered the course. There is no understanding of the basic problems of the study course.</p>

RNU study course description “Digital Marketing”

Study programme	Bachelor Study Programme Business Administration
Amount	3 ECTS=80 ac. hours
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.
Planned learning outcomes:	
knowledge	In compliance with the Standard: Awareness level <ul style="list-style-type: none"> • Opportunities and potential risks of information technologies • Safety of electronic information • Business ethics and social responsibility Application level <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • knowledge of online advertising channels and trends; • SEO-optimized website development principles; • principles of the analysis of advertising campaigns, optimization of their effectiveness.
skills	In compliance with the Standard: <ul style="list-style-type: none"> • To understand the regularities and principles of economic development

- To plan, manage and coordinate the activity of an enterprise
- To organise the coordinated functioning of an enterprise
- To define the resources necessary for the activity of an enterprise
- To plan the activity of an enterprise
- To analyse and evaluate the results of the activity of an 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 an 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 an enterprise
- To organise the work of the information system of an enterprise
- To perform tactical and operational planning of an 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 an enterprise
- To organise marketing processes at an enterprise
- To organise product/service policy and the assortment policy at an enterprise

	<ul style="list-style-type: none"> • To organise products/services pricing policy at an enterprise • To organise the sales of products/services of an 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 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 an enterprise • To prepare and publish presentation materials • To prepare reviews and presentations • To prepare presentation materials and publications • To argue 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 <p>Additional:</p> <ul style="list-style-type: none"> • to plan and create sales-oriented SEO-website development tasks; to be able to apply search promotion principles and criteria • in the digital environment.
competences	<p>In compliance with the Standard:</p> <ul style="list-style-type: none"> • Ability to comply with the legal enactments related to the industry • Ability to ensure the economic activity of an enterprise • Ability to manage production processes at an enterprise • Ability to organise the service management at an enterprise • Ability to organise the logistics of an enterprise • Ability to ensure quality at an enterprise • Ability to manage changes at an 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 an enterprise
- Ability to find innovative solutions for the activity of an enterprise
- Ability to plan the activity of an enterprise
- Ability to develop and manage projects at an enterprise
- Ability to coordinate the functioning of an enterprise as a whole
- Ability to define the development directions, mission and vision of an 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 an enterprise to achieve the set aims
- Ability to develop the tactical plans of an enterprise
- Ability to plan the operational activity of an enterprise
- Ability to evaluate the development opportunities and improve activity plans of an enterprise considering the impact of the changing environment
- Ability to define the resources necessary for the activity of an enterprise
- Ability to perform financial analysis
- Ability to develop new products/services and form the assortment of an enterprise
- Ability to form the pricing policy of an enterprise
- Ability to implement the integrated marketing communication of an 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 an enterprise and the improvement of its activity

	<ul style="list-style-type: none"> • 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 <p>Additional:</p> <ul style="list-style-type: none"> • the ability to 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:	
compulsory reading	<ul style="list-style-type: none"> • 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. • Praude V., Šalkovska J. Satura mārketingu internet. - Rīga: Burtene, 2018.-256lpp.
recommended	<ul style="list-style-type: none"> • Search Engine Optimization for Dummies, 5th Edition (ISBN: 9781118396124) - Peter Kent - For Dummies (July, 2012). • 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 MANAGEMENT THEORY AND STUDIES FOR RURAL BUSINESS AND INFRASTRUCTURE DEVELOPMENT Volume 42 Issue 4 Page 476-485 DOI 10.15544/mts.2020.49 https://www.webofscience.com/wos/woscc/full-record/WOS:000609182500008 • Kalenyuk, I., Djakona, A., Tsymbal, L., Grishnova, O. Intellectual Component of Global Leadership and Assessments in Management Open Access Journal of Research Volume 16, Issue 4, Pages 212 – 223 2018 https://www.scopus.com/record/display.uri?eid=2-s2.0-

Contents and schedule of the contact hours

Week	Topic	Academic hours	
		full-time inramural	part-time inramural
1	Introduction to digitalmarketinganditsevolution.	2	2
2	Brand assessmentandsettinggoalsforpromotion.Digital	2	2
3	marketing strategy.	2	2
	Website promotionchannels(organicsearch,contextual advertising, emailmarketing,socialnetworks,affiliate/ affiliate marketing).		
4	The principlesandpracticeoforganizingandstructuring	2	2
5	convertible offers.Creatingawebsitecontentplan.		
	Principles forwritingcompellingconversiontexts.Tools for analyzingandselectingtargetedkeywordswhen writing contentinordertooccupyleadingpositions in search engines.ApplicationKeywordPlannerTool.	2	2
6	Test work withevaluationmark:“Planningandcreation of a conversionsitestructureusingtargetedkeyrequests for conversion”.	2	
7	Payment modelsandprinciplesforbuildingeffective	2	2
8	contextual advertising campaigns. The principlesandtheoryofplanningandorganizingan effectiveadvertisingcampaign affiliate marketing (affiliate marketing).	2	
9	CriteriaforqualitysearchengineoptimizationSEOsites	2	2
10	CriteriaforqualitysearchengineoptimizationSEOsites	2	
11	Test workwithevaluationmark:“Criteriaforsuccessful	2	
12	digital promotion”. Opportunitiesandpracticeofusingcommercialplatforms for therapidcreationofsites(WIX,SHOPIFYand others). Connect,configureandworkwithstatistics(Google Analytics, etc.)	2	2
13	WebsiteSEOaudittools(SERANKING,DMOZ,etc.).	2	
14	Connect and use the Google Search Console.	2	
15,16	Test workwithevaluationmark:“BuildingaConversion SEO-Oriented Website”.	4	
		32ac.h	16ac.h

Description of students’ self-studies organisation and assignments

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

Compulsory reading, sources and methodological materials learning	20/40/56	<p>Knowledge:</p> <ul style="list-style-type: none"> • 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. <p>Testing form - test</p>
Preparatory work “Planning and creation of a conversion site structure using targeted key requests for conversion”	8/0/0	<p>Skills: Students are able to design and plan assignments for the development of a conversion website and SEO-oriented content.</p>
Preparatory work “Criteria for successful digital promotion”	8/0/0	<p>Skills: Students are familiar with the principles and criteria for quality promotion in a digital environment.</p>
Preparatory work “Building a Conversion SEO-Oriented Website”	6/0/0	<p>Skills: Students are able to independently:</p> <ul style="list-style-type: none"> • plan digital campaigns; <p>launch a conversion and SEO-oriented website;</p> <p>apply analytics tools.</p>
Preparatory work “Building a Conversion SEO-Oriented Website”	6/0/0	<p>Competencies: Students are able to:</p> <ul style="list-style-type: none"> • plan digital campaigns; • launch a conversion and SEO-oriented website; <p>apply analytics tools.</p>
Project work for part time students	0/24/24	<p>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.</p>
Totalac.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

Achievable level	Requirements
Very high level (10 - with distinction, 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; 8 - Knowledge, skills and competence meet the requirements of
High level (8 - very good, 7 - good)	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 “Total Quality Management”

Study programme	Bachelor Study Programme Business Administration
Amount	3 ECTS=80 ac. hours
Author (s)	Ivars Linde
Preliminary knowledge, Related study courses	Introduction to Entrepreneurship, Economics
Aim	To provide knowledge of the basics of TQM and its practical applications, including: quality management theoretical frameworks, quality management systems, ISO standards and practical explanation, quality improvement system, cost of quality.
Planned learning outcomes: knowledge	In compliance with the Standard students shall: Awareness level <ul style="list-style-type: none"> • Quality management systems Application level <ul style="list-style-type: none"> • Quality management • Preparation of reviews and publications
skills	In compliance with the Standard : <ul style="list-style-type: none"> • To evaluate the factors of the internal activity of enterprises • To plan the activity of an enterprise • To analyse and evaluate the results of the activity of an 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 an enterprise • To organise production/service processes at an enterprise • To work out the development strategy of an enterprise

	<ul style="list-style-type: none"> • To perform tactical and operational planning of an 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 an 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 an enterprise • To prepare and publish presentation materials • To prepare reviews and presentations • To prepare presentation materials and publications • To argue 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	<p>In compliance with the Standard:</p> <ul style="list-style-type: none"> • Ability to comply with the legal enactments related to the industry • Ability to ensure the economic activity of an enterprise • Ability to manage production processes at an enterprise • Ability to organise the service management at an enterprise • Ability to organise the logistics of an enterprise • Ability to ensure quality at an enterprise • Ability to manage changes at an 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 an enterprise
- Ability to find innovative solutions for the activity of an enterprise
- Ability to define the directions of the development and to formulate the mission and vision of an 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 an enterprise
- Ability to critically evaluate the external environment factors and their impact on the activity of an enterprise
- Ability to critically evaluate the internal environment factors and their impact on the activity of an 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 plan the activity of an enterprise
- Ability to develop and manage projects at an enterprise
- Ability to coordinate the functioning of an enterprise as a whole
- Ability to define the development directions, mission and vision of an 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 an enterprise to achieve the set aims
- Ability to develop the tactical plans of an enterprise
- Ability to plan the operational activity of an enterprise
- Ability to develop measures to assess commercial activity, to evaluate risks and minimise their impact

	<ul style="list-style-type: none"> • Ability to evaluate the development opportunities and improve activity plans of an enterprise considering the impact of the changing environment • Ability to define the resources necessary for the activity of an 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 <p>Additional:</p> <ul style="list-style-type: none"> • The ability to organize the quality department according to the objectives and market situation. • The ability to conduct research of management of quality and apply the results obtained in business.
Literature and other sources of information:	
compulsory reading	<ul style="list-style-type: none"> • Driņķe Z. Kvalitātes vadības sistēmas. Biznesa augstskola Turība. 2019. – 272 lpp. ISBN 9789934543234 • 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	<ul style="list-style-type: none"> • 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.

	<ul style="list-style-type: none"> • 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 • 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
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Contents and schedule of the contact hours

Week	Topic	Academic hours	
		full-time inramural	part-time inramural
1	Quality definition, concepts	4	2
2	Quality environment	2	2
2	Test with the evaluation: "Nature of the concept of quality"	2	
3	Quality instruments and development of quality idejas, their analysis.	2	2
3	Test with the evaluation: "Principles of process management"	2	
4	Characteristics of quality management systems	2	2
4	Test with the evaluation: "The most common quality management systems "	2	
5	ISO and standarts	2	2
5	Test with the evaluation: "ISO standards and their practical explanation "	2	
6	ISO standards development process	2	2
6	Test with the evaluation: "Examples of interpretations of ISO standards "	2	
7	Quality system certification process	2	2
7	Test with the evaluation: "Evaluation of different quality management systems and their possible application "	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"	2	

	Total:	32ac.h	16ac.h.
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Description of students' self-studies organization and assignments

Self-study work	Ac.hours for full-time inramural / part-time inramural / distance learning	Planned learning outcomes
Compulsory reading, sources and methodological materials learning	20/40/56	<p>Knowledgeof:</p> <ul style="list-style-type: none"> • the essence, concepts and • principles of quality and TQM; • basic principles of quality activities; <p>goals and objectives of quality, strategies, market research.</p> <p>Evaluation form - test</p>
Preparation for test "Nature of the concept of quality of company"	4/0/0	Skills: to be able to define company goals of quality in company, and elements of TQM.
Preparation for the test "Principles of quality process management in the company"	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 company. An example for research is real business situations (case study)
Preparation for the test "The most common quality management systems in the company"	4/0/0	Students are able to define the most important characteristics of quality, to choose a more appropriate approach for the researched product quality circle in the company.
Preparation for "ISO standards and their practical explanation in the company" Preparation for the test	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 company (case study).
"Examples of interpretation of ISO standards" Preparation for the test	4/0/0	The students got acquainted with the ISO standard and its diversity, the necessity of their choice in the context of modern company.
"Evaluation of different quality management systems and their possible application for company"	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. The students
"Identify problems that may arise during implementation of any quality management system in the company"	4/0/0	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. The content of the final
Final work - Total Quality Management for Part Time Students	0/24/24	work for full-time students consists of tests that are completed during the course.
Total:	48/64/80	

Studywork	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

Achievable level	Requirements
Very high level (10 - with distinction, 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.
High level (8 - very good, 7 - good)	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; 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. 3 - Superficial knowledge of the main problems of the study course. 2 - Upgraded individual study course questions; 1 - Not fully mastered the course.
Low level (3 - 1 - negative rating)	There is no understanding of the basic problems of the study course.

RNU study course description “Marketing Visual Communication”

Study program	Bachelor Study Programme Business Administration
Amount	3 ECTS=80 ac. hours
Author (s)	Antonina Djakona
Preliminary knowledge, Related study courses	Introduction to Entrepreneurship, Economics, Marketing
Aim	To provide knowledge of the basics of visual communication marketing and its practical applications in 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	<p>In compliance with the Standard students shall:</p> <p>Awareness level</p> <ul style="list-style-type: none"> • 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 <p>Application level</p> <ul style="list-style-type: none"> • Commercial activity environment and its influencing factors • Methods of commercial environment analysis • Extensive 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 an enterprise
skills	<p>In compliance with the Standard :</p> <ul style="list-style-type: none"> • To evaluate the factors of the internal activity of enterprises • To plan the activity of an enterprise • To analyse and evaluate the results of the activity of an enterprise within the planning period

	<ul style="list-style-type: none"> • 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 technology at an enterprise • To use the tools and services of information technologies • To define the strategic, tactical and operational aims of an enterprise • To perform tactical and operational planning of an enterprise • To assess competitors and their impact on the activity of an enterprise • To organise marketing processes at an 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 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	<p>In compliance with the Standard:</p> <ul style="list-style-type: none"> • Ability to plan the activity of an enterprise • Ability to develop and manage projects at an enterprise • Ability to coordinate the functioning of an enterprise as a whole • Ability to define the development directions, mission and vision of an enterprise

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	<ul style="list-style-type: none"> • 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 an enterprise to achieve the set aims • Ability to develop the tactical plans of an enterprise • Ability to plan the operational activity of an 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 an enterprise considering the impact of the changing environment • Ability to define the resources necessary for the activity of an enterprise • Ability to organise marketing principles at an enterprise • Ability to develop new products/services and form the assortment of an enterprise • Ability to form the pricing policy of an enterprise • Ability to implement the integrated marketing communication of an enterprise • Ability to develop in-house sales system • 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 <p>Additional:</p> <ul style="list-style-type: none"> • The ability to organize the visual communication marketing department according to the objectives and market situation. • The ability to conduct visual communication marketing research and apply the results obtained in business.
Literature and other sources of information:	
compulsory reading	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Lester P. Visual Communication: Images with Messages. – Lex Publishing, 2017. - 977 p.

	<ul style="list-style-type: none"> • 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.
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Contents and schedule of the contact hours

Week	Topic	Academic hours	
		full-time inramural	part-time inramural
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"	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"	2	
7	Segmentation and positioning in the market	2	2
8	Test with the evaluation: "Segmentation and positioning in the market "	2	
9	Products, service, brand	2	2
10	Test with the evaluation: "Products, Service, Brand in the field "	2	
11	Pricing policy	2	2
12	Test with the evaluation: "Pricing Policy"	2	
13	Promotion and distribution of goods	2	2
14	Test with the evaluation: "Promotion and distribution of goods "		

15	Marketing visual communication, complex internet visual communication marketing	2	2
16	Test with the evaluation: "Marketing visual Communication, Complex Internet Visual communication marketing "	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 inramural / part-time inramural / distance learning	Planned learning outcomes
Compulsory reading, sources and methodological materials learning	20/40/56	Knowledge of: <ul style="list-style-type: none"> • 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"	4/0/0	Skills: to be able to define company goals, 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"	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. An example for research is real business situations (case study)
Preparation for test / part of the project "Segmentation and positioning in the market"	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.
Preparation for test / part of the project "Products, Service, Brand"	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 (case study).

Preparation for test / part of the project "Pricing Policy"	4/0/0	Students know how to choose pricing methods and strategies depending on the company aims.
Preparation for test / part of the project "Promotion and distribution of goods"	4/0/0	Students got acquainted with distribution channels and their levels, the necessity of their selection in the context of today's market.
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 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

Achievable level	Requirements
Very high level (10 - with distinction, 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; 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.
High level (8 - very good, 7 - good)	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.
average level (6 - almost good, 5 - average, 4 - almost average)	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. 3 - Superficial knowledge of the main problems of the study course. 2 - Upgraded individual study course questions;
Low level (3 - 1 - negative rating)	

	1 - Not fully mastered the course. There is no understanding of the basic problems of the study course.
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RNU study course description “Social Entrepreneurship”

Study programme	Bachelor Study Programme Business Administration
Amount	3 ECTS=80 ac. hours
Author (s)	Diana Lapkis
Preliminary knowledge, Related study courses	Introduction to Entrepreneurship
Aim	<p>In compliance with the Standard students shall:</p> <ul style="list-style-type: none"> • Understand trends in the development of economic systems worldwide at the conceptual level; • Understand the importance of corporate social responsibility and ethical issues at the level of awareness; <p>Independently acquire and apply new knowledge in the field of social entrepreneurship, maintain social dialogue and use professional terms in the state language and at least two foreign languages.</p>
Planned learning outcomes:	
knowledge	<p>In compliance with the Standard students shall:</p> <p>Awareness level</p> <ul style="list-style-type: none"> • 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 <p>Application level</p> <ul style="list-style-type: none"> • Preparation of reviews and publications
skills	<p>In compliance with the Standard :</p> <ul style="list-style-type: none"> • To understand the regularities and principles of economic development • To plan, manage and coordinate the activity of an enterprise • To organise the coordinated functioning of an enterprise • To define the resources necessary for the activity of an enterprise • To evaluate the world economic development tendencies and their impact on the activity of an enterprise as a whole • To evaluate the factors of the external environment of enterprises • To be aware of the research methods in the corresponding industry • To evaluate the factors of the internal activity of enterprises • To plan the activity of an enterprise

- To analyse and evaluate the results of the activity of an 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 process and interpret research results
- To perform research and process its results
- To implement personnel policy at an enterprise
- To organise production/service processes at an enterprise
- To organise logistics processes at an enterprise
- To organise the work of the information system of an enterprise
- To formulate the mission and vision of an enterprise
- To define the strategic, tactical and operational aims of an enterprise
- To work out the development strategy of an enterprise
- To perform tactical and operational planning of an 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 an enterprise
- To organise marketing processes at an 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 enterprise
- To organise the promotion of products/services of an enterprise on the market

	<ul style="list-style-type: none"> • 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 an enterprise • To analyze and evaluate project performance against company aims • To understand the risks of entrepreneurial activity and their impact on the perspective of an enterprise development • To define and develop the effective model of the activity of an 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 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 •
competences	<p>In compliance with the Standard :</p> <ul style="list-style-type: none"> • Ability to comply with the legal enactments related to the industry • Ability to ensure the economic activity of an enterprise • Ability to manage production processes at an enterprise • Ability to organise the service management at an enterprise • Ability to organise the logistics of an enterprise • Ability to ensure quality at an enterprise • Ability to manage changes at an 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 an enterprise
- Ability to find innovative solutions for the activity of an enterprise
- Ability to analyse economic situation
- Ability to analyse the environmental factors which influence the activity of an enterprise
- Ability to critically evaluate the external environment factors and their impact on the activity of an enterprise
- Ability to critically evaluate the internal environment factors and their impact on the activity of an 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 plan the activity of an enterprise
- Ability to develop and manage projects at an enterprise
- Ability to coordinate the functioning of an enterprise as a whole
- Ability to define the development directions, mission and vision of an 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 an enterprise to achieve the set aims
- Ability to develop the tactical plans of an enterprise
- Ability to plan the operational activity of an 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 an enterprise considering the impact of the changing environment
- Ability to define the resources necessary for the activity of an enterprise
- Ability to perform financial analysis
- Ability to apply an appropriate tax paying regimen
- Ability to organise marketing principles at an enterprise

	<ul style="list-style-type: none"> • Ability to develop new products/services and form the assortment of an enterprise • Ability to form the pricing policy of an enterprise • Ability to implement the integrated marketing communication of an 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 and 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 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	<ul style="list-style-type: none"> • Drucker, Peter, E. Innovation and Entrepreneurship (Routledge: London and New York, 2014) • Yunus, Muhammed, A World of Three Zero (Hachette book group: New York, 2017) • www.sua.lv
recommended	<ul style="list-style-type: none"> • FĪŅĀ N. Occupational Health and Safety Management.- London: LAP LAMBERT Academic Publishing, 2023.- 176p.

- Braithwaite J. Security Tips for Personal Safety - Independently published, 2023.-96p.
- 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)
- Guo, Chao and Bielefeld, Wolfgang Social Entrepreneurship and 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).

	<ul style="list-style-type: none"> • 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 • Dehtjare J., Rjaschenko 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. • 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 the International Scientific Conferences „Social 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 roceedings of 9th SWS International Scientific Conference on Social Sciences - ISCSS 2022. Volume 9, Issue 1, DOI, 10.35603/sws.iscss.2022/s07.066
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Contents and schedule of the contact hours

Week	Topic	Academic hours	
		full-time inramural	part-time inramural
1,2	History, Definition, Concepts of Social Entrepreneurship in Latvia and Worldwide.	4	1
3	The difference between Social Entrepreneurship and Social Corporate Eesponsibility (SCR).	2	2
4	Definition of social entrepreneurship	2	2

5	Differences between Social entrepreneurship and non-governmental organisations" Differences between SE and	2	3
6	Non-governmental organisations Mision and vision of Social Entreprise	2	3
7	Mision and vision of Social Entreprise	2	4
8	Definition of the product and service in Sociale	2	4
9	Entreprise Definition of the product and service of SE	2	5
10	Definition of social enterprise customer and beneficiary.	2	5
11	Definition of social enterprise customer and beneficiary.	2	6
12	Business Models of Social Entreprise	2	6
13	SE Business Models	2	7
14	Social Impact and Social Startup presentation skills	2	7
15	Social Impact and Social Startup presentation skills	2	8
16		2	8
		32ac.h	16ac.h.

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time inramural / part-time inramural / distance learning	Planned learning outcomes
Study of literature, sources and methodological tools	20/40/56	Knowledge of: - the nature, concepts and principles of social entrepreneurship; - the basic principles of social entrepreneurship; - the aims, objectives and types of social entrepreneurship. Form of assessment - test
Preparation for the test/project part "Definition of Social Entrepreneurship"	4/0/0	Skills: be able to identify the objectives, mission and difference between a social enterprise and a universal enterprise. Analyse the differences between the objectives of social corporate responsibility and social enterprise. Differentiate between a non-governmental organisation and a social enterprise.
Preparation for the test/project part Social entrepreneurship and the non-governmental sector - differences	4/0/0	Students understand the differences between the non-governmental sector and social entrepreneurship.
Preparation for the test paper/project part "Product/service and	4/0/0	Students can define the product, service of a social enterprise and distinguish between beneficiaries, consumers and customers.

consumer and beneficiary in social entrepreneurship"		
Preparation for the test/project part "Mission and vision of social entrepreneurship"	4/0/0	Skills: be able to define the vision and mission of a social enterprise and its objectives (case study).
Preparation for the test paper/project part on business models for social enterprise	4/0/0	Competences: be able to distinguish between Social Entrepreneurship and Universal Entrepreneurship Business Models. B2B, B2C and B2G in social entrepreneurship. Identify the factors that influence the development of social entrepreneurship. Take real social enterprises as examples (case study)
Preparation for the Social Impact and how it is measured	4/0/0	Students are introduced to the principles of measuring social impact in Latvia and worldwide.
Preparation for the oral test - 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 different presentations. Present a selected social enterprise.
Project work for part-time students	0/24/24	The project work for full-time students consists of test assignments, which 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

Achievable level	Requirements
Very high level (10 - with distinction, 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; 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.
High level (8 - very good, 7 - good)	

<p>average level (6 - almost good, 5 - average, 4 - almost average)</p>	<p>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.</p>
<p>Low level (3 - 1 - negative rating)</p>	<p>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.</p>

RNU study course description “Marketing Research”

Study programme	Bachelor Study Programme Business Administration
Amount	3 ECTS=80 ac. hours
Author (s)	Zaiga Oborenko
Preliminary knowledge, Related study courses	Research work: Introduction to studies and research, Course Paper 1; Introduction to Entrepreneurship; Marketing
Aim	<ul style="list-style-type: none"> • 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. • The course aims to examine both the theoretical and practical sides of the marketing research process. • 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. • Explore the place and role of marketing research in management decision-making. • To master the methodology of marketing research in order to manage research process. • 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:	
knowledge	<p>In compliance with the Standard students shall:</p> <p>Awareness level</p> <ul style="list-style-type: none"> • 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 <p>Application level</p> <ul style="list-style-type: none"> • 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

	<ul style="list-style-type: none"> • 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 an enterprise
skills	<p>In compliance with the Standard students shall:</p> <ul style="list-style-type: none"> • 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 an enterprise • To define the strategic, tactical and operational aims of an enterprise • To work out the development strategy of an enterprise • To perform tactical and operational planning of an 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 an enterprise • To organise marketing processes at an 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 enterprise • To organise the promotion of products/services of an enterprise on the market • To be aware of the digital environment for marketing organisation

	<ul style="list-style-type: none"> • To understand the risks of entrepreneurial activity and their impact on the perspective of an 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 argue 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	<p>In compliance with the Standard students shall:</p> <ul style="list-style-type: none"> • Ability to comply with the legal enactments related to the industry • Ability to ensure the economic activity of an enterprise • Ability to manage production processes at an enterprise • Ability to organise the service management at an enterprise • Ability to organise the logistics of an enterprise • Ability to ensure quality at an enterprise • Ability to manage changes at an 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 an enterprise • Ability to find innovative solutions for the activity of an enterprise • Ability to define the directions of the development and to formulate the mission and vision of an 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 an enterprise
- Ability to critically evaluate the external environment factors and their impact on the activity of an enterprise
- Ability to critically evaluate the internal environment factors and their impact on the activity of an 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 develop and manage projects at an enterprise
- Ability to define the development directions, mission and vision of an 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 an enterprise to achieve the set aims
- Ability to develop the tactical plans of an enterprise
- Ability to plan the operational activity of an enterprise
- Ability to evaluate the development opportunities and improve activity plans of an enterprise considering the impact of the changing environment
- Ability to define the resources necessary for the activity of an enterprise
- Ability to organise marketing principles at an enterprise
- Ability to develop new products/services and form the assortment of an enterprise
- Ability to form the pricing policy of an enterprise
- Ability to implement the integrated marketing communication of an 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

	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Babin. B., J; Zikmund, W.G. (2016). <u>Essentials of Marketing Research</u>. 6th ed., Boston, MA, USA Cengage Learning, 494 p. • Malhotra, N. (2019). <u>Marketing Research: An Applied Orientation</u>. 7th ed., Pearson, 896 p. • Praude, V. (2011). <u>Mārketingu.1. grāmata</u>, Rīga.: Burtene, 2011. – 528 lpp. / 5.un 6.nodaļa, 127.- 185.lpp 4.
recommended	<ul style="list-style-type: none"> • Bradley, N.(2013) <u>Marketing Research: Tools and Techniques</u>, 3rd Edition, Oxford University Press;552 p. • Burns, A. C.& Bush, R.F.(2017). <u>Marketing Research</u>, 8th Ed., Pearson, 672 p. • Jansons, V.; Kozlovskis, K. (2015). <u>Mārketinga pētījumi: teorija un prakse SPSS 20 vidē</u>. RTU izdevniecība, 400 lpp. • Jansons, V.; Kozlovskis, K. (2016). <u>Mārketinga pētījumi: teorija un prakse SPSS 20 vidē. 2. Daļa</u>, RTU izdevniecība, 326 lpp. • Jansons, V.; Kozlovskis, K. (2018). <u>Mārketinga pētījumi: teorija un prakse SPSS 20 vidē. 3. Daļa</u>, RTU izdevniecība, 290 lpp. • Kadens, R. (2008). <u>Partizānu mārketinga tirgus izpēte</u>.R: Lietišķās informācijas dienests, 251 lpp. • Kroplijs A., Raščevska M. (2010). <u>Kvalitatīvās pētniecības metodes sociālajās zinātnēs, 2. izdevums</u>, Rīga: Izdevniecība RaKa, 190 lpp. • Proctor, T. (2005). <u>Essentials of Marketing Research</u>, Pearson Education Limited, 592 p. • Schmidt, M. J. (2010). <u>Ethics in Marketing Research</u>. Wiley International Encyclopedia of Marketing. 79 – 89 pp. • Shukla, P.(2008). <u>Essentiaals of Marketing Research</u>. Ventus Publishing, Bookboon.com. Pieejams http://web.ftvs.cuni.cz/hendl/metodologie/marketing-research-an-introduction.pdf • Smith, S.M; Albaum, G.S.(2010). <u>An Introduction to Marketing Research</u>. Pieejams

Contents and schedule of the contact hours

Week	Topic	Academic Hours	
		full-time inramural	part-time inramural
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. Information search capabilities in a digital environment.	4	2
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. Services research	6	2
8.	9. Global and international marketing research	2	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 inramural / part-time inramural / distance learning	Planned learning outcomes
1. Compulsory reading, sources and methodological materials learning	12/28/44	Knowledge of: <ul style="list-style-type: none"> • 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
2. 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. Acquired knowledge and developed skills of:
3. Preparation for the test on the theoretical and practical aspects of marketing research.	8	<ul style="list-style-type: none"> • Primary and secondary research; • Secondary research sources: internal and external data, • use of Internet resources; Quantitative and qualitative research; <ul style="list-style-type: none"> • Methods of selecting respondents; • On the development of the questionnaire; • On the course being studied; Test work with evaluation.
4. <u>Practical independent work</u> : – 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 : <ul style="list-style-type: none"> • 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
1. Studies of literature, sources and methodological materials.	+			10%
2. Analysis of practical cases. All cases are summing up.		+	+	30%
3. Test work on the use of marketing research.	+	+		30%
4. 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

Achievable level	Requirements
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<p>Very high level (10 - with distinction, 9 excellent)</p>	<p>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; 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;</p>
<p>High level (8 - very good, 7 - good)</p>	<p>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. 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</p>
<p>average level (6 - almost good, 5 - average, 4 - almost average)</p>	<p>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. 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.</p>
<p>Low level (3 - 1 - negative rating)</p>	

RNU study course description “Innovation management”

Study programme	Bachelor Study Programme Business Administration
Amount	3 ECTS=80 ac. hours
Author (s)	Viktoriiia Riashchenko
Preliminary	Enterprise Management
knowledge, Related study courses	Management Theory Project management Economics
Aim	To provide students with the knowledge and skills needed for
Planned	innovative entrepreneurship
learning outcomes:	
knowledge	<p>In compliance with the Standard:</p> <p>Awareness level</p> <ul style="list-style-type: none"> • Ekonomisko procesu likumsakarības • Regularities of the external environment development • Innovation management • Modern management theories <p>Application level</p> <p>Preparation of reviews and publications Strategic planning of an enterprise Principles and methods of aims defining and formulating Principles of aims defining and correcting Risk management</p>
skills	<p>In compliance with the Standard:</p> <ul style="list-style-type: none"> • To understand the regularities and principles of economic development • To evaluate the world economic development tendencies and their impact on the activity of an enterprise as a whole • To evaluate the factors of the external environment of 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 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 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 an enterprise
- To organise production/service processes at an enterprise
- To organise logistics processes at an enterprise
- To organise the work of the information system of an enterprise
- To formulate the mission and vision of an enterprise
- To define the strategic, tactical and operational aims of an enterprise
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- To work out the development strategy of an enterprise
- To perform tactical and operational planning of an 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 an enterprise
- To organise marketing processes at an 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 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 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 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 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

	<ul style="list-style-type: none"> • 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	<p>In compliance with the Standard:</p> <ul style="list-style-type: none"> • 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 an enterprise • Ability to find innovative solutions for the activity of an enterprise • Ability to define the directions of the development and to formulate the mission and vision of an 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 an enterprise • Ability to critically evaluate the external environment factors and their impact on the activity of an enterprise • Ability to critically evaluate the internal environment factors and their impact on the activity of an 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 plan the activity of an enterprise • Ability to develop and manage projects at an enterprise • Ability to coordinate the functioning of an enterprise as a whole • Ability to define the development directions, mission and vision of an 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 an enterprise to achieve the set aims • Ability to develop the tactical plans of an enterprise • Ability to plan the operational activity of an enterprise

	<ul style="list-style-type: none"> • 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 an enterprise considering the impact of the changing environment • Ability to define the resources necessary for the activity of an enterprise • Ability to perform financial analysis • Ability to organise marketing principles at an enterprise • Ability to develop new products/services and form the assortment of an enterprise • Ability to form the pricing policy of an enterprise • Ability to implement the integrated marketing communication of an enterprise • • Ability to develop in-house sales system <p>tasks</p> <ul style="list-style-type: none"> • Ability to effective team work performing professional work • 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	<ul style="list-style-type: none"> • 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

	<p>makets. - Rīga: Lauku Avīze, 2014 (Jelgava: Jelgavas tipogrāfija). - 287 lpp.: il.; 24 cm. - ISBN 9789934150456</p>
recommended	<ul style="list-style-type: none"> • Ābeltiņa, A., Inovācija – XXI gadsimta fenomēns. Rīga: SIA “Biznesa augstskola Turība”, 2008. 152 lpp. ISBN 978-9984-8282-4-4 • Barraza Macías, A. (2009) Innovación educativa. http://www.monografias.com/trabajos18/innovacion/innovacion.shtml • Boļšakovs, S., Inovatīvā darbība Latvijā. Jumava, Rīga, 2008 • Creativity for Innovation Management by Ina Goller; John Bessant, 2017. 352 lpp. ISBN: 978131563058 • 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. • Ederson C.A Practical Guide on Environmental Auditing. - Independently published, 2023.-57p. • EIB (2017). Investment Report 2017/18: From Recovery to Sustainable Growth. Luxembourg: European Investment Bank. • Eiropas stratēģija 2020, Inovācijas savienība www.innovation.lv/ino2/publications/lv10.doc Inovāciju portāls www.innovation.lv • Europe 2020 Strategy, Innovation Union • European Commission (2016). Science, Research and Innovation Performance of the EU, Directorate-General for Research and Innovation. Luxembourg: Publications Office of the European Union. • Galloway S. Post Corona: From Crisis to Opportunity. London: Corgi , 2020.-256p.. • Hugh MacLeod (2009) The Crucial Difference Between Creativity and Innovation. By Mark McGuinness, M. April 20, 2009 http://lateralaction.com/articles/creativity-innovation/ • Journals: • Kevin Kelly The Inevitable: Understanding the 12 • Technological Forces That Will Shape Our Future (Viking, 2016) • Latvijas Nacionālais attīstības plāns 2014. – 2020.gadam. • European Union Scoreboard http://ec.europa.eu/enterprise/policies/innovation/files/ius-2013_en.pdf • 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. • 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.

	<p>DOI10.1051/mateconf/201929708005 https://www.webofscience.com/wos/woscc/full-record/WOS:000568117700076</p> <ul style="list-style-type: none"> • Odinkova, T., Bozhinova, M., Petrova, M. Promotion of Innovative Entrepreneurship Under Sustainable Development 2019 IIRD INTERNATIONAL INNOVATIVE MINING SYMPOSIUM https://www.webofscience.com/wos/woscc/full-record/WOS:000467978900116 • Odinkova, T., Bozhinova, M., Petrova, M. Promotion of Innovative Entrepreneurship Under Sustainable Development 2019 IIRD INTERNATIONAL INNOVATIVE MINING SYMPOSIUM https://www.webofscience.com/wos/woscc/full-record/WOS:000467978900116
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Contents and schedule of the contact hours

Week	Topic	Academic hours	
		full-time inramural	part-time inramural
1,2	Innovation policy <ul style="list-style-type: none"> • The structure and nature of innovation system. • Comparison of Innovation Systems. 	4	2
3	Innovative business policies <ul style="list-style-type: none"> • The system of the assessment of innovation. • The European Union and the Latvian environment of innovation. 	2	2
4	1. Test work with the evaluation: “The Innovation Evaluation system of individual elements”	2	
5	Actual state support mechanisms for innovation. The European Union's role in the financing of innovative actions and promoting Latvian	2	2
6	2. Test work with the evaluation: “The European Union's role in the financing of innovative actions” Innovative	2	
7	business function <ul style="list-style-type: none"> • Innovation origins and need the company • Opportunities for innovative ideas, creative technical innovation the idea of the development of the company 	2	2
8	3. Test work with the evaluation: “Opportunities for innovative ideas, creative technical innovation the idea of the development of the company” Innovation business	2	
9	development, commercialization of idejas. The Innovation process of the company: its planning, management and evaluation 4. Test work with the evaluation: “The Innovation	2	2
10	process of the company: its planning, management and evaluation”	2	

11	Innovative process management <ul style="list-style-type: none"> • 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, the contributing factors and the role of the company processes 	2	2
12	5. Test work with the evaluation: “The Innovation process of its formation conditions and results”	2	
13	Networks innovation process and management. <ul style="list-style-type: none"> • An innovative process of the company, company size and structure • LEAN methodology for start-up, its role in the innovative process • Ideas commercialization and protection of the economic conditions • Research and product development management • Innovative services, the introduction of management 	2	2
14	6. Test work with the evaluation: “An innovative process of the company, company size and structure”	2	
15	8. Financial market theory basics. Types of investment. investment process <ul style="list-style-type: none"> • 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. 	2	2
16	Test work with the evaluation: “Financial market theory basics. Types of investment. investment process”	2	
		32ac.h	16ac.h.

Description of students' self-studies organization and assignments

Self-study work	Ac.hours for full-time inramural / part-time inramural / distance learning	Planned learning outcomes
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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 Knowledge of the legal enactments regulating the activities of enterprises.
2.Preparation works for evaluation test/ component of a project "The European Union's role in the financing of innovative actions"	4/0/0	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. Knowledge and
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	competences: Knowledge of the essential role of creative thinking in innovative business. The ability to represent a company in
4. Preparation works for evaluation test/ component of a project "The Innovation process of the company: its planning, management and evaluation"	4/0/0	dealings with other companies, organizations, and institutions. The ability to work with other companies, owners, and other stakeholder groups to achieve company's goals. 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. Competences and skills:
5. Preparation works for evaluation test/ component of a project "The Innovation process of its formation conditions and results"	4/0/0	Determining of the market value of a company, development of a company's value-added proposals. Competences and skills:
6. Preparation works for evaluation test/ component	4/0/0	

of a project "An innovative process of the company, company size and structure"		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). Competences and
Preparation works for evaluation test/ component of a project "Financial market theory basics. Types of investment. investment process"	4/0/0	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. The content of the project work for full-time
Project work for part time students	0/24/24	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

Achievable level	Requirements
Very high level (10 - with distinction, 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; 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.
High level (8 - very good, 7 - good)	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.
average level (6 - almost good, 5 - average, 4 - almost average)	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. 3 - Superficial knowledge of the main problems of the study course. 2 - Upgraded individual study course questions;
Low level (3 - 1 - negative rating)	

	1 - Not fully mastered the course. There is no understanding of the basic problems of the study course.
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RNU study course description “Investment and Risk Management”

Study programme	Bachelor Study Programme Business Administration
Amount	6 ECTS=160 ac. hours
Author (s)	Tatjana Odinkova, Maksims Grinčuks
Preliminary knowledge, Related study courses	Economics, Strategic Management, Financial Management, Introduction to Entrepreneurship
Aim	Provide an introduction to riskmanagement in institutions and businesses and encourage them to become risk aware.
Planned learning outcomes:	
knowledge	<p>In compliance with the Standard:</p> <ul style="list-style-type: none"> • Scientific research methods • Basic principles of statistics • Preparation of reviews and publications • State taxation policy • Analysis and planning of resources and finances • Accounting records • Optimal taxation system for enterprise development • Tax paying regimens <p>Additional:</p> <ul style="list-style-type: none"> • to identify risks, choosing critical risks that threaten functioning of an enterprise • to plan the activity of a company, to work out the strategy of further development, to foresee and take into consideration all types of risks. • to place an emphasis on inevitability of risks in entrepreneurship, to avoid risks and carry out the actions to decrease risks.
skills	<p>In compliance with the Standard:</p> <ul style="list-style-type: none"> • To evaluate the factors of the internal activity of enterprises • To plan the activity of an enterprise • To analyse and evaluate the results of the activity of an 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

	<ul style="list-style-type: none"> • 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 use the tools and services of information technologies <ul style="list-style-type: none"> • 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 understand the risks of entrepreneurial activity and their impact on the perspective of an enterprise development <ul style="list-style-type: none"> • 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 an enterprise • To plan and monitor cash flow and financial performance <ul style="list-style-type: none"> • To attract financial resources • To apply the taxation system at an enterprise • To apply the appropriate tax paying regimen • To evaluate personal professional experience • To be aware of the necessity of learning for career growth <ul style="list-style-type: none"> • To systematically acquire new knowledge and experience <ul style="list-style-type: none"> • 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 find innovative solutions for the activity of an enterprise
- Ability to analyse economic situation
- Ability to analyse the environmental factors which influence the activity of an enterprise
- Ability to critically evaluate the external environment factors and their impact on the activity of an enterprise
- Ability to critically evaluate the internal environment factors and their impact on the activity of an 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 plan the activity of an enterprise
- Ability to develop and manage projects at an enterprise
- Ability to coordinate the functioning of an enterprise as a whole
- Ability to define the development directions, mission and vision of an 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 an enterprise to achieve the set aims
- Ability to develop the tactical plans of an enterprise
- Ability to plan the operational activity of an 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 an enterprise considering the impact of the changing environment
- Ability to define the resources necessary for the activity of an enterprise
- Ability to perform financial analysis
- Ability to optimise the enterprise oriented taxation system
- Ability to apply an appropriate tax paying regimen

	<ul style="list-style-type: none"> • Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development <p>Additional:</p> <ul style="list-style-type: none"> • Plan investment projects, analyze the company's investment policy, to determine the market value of the company, to develop the company's value enhancement proposals. • Will be able to addresses the dynamics of today's entrepreneurial challenges and use tools for measuring risks
Literature and other sources of information:	
compulsory reading	<ul style="list-style-type: none"> • Hopkin P. Fundamentals of risk management: Understanding, Evaluating, and Implementing Effective Risk Management. – London: Kogan Page, 2018. – 488 p. • Jarrow R. Economic Foundations Of Risk Management, The Theory, Practice, And Applications. – Singapore: World Scientific Publishing, 2017. – 206 p. • Pritchard C. Risk Management. Concepts and Guidance. – Boca Raton: CRC Press, 2015. – 442 p. • Jordan B., Miller T.Jr., Dolvin S. Fundamentals of Investments. - New York: McGraw Hill Education, 2018. – 769 p. • Bodie Z., Kane A., Marcus A. Investments. – New York: McGraw Hill Education, 2018. – 1041 p.
recommended	<ul style="list-style-type: none"> • Douglas W. Hubbard. The Failure of Risk Management: Why It's Broken and How to Fix It. Wiley, 2015. • Baruch Fischhoff, John Kadvany. Risk: A Very Short Introduction. Oxford University Press. 2011. • Thomas S. Coleman. A practical guide to risk management. 2011.- 228 p. • Michel Crouhy , Dan Galai , Robert Mark. The essentials of risk management. Second edition. 2014.- 672 p. • Smart S., Gitman L., Joehnk M. Fundamentals of Investing.- Harlow: Pearson Education Ltd., 2017.- 773 p. • Mayo H. Investments. An Introduction.- Mason: South Western Cengage Learning, 2014.- 818 p. • Patlins A.,Caiko J.,Kunicina N.,Zhiravetska A.,Riashchenko V. Climate Education: Challenges of Climate Change and Energy Policies 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

	<p>Riga Technical University, RTUCON 2020, 5 November 2020 - 7 November 2020 https://www.scopus.com/record/display.uri?eid=2-s2.0-85100012326&origin=resultslist&sort=plf-f&src=s&sid=a99d5698810f900a1b5bae8d918e5d9a&sot=aff&sdt=a&sl=61&s=AF-ID%28%22Inform%2c%81cijas+sis%2c%93mu+mened%2c%5bementa+augstskola%22+60121147%29&relpos=4&citeCnt=0&searchTerm=</p> <ul style="list-style-type: none"> • Kopitov R, Zhivitere M, Riashchenko V. Enhancing business safety: improving value-based management. 2019 In: Security of the XXI century: National and Geopolitical aspects, collective monograph. In editor I.Markina, Dr.oec. (Economics), prof. Nemoros S.r.o. Prague, 2019 p. 115-126 • Lukjanova, J., Odinkova, Innovations as the main challenge in the field of health tourism in Latvia. 2020 Access journal, ACCESS Press, 1(1): 39-52. Lpp. ISSN 2683-1007 (Online) https://journal.access-bg.org/publisher-issn • Odinkova T.,Bozhinova M.,Petrova M. Promotion of Sustainable Entrepreneurship under Development 2018 Conference proceedings E3S Web of ConferencesOpen AccessVolume 4126 June 2018 Article number 040153rd International Innovative Mining Symposium, IIMS 2018, 3 October 2018 - 5 October 2018 https://www.scopus.com/record/display.uri?eid=2-s2.0-85049758109&origin=resultslist&sort=plf-f&src=s&st1=Odinkova&st2=&nlo=1&nlr=20&nls=count-f&sid=7abf28136bf6f2a9322d105650366d71&sot=anl&sdt=aut&sl=39&s=AU-ID%28%22Odinkova%2c+Tatyana%22+57202904663%29&relpos=1&citeCnt=8&searchTerm=
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Contents and schedule of the contact hours

Week	Topic	Academic hours	
		Full-time inramural	Part-time inramural
1	Financial market theory basics. Types of investment and investment process.	4	2
2	Investment assessment methods.	4	2
3	Investment analysis of the results. Attraction of investments in the financial market.	4	2
4	Preparation and testing of a computer presentation of a research topic on investment and risk management	4	2
5	The role of government in the economy. State investment climate.	4	2

6	Test 1 on topics 1, 2, 3, 4, studied during the school week.	2	2
6	Basic principles and definitions of risk	2	2
7	Types of risks.	4	2
8	Risk Identification and risk Assessment	4	2
9	Risk management process. Qualitative and quantitative risk analysis methods.	4	2
10	Risk monitoring and planing	4	2
11	Strategic risk management.	4	2
12	Methods and models of risk management.	4	2
13,14	Risk management in small business	8	4
15,16	Preparation and testing of scientific research on the selected topic of investment and risk management. Test 2 and 3 on topics 5, 6, 7, 8, 9, 10, 11, 12 studied during the school week	8	2
		64 ac.h	32 ac.h

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time inramural / part-time inramural / distance learning	Planned learning outcomes
Compulsory reading, sources and methodological materials learning	10/32/52	<p>Knowledge of:</p> <ul style="list-style-type: none"> • The essence, content, basic characteristics of the investment and risk management; • types of investments and investment process; • methods for evaluating investments and the role of the state in the investment process; • the main types of risks and methods for quantitative and qualitative risk analysis; • methods and models of risk management <p>Knowledge test form: Test 1, 2, research, individual and group work at seminars, thematic discussions, written exam.</p>

Abstract preparation of research topic in risk management	2/2/2	Competences: Ability to prepare an abstract of research of scientific value in risk management
Preparation for test 1 on topics 1, 2, 3, 4, studied during the school week.	6/6/6	Knowledge of the main types of investments and the mechanism of the investment market, methods for evaluating investment projects, the cost and structure of capital, analysis of investment projects.
Preparation of computer presentation of research topic in investment and risk management	4/4/4	Competences: Ability to prepare a computer presentation of a study of scientific value in investment and risk management
Preparation of scientific paper on selected risk management topics	8/8/8	Competences: Ability to prepare a scientific work with scientific value in investment and risk management
Preparation for test 2 and 3 on topics 5, 6, 7, 8, 9, 10, 11, 12 studied during the school week.	8/8/8	Knowledge of the main types of risks, nature and tools of risk management. The ability to put theory into practice, identify risks and build a response plan. Plan the activities of the company, develop a strategy for further development, anticipate and consider all types of risks.
Preparation for individual and group work in investment and risk management seminars	10/4/0	Knowledge of risk management problems and solution risk indicators, their evaluation, control methodology and their economic explanations, skills and competences to use theory into practice.
During the preparation session for the written exam on the investment and risk management	0/0/0/	Skills: <ul style="list-style-type: none"> • to analyse potential risk probability and impact; • to analyse risks using Monte Carlo analysis methods; • to select control tools using proportionate expenditure; • to plan the activity of a company, to work out the strategy of further development, to foresee and take into consideration all types of risks; • to place an emphasis on inevitability of risks in entrepreneurship, to avoid risks and carry out the actions to decrease risks.
Total ac.h.s:	48/64/80	

Study work	Knowledge	Skills	Competences %	of final evaluation
Test 1	+	+	+	30
Test 2 and 3	+	+	+	30
Research work	+	+	+	20
Individual and group work	+	+	+	20
Written exam on the microeconomic part of the course	+	+	+	100

Evaluation of mastering the study course

Achievable level	Requirements
Very high level (10 - with distinction, 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; 8 - Knowledge, skills and competence meet the requirements of
High level (8 - very good, 7 - good)	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 “Labour Law”

Study program, which includes study course	Bachelor Study Programme Business Administration
Amount	3 ECTS=80 ac. hours
Authors	Žanna Kļeščevņikova, Jūlija Galkina
Preliminary knowledge Related study courses	Secondary School discipline Politics and Law
Aim	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. To provide students with practical skills in labour law as well as understanding of the application of laws and regulations necessary for the organization and management of labour relations.
Planned learning outcomes: knowledge	According to the standard: Awareness level <ul style="list-style-type: none"> • Argumentation techniques • Business ethics and social responsibility Application level <ul style="list-style-type: none"> • Requirements of the 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 <ul style="list-style-type: none"> • Organisation of labour protection system
skills	According to the standard: <ul style="list-style-type: none"> • 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

	<ul style="list-style-type: none"> • To implement personnel policy at an 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 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 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	<p>According to the standard:</p> <ul style="list-style-type: none"> • Ability to comply with the legal enactments related to the industry • Ability to ensure the economic activity of an enterprise • Ability to manage production processes at an enterprise • Ability to organise the service management at an enterprise • Ability to organise the logistics of an enterprise • Ability to ensure quality at an enterprise • Ability to manage changes at an enterprise

	<ul style="list-style-type: none"> • 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 an enterprise • Ability to find innovative solutions for the activity of an 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 sources of information:	
compulsory reading	<ul style="list-style-type: none"> • Darba likums. Stājas spēkā: 01.06.2002. Publicēts: Latvijas Vēstnesis, 105, 06.07.2001.; Latvijas Republikas Saeimas un Ministru Kabineta Ziņotājs, 15, 09.08.2001. https://likumi.lv/ta/id/26019-darba-likums • Labour Law. Publication: Latvijas Vēstnesis, 105, 06.07.2001.; Latvijas Republikas Saeimas un Ministru Kabineta Ziņotājs, 15, 09.08.2001. https://likumi.lv/ta/en/en/id/26019-labour-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_la_w.pdf

	<ul style="list-style-type: none"> • 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 • Kārklīņa, A., Krēsliņš, Ē. Darba tiesību aktuālie problēmjaudājumi//Jurista Vārds Nr. 12, 26.03.2019. • Karen Davies. Understanding European Union Law 7th Edition. Routledge. 2019.-237 p. • Svendsen K. Knock-for-Knock Indemnities and the Law. - Abington: Informa Law from Routledge, 2023.-296p. • Baskind E. Commercial Law Concentrate. -Oxford: OUP Oxford, 2022.-264p. • Austen-Baker R. Principles of Commercial Law. - London: Edward Elgar Publishing, 2022.-328p. • Kārklīņš J. Tort Law in Latvia.-London: Kluwer Law International, 2022.-164p. • Schäfer H.-B. The Economic Analysis of Civil Law. - London: Edward Elgar Publishing, 2022.-648p. • Servais J.-M. International Labour Law. - London: Kluwer Law International, 2022.-398p. • Guerin L. The Essential Guide to Federal Employment Laws. - London: NOLO, 2022.-496p. • Dolzer R. Principles of International Investment Law. - Oxford: OUP Oxford, 2022.-560p. • Slagter T. Fundamental Perspectives on International Law. - Cambridge: Cambridge University Press, 2022.-722p. • Balodis K. Ievads civiltiesībās.- Rīga: Zvaigzne ABC, 2022.- 386lpp. Darba tiesības 2023 288lpp. • Slaidiņa V., Skutāne I. Darba tiesības. - Rīga: Zvaigzne ABC, 2023.-288lpp. •
recommended	<ul style="list-style-type: none"> • FÎŢĂ N. Occupational Health and Safety Management.- London: LAP LAMBERT Academic Publishing, 2023.-176p. • Braithwaite J. Security Tips for Personal Safety - Independently published, 2023.-96p. • Darba devēju organizāciju un to apvienību likums. Stājas spēkā: 02.06.1999. Publicēts: Latvijas Vēstnesis, 161/162, 19.05.1999.; Latvijas Republikas Saeimas un Ministru Kabineta Ziņotājs, 12, 17.06.1999. https://likumi.lv/ta/id/24467-darba-devēju-organizāciju-un-to-apvienību-likums • Streiku likums. Stājas spēkā: 26.05.1998. Publicēts: Latvijas Vēstnesis, 130/131, 12.05.1998.; Latvijas Republikas Saeimas un Ministru Kabineta Ziņotājs, 11, 04.06.1998. https://likumi.lv/ta/id/48074-streiku-likums • Valsts darba inspekcijas likums. Stājas spēkā: 10.07.2008. Publicēts: Latvijas Vēstnesis, 104, 09.07.2008.; Latvijas Republikas Saeimas un Ministru Kabineta Ziņotājs, 15, 14.08.2008.

	<p>https://likumi.lv/ta/id/177910-valsts-darba-inspekcijas-likums Velga Slaidiņa, Ilze Skultāne. Darba tiesības,</p> <ul style="list-style-type: none"> • Rīga, Zvaigzne ABC, 2017- 288 lpp. • Gailums, I. Darba likums. Komentāri. Tiesu prakse.1.,2.,3. grāmata, Rīga, Gailuma juridiskā biznesa biroja izdevniecība, 2003.-2004. • Kārklīņa, A., Krēsliņš, Ē. Darba tiesību aktuālie problēmjaudājumi//Jurista Vārds Nr. 12, 26.03.2019. • Dupate K. Eiropas Savienības tiesasprakse darba tiesībās. Rīga: Latvijas Brīvo arodbiedrību savienība, 2011 • Spica, I., Berzina, B., Spics, E., Spica, R.,K. Intellectual Capital of Social Sciences and the Efficiency of its Formation at the Scientific Institutions 2022 DOI: 10.22616/ESRD.2022.56.014 https://scopus.com/record/display.uri?eid=2-s2.0-85152618244&origin=resultslist&sort=plf-f&src=s&sid=63d4e7abf5c23864491ab7912e97081f&so t=b &sd t=b &s= AUT HOR NAME%28spica%2C+i.%29&sl=21&sessionSearchId =63d4e7abf5c23864491ab7912e97081f I.Spica The Analysis of Indicators Characterising Innovations and Technological Business Environment in Latvia. 2019 Proceedings of the 14th European Conference on • Innovation and Entrepreneurship. University Peloponnese, Kalamata, Greece, 19-20 September 2019, 1004-1012 • Spica I.,Berzina B.,Spics E. Comparative analysis of the formation of intellectual capital at the university 2021 Conference Proceedings Proceedings of the European Conference on Knowledge Management, ECKM Volume 2020-December, Pages 756 - 7642020 European Conference on Knowledge Management, ECKM 2020, 2 December 2020 - 4 December 2020 • https://www.scopus.com/record/display.uri?eid=2-s2.0-85099884304&origin=resultslist&sort=plf-f&src=s&st1=spica&st2=i&nlo=1&nlr=20&nls=count - f&sid=5d77138e6c89a0127a22c1f5fca877a6&sot=anl &sdt=aut&sl=33&s=AU-ID%28%22Spica%2c+Inese%22+57200653115%29&relpos=0&citeCnt=0&searchTerm= Spica I.,Berzina B.,Spics E. The analysis of indicators characterising innovations and technological business environment in Latvia • 2019 Conference proceedings Proceedings of the European Conference on Innovation and Entrepreneurship, ECIE Volume 2, Pages 1004 - 10122019 14th European Conference on Innovation and Entrepreneurship, ECIE 2019, 19 September 2019 - 20 September 2019 • https://www.scopus.com/record/display.uri?eid=2-s2.0-85073368632&origin=resultslist&sort=plf-f&src=s&st1=spica&st2=i&nlo=1&nlr=20&nls=count -
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Contents and schedule of the contact hours

Week	topic	academic hours	
		full-time inramural	part-time inramural
1	General provisions of labor law.	2	2
1	Test "GeneralProvisionsofLaborLaw"	2	
2	Social organizationsofemployeesandemployers.	2	2
2	Test work“Socialorganizationsofemployees and employers”	2	
3	Establishmentofemploymentlegalrelationships and specificsoftheemploymentrelationshipsfor individual categories of employees.		2
3	Testing“EstablishmentofEmploymentRelationships and Characteristics of Employment Relationships for Certain Categories of Employees”	2	
4	Peculiaritiesofworkingtimedetermination.		
4	Test work"Peculiaritiesofworkingtimedetermination"	2	2
4	Generaltermsandconditionsofremuneration	2	
5	Test "GeneralTermsofPay"	2	2
5	Rest time	2	
6	Test "Resttime"	2	2
6	Termination of employment.	2	
7	Test"Termination of Employment"	2	2
7	Arrangementsandtimelimitsfordealingwith industrial disputes.	2	
8	Test procedure"Proceduresandtimelimits for handling labor disputes."	2	2
		32 st.	16st

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours forfull-time inramural/ part-time inramural / distance learning	Planned learning outcomes
Compulsory reading, sources and	16/40/56	Knowledge of:

methodological materials learning		<ul style="list-style-type: none"> • the development and system of labour law; • workers' and employers' organizations; • the rights and obligations of an employer and 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. <p>Testing form - test</p>
Preparation for the test "General rules of labor law" Preparation for the test "Workers' and Employers' Organizations"	4/0/0	Knowledge of essence, content and form of labor law as well as of general rules of labor law.
Preparation for the test "Establishment of Employment Relationships and Specific Characteristics of Employment Relationships for Individual Categories of Employees"	4/0/0	Acquired knowledge about employees' and employers' social organizations. Skills: <ul style="list-style-type: none"> • 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 the test "Working Time Specifications" Examination Preparation for the test	4/0/0	Acquired knowledge about peculiarities of working time determination. Skills: ability to apply theoretical knowledge independently analyzing practical situations in working time setting.
"General terms and conditions of pay" test	4/0/0	Skills: <ul style="list-style-type: none"> • ability to apply theoretical knowledge 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 the test "Rest time"	4/0/0	Skills: <ul style="list-style-type: none"> • ability to apply theoretical knowledge independently analyzing practical situations in determining time off work; • ability to work in a team;

		<ul style="list-style-type: none"> ability to explain and justify one's opinion reasonably.
Preparation for the test "Termination of Employment" test	4/0/0	Skills: ability to apply theoretical <ul style="list-style-type: none"> knowledge 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. 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;
Preparation work for the test "Procedures and time limits for handling labor disputes."	4/0/0	Skills: <ul style="list-style-type: none"> 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

Achievable level	Requirements
Very high level (10 - with distinction, 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.
High level (8 - very good, 7 - good)	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; 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 “Environment, Labour and Civil Protection”

Study programme	Bachelor Study Programme Business Administration
Amount	3 ECTS=80 ac. hours
Author (s)	Žanna Kļeščevņikova
Preliminary knowledge, Related study courses	-
Aim	To acquaint students with basic principles of civil protection, to explain its tasks and the 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	<p>In compliance with the Standard students shall:</p> <p>Awareness level</p> <ul style="list-style-type: none"> • Basic principles of circular economy <p>Application level</p> <ul style="list-style-type: none"> • 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 <p>Conception level</p> <ul style="list-style-type: none"> • Organisation of labour protection system <p>Additional:</p> <ul style="list-style-type: none"> • 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	<p>In compliance with the Standard :</p> <ul style="list-style-type: none"> • to 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

	<ul style="list-style-type: none"> • 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 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 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	<p>In compliance with the Standard :</p> <ul style="list-style-type: none"> • Ability to comply with the legal enactments related to the industry • Ability to ensure the economic activity of an enterprise • Ability to ensure quality at an enterprise • Ability to manage changes at an 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 an enterprise • Ability to find innovative solutions for the activity of an enterprise

	<ul style="list-style-type: none"> • 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
Literature and other sources of information:	
Compulsory reading	<ul style="list-style-type: none"> • 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:LatvijasVēstnesis, 100,25.05.2016. https://likumi.lv/ta/en/id/282333-civil-protection-and-disaster-management-law • Darbaaizsardzībaslikums. Stājaspēkā: 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 <ul style="list-style-type: none"> • 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.

	<p>https://likumi.lv/ta/en/en/id/147917-environmental-protection-law</p> <ul style="list-style-type: none"> • Svendsen K. Knock-for-Knock Indemnities and the Law. - Abington: Informa Law from Routledge, 2023.-296p. • Baskind E. Commercial Law Concentrate. -Oxford: OUP Oxford, 2022.-264p. • Austen-Baker R. Principles of Commercial Law. - London: Edward Elgar Publishing, 2022.-328p. • Kārklīņš J. Tort Law in Latvia.-London: Kluwer Law International, 2022.-164p. • Schäfer H.-B. The Economic Analysis of Civil Law. - London: Edward Elgar Publishing, 2022.-648p. • Servais J.-M. International Labour Law. - London: Kluwer Law International, 2022.-398p. • Guerin L. The Essential Guide to Federal Employment Laws. - London: NOLO, 2022.-496p. • Dolzer R. Principles of International Investment Law. - Oxford: OUP Oxford, 2022.-560p. • Slagter T. Fundamental Perspectives on International Law. - Cambridge: Cambridge University Press, 2022.-722p.
recommended	<ul style="list-style-type: none"> • Hunt, G., Health and Safety Pocket 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 inramural	part-time inramural
1.	Introduction to the course	2	

2.	Theoretical aspects of civil defence. The state system of civil protection and the legislation of the Republic of Latvia in the field of a civil protection. The rights and duties of citizens in the field of civil protection. Scheduling of actions in the field of 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
	Review and consolidation. Preparation for the exam.		
16.		2	
		32ac.h.	16ac.h.

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time inramural / part-time inramural / distance learning	Planned learning outcomes
1.Compulsory reading, sources and methodological materials learning	20/36/52	Knowledge, skills, competences of: <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • 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	

Studywork	Knowledge	Skills	Competences	% of finalevaluation
1. Examination	+			40
2. Individual PPT	+	+	+	30
3. Group PPT	+	+	+	30

Evaluation of mastering the study course

Achievable level	Requirements
Very high level (10 - with distinction, 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; 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.
High level (8 - very good, 7 - good)	6 - Knowledge, skills and competence meet the requirements of the training course; sometimes lacking in-depth understanding of the problem, not being
average level	

(6 - almost good, 5 - average, 4 - almost average)	<p>able to fully apply knowledge in practice, but being able to use knowledge and skills by model.</p> <p>5 - Knowledge, skills and competences partially meet the requirements of the training course; lack of competence to apply knowledge in practice</p> <p>4 - Knowledge meets the minimum requirements of the course.</p>
Low level (3 - 1 - negative rating)	<p>3 - Superficial knowledge of the main problems of the study course.</p> <p>2 - Upgraded individual study course questions;</p> <p>1 - Not fully mastered the course. There is no understanding of the basic problems of the study course.</p>

RNU study course description “Course Project 1. Introduction to studies and research”

Study programme	Bachelor Study Programme Business Administration
Amount	6 ECTS=160 ac. hours
Author (s)	Zaiga Oborenko
Preliminary knowledge, Related study courses	Quantitative Methods and Statistics
Aim	<ul style="list-style-type: none"> • 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	<p>Awareness level</p> <ul style="list-style-type: none"> • Information technology capabilities • Communication (including intercultural) in the society (including multicultural) <p>Application level</p> <ul style="list-style-type: none"> • Basic principles of statistics • Extensive and relevant vocabulary • Scientific research methods • Professional terminology • Preparation of reviews and publications • Requirements of the 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 • <u>Organisation of information technology application</u>
skills	<ul style="list-style-type: none"> • 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 an enterprise within the planning period

	<ul style="list-style-type: none"> • 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 an 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 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 argue 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	<ul style="list-style-type: none"> • Ability to comply with the legal enactments related to the industry • Ability to analyse economic situation • Ability to analyse the environmental factors which influence the activity of an enterprise • Ability to critically evaluate the external environment factors and their impact on the activity of an enterprise • Ability to critically evaluate the internal environment factors and their impact on the activity of an enterprise • Ability to identify the environmental changes

	<ul style="list-style-type: none"> • 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 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	<ul style="list-style-type: none"> • Cottrell, S. (2019) <i>The Study Skills Handbook</i>. 5th ed., UK: MacMillan Education, 432 p. • Kristapsons, S. (2014). <i>Zinātniskā pētniecība studiju procesā</i>. Rīga: Biznesa augstskola Turība, 350 lpp. • Kumar, R. (2014) <i>Research methodology: a step-by-step guide for beginners</i>. 4th ed., Sage Publications, 432 p. • Pētniecība. Teorija un prakse (2016). Mārtinsones K, Piperes A, Kamerādes D. zin. red. Rīga: RAKA, 546 lpp • <i>Zinātniskā rakstīšana un pētījumu rezultātu izplatīšana (2019), 2.papild.izd. Mārtinsones K. un Piperes A zin.red., Rīga: RSU, 301 lpp.</i>
recommended	<ul style="list-style-type: none"> • Carter, C, Joyce, B., Kravits, S. L (2010) <i>Keys to Effective Learning: Study Skills and Habits for Success</i>. 6th ed., Pearson, 400 p.

	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	
		full-time inramural	part-time inramural
1.	1. Study process and learning methods.	4	2
2.	2. Nature of scientific research and basics of research methodology	4	2
3.	3. Ethics of scientific research	4	2
4.	4. The progress of the research process and its organisation.	4	2
5.	5. Analysis of scientific and educational literature-	4	2
6.	6. Working with databases and library resources.	4	2
7.	7. The process of developing independent work. Methodological requirements.	4	2
8.	8. Selecting the topic of the study – starting point for the study.	4	2
9.	9. Identification and analysis of research literature and sources. Critical approach to various sources of information.	4	2
10.	10. Scientific framework development of research	4	2
11.	11. Methods of obtaining information for research.	4	2
12.	12. Documents as a source of research. Classification of documents. Secondary research.	4	2
13.	13. Types of research. Quantitative and qualitative methods	4	2
14.	14. Structure of scientific study	4	2
15.	15. Requirements for execution and technical design of research work.	4	2
16.	16. Analysis, interpretation and presentation of the obtained research results.	4	2
		64 ac.h	32 ac.h

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time inramural / part-time inramural / distance learning	Planned learning outcomes
1. Compulsory reading, sources and methodological materials learning	12/28/44	Acquired knowledge and understanding of: <ul style="list-style-type: none"> • basic principles of scientific research; • the role of research in entrepreneurship; the research process. Examination form- test
2. 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. The use of the acquired skills and theoretical knowledge in working out study papers. Developed competencies : <ul style="list-style-type: none"> • to develop research using available resources; • critical assessment of a variety of information sources; • development and defence of the study paper.
3. 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.
4. Preparation for test work on theoretical and practical aspects of the research methodology.	24/32/36	The use of the acquired knowledge of research and skills in different business situations embedded in the test.
Total:	96 /128/160	

Study work	Knowledge	Skills	Competences	% of final evaluation 10%
1. Compulsory reading, sources and methodological materials learning	+			

2. Course project according to methodological requirements. Presentation and defence of the paper	+	+	+	50 %
3. Case studies	+	+	+	10%
4. Test	+	+		30%

Evaluation of mastering the study course

Achievable level	Requirements
Very high level (10 - with distinction, 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; 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.
High level (8 - very good, 7 - good)	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.
average level (6 - almost good, 5 - average, 4 - almost average)	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. 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.
Low level (3 - 1 - negative rating)	

Description of the RNU study course “Corporate Sustainability and Social Responsibility”

Study programme, including study course	<i>Business Management</i>
Number of credits and ECTS	<i>2 KP = 3 ECTS</i>
Authors	<i>Rostislavs Kopitovs, Dr.sc.ing Management kafedra, profesors Dina Kelsina, Mg.MBA</i>
Requirements for commencing the acquisition of a study course, related study courses Objective	Business Economy
	<i>Summarize the knowledge to demonstrate effective decision logic in the system, ensuring preservation of its characteristics after its modification</i>
Results to be achieved	<i>1.49. Company’s manager /manager assistant, profession standards</i>
Knowledge	<p>According to standards:</p> <p style="padding-left: 40px;"><i>Conception level:</i> organize and manage company strategy, control work execution, coordinate, organize communication in any type of economy.</p> <p style="padding-left: 40px;">Sustainable <i>Understanding level:</i> Understand business principles and its role in the strategic and operational organisation development.</p> <p style="padding-left: 40px;"><i>Application level:</i> Independently gain knowledge on sustainable business and apply it to entrepreneurial activities. Understand professional terminology in business changing field and to analyze the current activities of the enterprise, its reconstruction and development under changing market conditions with a target to ensure successful business.</p>

<p>□ Skills</p>	<p>According to standards:</p> <p>Ability to analyze the company’s current and future operations, to identify problems and to develop solutions.</p> <p>Analyze, systematize, synthesize and integrate needed business information into the business operations.</p> <p>Analyze the processes in the environment and take decisions in line with the changes in the situation.</p> <p>Analyze, evaluate and plan the development of the company and their finances and its social responsibility.</p> <p>Use advanced technologies to capture, process, and systemise marketing information.</p> <p>Understand the interests of owners and other stakeholders and integrate them into the strategic business development plan.</p> <p>Formulate the objectives of the company, draw up a strategic development plan and evaluate its performance.</p>
<p>□ Competence</p>	<p>According to the standard:</p> <ol style="list-style-type: none"> 1. Ability to evaluate the role of strategic and development plans to manage the company effectively. 2. Ability to develop a company's operational strategy, mission and define goals, public interest. 3. Ability to plan the enterprise’s effective activity according to its’ objectives, economic environment and the market situation. 4. Ability to organise the rational business functioning according to its’ objectives, economic environment and the labour market situation. 5. Ability to make research with scientific value in business management area and to use gained result in the business. 6. Ability to represent the company in dealings with other companies, organizations, institutions, including municipalities and state institutions, to represent the company in the negotiation of a certain strategy.

Literature. Sources of information:	
□ Mandatory	<ol style="list-style-type: none"> 1. Carroll A.(2018). <i>Business and Society. Ethics, Sustainability, and Stakeholder Management</i>, Boston: Cengage Learning, 2018.-793p. 2. Jørgensen S.(2018). <i>RESTART Sustainable Business Model Innovation</i>, Cham: Palgrave Macmillan, 2018. – 264 p. 3. Machado C. (2018). <i>Corporate Social Responsibility in Management and Engineering</i>, Delft: River Publishers, 2018.-260p.
1. Recommended	<ul style="list-style-type: none"> □ .Sroufe R.(2018). <i>Integrated Management: How Sustainability Creates Value for Any Business Wagon Line:Emerald Publishing</i>, 2018.-433p. □ Cummings, S., Daellenbach, U., Davenport, S. and Campbell, C. (2013). ‘Problem-sourcing’: a re-framing of open innovation for R&D organisations. <i>Management ResearchReview</i>, 36(10), 955–974

Content of study course and calendar of study hours

Week	Topic	Type of lesson	Amount of hours	
			PL	NL
1	Sustainable businessmethodology	Lecture, workshop	4	2
2	Sustainable businessmethodology	Lecture,practise,	2	2
2	Practical task “Sustainableb usiness methodology”	Workshop/ Task Lecture, practice	2	
3	Applying theVision Modelto sustainable business valuation		2	2
4	Business data collection for sustainable business valuation	Lecture practice	2	2
4	Practical task "Business datacollection for sustainable business valuation»	Seminar/ Task	2	

5	Sustainable business valuation procedure Practical task	Lecture, practice	2	2
5	“Sustainable business valuation procedure»	Seminar/ Task	2	
6	Analysis of sustainable business current situation Practical task	Lecture, practice	2	2
6	“Analysis of sustainable business current situation”	Seminar/ Task	2	
7	Sustainable business planning options’ choice	Lecture, practice	2	2
7	Practical task "Choosing the best sustainable business option"	Seminar/ Task	2	
8	Implementation of a sustainable business development scenario from a social responsibility perspective	Lecture, practice	2	2
8	Practical task “Implementation of a sustainable business development scenario from a social responsibility perspective”	Seminar/ Task	2	
		Total:	2 KP = 32	2 KP=16

Description of students' independent work organization and tasks

Individual work	Volume in hours full-time / part-time face-to-face / distance learning	Expected result

Study of literature and methodical sources.	20/40/56	Gained knowledge of: Valuation activities and market value, concepts and principles; the basic principles of measuring current activity goals, objectives and strategies, ways of studying the environment. Form of check - test.
Preparation for the test / project part "Methodology of sustainable business evaluation"	4/0/0	Gained knowledge of: the relevance of organising sustainable business valuation; conflicts of interest arising from business valuation; defining the problem of sustainability valuation on the example of various objects; features of the enterprise and business as the object of valuation; valuation subjects; identification of the subject of valuation; purpose of valuation of sustainable business; valuation objectives; practical value; decision making at the level of value. Type of check - practical task
Preparation for the test / part of the project "Applying a Vision Model to sustainable Business valuation"	4/0/0	Skills: To be able to define company goals, mission, analyze resources, determine internal and external environment determinants and business system elements
Preparation for the test / project part "Preparing Business Information for sustainable business valuation"	4/0/0	Competencies: To be able to design a research plan using vital business information on various methods that determine the factors that influence consumer behavior. Collect, compile, analyze business information on real business example
Preparation for the test / project part "Sustainable business valuation procedures"	4/0/0	Students can to apply the key indicators of determination of the market value of the enterprise, to use static and dynamic methods of business valuation, to make decisions about the market value on the basis of the system of indicators of real object valuation

Preparation for the test / project part "Analysis of the current state of sustainable business»	4/0/0	Skills: Formation of cash flows for business assessment, assessment of investment projects and operating enterprises, by executing real business situations
Preparation for the test / project part " Selection of sustainable business planning options ”	4/0/0	Students are able to make decisions about current situation in business strategy development by analysing real business situations. .
Preparation for the test / project part " Implementation of the sustainable business development scenario from the social responsibility position”	4/0/0	Student are introduced to business evaluation complex, including components of assessment and reconstruction of the existing company under the conditions of the known standards, including discount rate and capital turnover rate, by analysing real business situations.
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.
<i>Total:</i>	48/64/80	

Study works	Knowledge	Skills	Competence	% from the final rate
Test work for full time students / Project work for part time students	+	+	+	30
Examination (test + case study)	+	+	+	70

Grading of the study

Achievement level	Requirements
Very high level (10 - with distinction, 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 competences 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 meet the requirements of the training course, but sometimes there is an inability to use the acquired knowledge independently.
Medium level (6 – almost good, 5 - satisfactory, 4 –almost satisfactory)	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 – unsatisfactory)	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 “Fundamentals of International Law”

Study programme	Bachelor Study Programme Business Administration
Amount	3 ECTS=80 ac. hours
Author (s)	Žanna Kļeščevņikova, Jūlija Galkina
Preliminary knowledge, Related study courses	Legal Regulation of Enterprise Activity
Aim	To provide students theoretical knowledge of international law, the significance of the regulatory system and international law, and the interaction between international legal instruments and their application in law enforcement and enforcement practice. To provide students understanding of the application of international law.
Planned learning outcomes:	
knowledge	<p>According to the standard:</p> <ul style="list-style-type: none"> • International environment of commercial activity • Commercial activity environment and its influencing factors • Methods of commercial environment analysis • Methods of influencing factors analysis • Social and political structure of the society • Communication (including intercultural) in the society (including multicultural) • Extensive and relevant vocabulary • Professional terminology • Preparation of reviews and publications • State taxation policy • Requirements of the industry relevant legal enactments and standards • Argumentation techniques • Business communication • Business ethics and social responsibility <p>According to the standard:</p>
skills	<ul style="list-style-type: none"> • 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 understand the risks of entrepreneurial activity and their impact on the perspective of an enterprise development

	<ul style="list-style-type: none"> • To argue and defend an argument • 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 argue personal opinion • To comply with the norms of communication culture and professional ethics <p>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</p>
competencies	<p>According to the standard:</p> <ul style="list-style-type: none"> • Ability to comply with the legal enactments related to the industry • Ability to manage changes at an 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 an enterprise • Ability to find innovative solutions for the activity of an enterprise • Ability to analyse the environmental factors which influence the activity of an enterprise • Ability to critically evaluate the external environment factors and their impact on the activity of an enterprise • Ability to critically evaluate the internal environment factors and their impact on the activity of an enterprise • Ability to identify the environmental changes

	<ul style="list-style-type: none"> • Ability to evaluate development opportunities and optimise activity to achieve the aims of an enterprise considering the impact of the changing environment Ability to plan the activity of an 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 an enterprise considering the impact of the changing environment Ability to define the resources necessary for the activity of an enterprise Ability to optimise the enterprise oriented taxation system 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 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	<ul style="list-style-type: none"> • Latvijas Republikas likums Par Latvijas Republikas starptautiskajiem līgumiem. Stājas spēkā: 09.02.1994. Publicēts: Latvijas Vēstnesis, 11, 26.01.1994.; Latvijas Republikas Saeimas un Ministru Kabineta Ziņotājs, 3, 10.02.1994. https://likumi.lv/ta/id/57840-par-latvijas-republikas-starptautiskajiem-ligumiem • On International Treaties of the Republic of Latvia. Publication: Latvijas Vēstnesis, 11, 26.01.1994.; Latvijas Republikas Saeimas un Ministru Kabineta Ziņotājs, 3, 10.02.1994 http://www.vvc.gov.lv/export/sites/default/docs/LRTA/Likumi/On_International_Treaties_of_the_Republic_of_Latvia.doc • Bojārs J., Starptautiskās publiskās tiesības. III sējums. Rīga. Zvaigzne - ABC, 2007. • Malcolm Shaw. International Law. Cambridge University Press; 8 edition, 2017- 1050 p. • Servais J.-M. International Labour Law. - London: Kluwer Law International, 2022.-398p. • Guerin L. The Essential Guide to Federal Employment Laws. - London: NOLO, 2022.-496p. • Dolzer R. Principles of International Investment Law. - Oxford: OUP Oxford, 2022.-560p. • Slagter T. Fundamental Perspectives on International Law. - Cambridge: Cambridge University Press, 2022.-722p. — A.Fogels „Modernās starptautiskās tiesības”, R., „Zvaigzne
recommended	<ul style="list-style-type: none"> • ABC”, 2009

	<ul style="list-style-type: none"> • Apvienoto Nāciju Organizācija - http://www.un.org • Latvijas Republikas Ārlietu ministrija http://www.fma.gov.lv • European Journal of International Law http://www.ejil.org Oficiāla Eiropas Savienības tīmekļa vietne https://e-justice.europa.eu/content_international_law-10-lv.do
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Contents and schedule of the contact hours

Week	Theme	Academic hours	
		Full-time inramura	Part-time inramural
1	Concept, definition and sources of international law. Subjects and objects of international law. Regulation of international law. International organizations, history of formation and role	2	2
2,3	in international relations. Test for " 1 and 2 Topic"	4	2
4	Interstate relations and forms. Diplomatic and consular rights.	2	
5,6	Group work "Transnational Relations and Forms. Diplomatic and consular law	4	2
7	International agreements, the process and nature of their formation. Rights and obligations of international agreements.	2	
8,9	International economic law. National economic rights, obligations and responsibilities.	4	4
10,11	Case study: International economic law. National economic rights, obligations and responsibilities.	4	2
12	International human rights and their protection mechanisms.	2	
13,14		4	2
15,16	Resolution of international disputes and liability in international law.	4	2
		32ac.h	16ac.h

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time inramural / part-time inramural / distance learning	Planned learning outcomes
Literature of study, sources and methodical aids	20/40/56	Knowledgeof: <ul style="list-style-type: none"> • sources and regulation of international law; • the history and importance of international organizations; • diplomatic and consular rights; • interstate relations and forms; • international agreements, the process and nature of their formation;

		<ul style="list-style-type: none"> • international economic law; • international human rights and their protection mechanisms; • international dispute resolution and accountability.
Study of Literature, Sources and Methodical Tools Preparation for Seminar and Test for "Themes 1 and 2"	8/0/0	Knowledge of sources and regulation of international law, organizations, history and significance of formation.
Preparation for the seminar "Transnational Relations and Forms. Diplomatic and consular law "	8/0/0	Obtained knowledge of interstate relations and forms, diplomatic and consular law. Can identify important aspects diplomatic law; to describe and analyze the basic principles of this right.
Preparation for the workshop and seminar "International economic law. National economic rights, duties and responsibilities. "	8/0/0	Is able to analyze current problems and practical situations in international law. Ability to analyze independently normative acts related to the regulation of international law.
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	

Studywork	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

Achievable level	Requirements
Very high level (10 - with distinction, 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; 8 - Knowledge, skills and competence meet the requirements of
High level (8 - very good, 7 - good)	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.

<p>average level (6 - almost good, 5 - average, 4 - almost average)</p>	<p>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.</p>
<p>Low level (3 - 1 - negative rating)</p>	<p>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.</p>

RNU study course description “Enterprise Management”

Study programme	Bachelor Study Programme Business Administration
Amount	3 ECTS=80 ac. hours
Author (s)	Zaiga Oborenko
Preliminary knowledge, Related study courses	Introduction to Entrepreneurship; Legal Regulation of Enterprise Activity; Economics, Management Theory
Aim	<ul style="list-style-type: none"> • To acquire theoretical knowledge and understanding of practical application of theoretical approaches in effective management. • 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:	
knowledge	<p>Awareness level</p> <ul style="list-style-type: none"> • 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 <p>Application level</p> <ul style="list-style-type: none"> • Logistics management • Contemporary management theories • Principles of enterprise planning • Principles of 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	<ul style="list-style-type: none"> • To understand the regularities and principles of economic development

- To plan, manage and coordinate the activity of an enterprise
- To organise the coordinated functioning of an enterprise
- To define the resources necessary for the activity of an enterprise
- To evaluate the world economic development tendencies and their impact on the activity of an enterprise as a whole
- To evaluate the factors of the external environment of enterprises
- To be aware of the research methods in the corresponding industry
- To evaluate the factors of the internal activity of enterprises
- To plan the activity of an enterprise
- To analyse and evaluate the results of the activity of an 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 an enterprise
- To organise production/service processes at an enterprise
- To organise logistics processes at an enterprise
- To organise the work of the information system of an enterprise
- To formulate the mission and vision of an enterprise
- To define the strategic, tactical and operational aims of an enterprise
- To work out the development strategy of an enterprise
- To perform tactical and operational planning of an enterprise

	<ul style="list-style-type: none"> • 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 an enterprise • To analyze and evaluate project performance against company aims • To understand the risks of entrepreneurial activity and their impact on the perspective of an enterprise development • To define and develop the effective model of the activity of an 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 an 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 tasks To identify potential risks when performing work •
competences	<ul style="list-style-type: none"> • Ability to comply with the legal enactments related to the industry • Ability to ensure the economic activity of an enterprise • Ability to manage production processes at an enterprise • Ability to organise the service management at an enterprise • Ability to organise the logistics of an enterprise

- Ability to ensure quality at an enterprise
- Ability to manage changes at an 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 an enterprise
- Ability to find innovative solutions for the activity of an enterprise
- Ability to define the directions of the development and to formulate the mission and vision of an 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 an enterprise
- Ability to critically evaluate the external environment factors and their impact on the activity of an enterprise
- Ability to critically evaluate the internal environment factors and their impact on the activity of an 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 plan the activity of an enterprise
- Ability to develop and manage projects at an enterprise
- Ability to coordinate the functioning of an enterprise as a whole
- Ability to define the development directions, mission and vision of an 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

	<ul style="list-style-type: none"> • Ability to develop the strategy of an enterprise to achieve the set aims • Ability to develop the tactical plans of an enterprise • Ability to plan the operational activity of an 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 an enterprise considering the impact of the changing environment • Ability to define the resources necessary for the activity of an enterprise • Ability to perform financial analysis • Ability to organise accounting at an enterprise • Ability to optimise the enterprise oriented taxation system • Ability to apply an appropriate tax paying regimen • Ability to organise marketing principles at an enterprise • Ability to develop new products/services and form the assortment of an enterprise • Ability to form the pricing policy of an enterprise • Ability to implement the integrated marketing communication of an enterprise • Ability to develop in-house sales system • Ability to select, effectively manage and 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	<ul style="list-style-type: none"> • 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.

	<ul style="list-style-type: none"> • 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. • Adizes, I. (2015) Managing Corporate
recommended	<ul style="list-style-type: none"> • 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. • Drukens, 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 Leeds, 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.
Other resources	<ul style="list-style-type: none"> • Entrepreneur Europe. Pieejams https://www.entrepreneur.com/magazine • Forbes. Pieejams https://www.forbes.com

	<ul style="list-style-type: none"> • Harvard Business Review. Pieejams https://hbr.org/ • Dianas Bizness. Pieejams https://www.db.lv/
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Contents and schedule of the contact hours

Week	Topic	Academic Hours	
		full-time inramural	part-time inramural
1.	<u>Introduction to Enterprise Management/ Corporate Governance.</u> Definitions. Content and topics of the course. <u>1. Organization life cycle</u> Organization life cycle concepts. Stages of organization development. Characteristics of an organization at each stage of the life cycle.	4	2
2.	<u>2. Corporate development stages and managerial roles.</u> 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.	<u>3. Organizations and environment.</u> <u>Interface between organization and environment.</u> 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.	<u>4. Organizational Design and Structure.</u> 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.	<u>5. Changes in the Company.</u> <u>Strategic Types of Change.</u> 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. <u>6. Decision-making and decision-implementation processes.</u> <u>7. Organizational Effectiveness</u>	4	2
6.	<u>Assessing the effectiveness of an organization in a particular environment.</u> Organizational effectiveness for sustainable growth. Measuring Organizational Effectiveness: external resource approach; internal systems approach; technical approach.	4	2

	Four dimensions of organizational effectiveness. Indicators of Organizational Effectiveness. Strategic constituencies; satisfaction: Stakeholders approach. 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.		
7.	9. Organizational Performance and Performance Management.	4	2
8.	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 10. Ethical dilemmas in corporate governance. Corporate Social Responsibility.	4	2
		32	16

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time inramural / part-time inramural / distance learning	Planned learning outcomes
1. Compulsory reading, sources and methodological materials learning	12/28/44	Acquired knowledge and understanding of the diverse principles of corporate governance.
2. Preparation for discussion of case studies, development of descriptions: Thomas Cook, Aquarius, Nissan, Philips NV, Leya, Herman Miller.	8/8/8	Acquired skills to analyse different experiences and evaluate from the perspective of theoretical knowledge. Developed discussion competencies .
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.	16/16/16	Acquired skills to analyse and argue, developed competencies to discuss the results obtained.

4. Preparation for test on corporate governance aspects.	12/12/12	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	

Skills

Studywork	Knowledge		Competences	% of final evaluation
1. Studies of literature, sources and methodological materials. 2. Performance of individual practical assignments 3. Case analyses 4. Test on multiple aspects of enterprise management/ corporate governance	+			10%
		+	+	40%
	+	+	+	20%
	+	+		30%

Evaluation of mastering the study course

Achievable level	Requirements
Very high level (10 - with distinction, 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; 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.
High level (8 - very good, 7 - good)	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.
average level (6 - almost good, 5 - average, 4 - almost average)	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. 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.
Low level (3 - 1 - negative rating)	

RNU study course description “Event Management”

Study programme	Bachelor Study Programme Business Administration
Amount	3 ECTS=80 ac. hours
Author (s)	Jūlija Mironova
Preliminary knowledge, Related study courses	Introduction to Entrepreneurship, Economics To provide knowledge
Aim	<p>on the organization and planning of professional individual, mass and corporate events. 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 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 emphasized. The importance of efficient 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 and the methods of attracting the necessary work.</p>
Planned learning outcomes:	
knowledge	<p>According to the standard:</p> <p>Awareness level</p> <ul style="list-style-type: none"> • Communication (including intercultural) in the society (including multicultural) • Basic principles of project management • Project management <p>Application level</p> <ul style="list-style-type: none"> • • • • Basics of intercultural communication <p>According to the standard:</p> <ul style="list-style-type: none"> • Interviews and publications • Principles of enterprise activity planning
skills	<ul style="list-style-type: none"> • To plan, manage and coordinate the activity of an enterprise • To organise the coordinated functioning of an enterprise • To define the resources necessary for the activity of an 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 an enterprise
- To define the strategic, tactical and operational aims of an enterprise
- To perform tactical and operational planning of an 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 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 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 an enterprise
- To prepare and publish presentation materials
- To prepare reviews and presentations
- To prepare presentation materials and publications
- To argue 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

	<ul style="list-style-type: none"> • 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	<p>According to the standard:</p> <ul style="list-style-type: none"> • Ability to comply with the legal enactments related to the industry • Ability to ensure the economic activity of an enterprise • Ability to manage production processes at an enterprise • Ability to organise the service management at an enterprise • Ability to organise the logistics of an enterprise • Ability to ensure quality at an enterprise • Ability to manage changes at an 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 an enterprise • Ability to find innovative solutions for the activity of an enterprise • Ability to analyse economic situation • Ability to analyse the environmental factors which influence the activity of an enterprise • Ability to critically evaluate the external environment factors and their impact on the activity of an enterprise • Ability to critically evaluate the internal environment factors and their impact on the activity of an 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 plan the activity of an enterprise • Ability to develop and manage projects at an enterprise • Ability to coordinate the functioning of an enterprise as a whole • Ability to define the development directions, mission and vision of an 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 an enterprise to achieve the set aims
- Ability to develop the tactical plans of an enterprise
- Ability to plan the operational activity of an 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 an enterprise considering the impact of the changing environment
- Ability to define the resources necessary for the activity of an enterprise
- Ability to develop new products/services and form the assortment of an enterprise
- Ability to implement the integrated marketing communication of an enterprise
- Ability to adhere to the basic principles of professional and general ethics and generally accepted standards of conduct
- Ability to select, effectively manage and 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 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 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

	<ul style="list-style-type: none"> • Ability for self-organisation, taking responsibility, continuous learning and professional and personal skills development
Literature and other sources of information:	
compulsory reading	<ul style="list-style-type: none"> • 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 • Freibergs Z. Pasākumu vadīšanas māksla. - Rīga: Zvaigzne ABC, 2020.-464lpp • 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 : the art and science of celebration. -N. Y.: Van Nostrand Reinhold, 1990.-386 p. • Goldblatt, Joe J. Special Events: A New Generation and the Next Frontier .John Wiley & Sons, Inc., Ltd 2011. ISBN 978-0-470-44987-5
recommended	<p>HSE. Event Safety Guide. HSE, 1999</p> <ul style="list-style-type: none"> • 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 Event Workforce. Butterworth-Heinemann • 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) <p>Web resources:</p> <ul style="list-style-type: none"> • What is a method statement and help on how to write one www.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 inramural	part-time inramural
1,2	ComponentsoftheEventIndustry. Basic functions. Legal, social, ethicalaspects.Careertypes. Definition of MICE.	4	2
3	Study andinformationmaintenance for event planning	2	2
4	and implementation.Eventmarketing.	2	
5	Test workwiththeevaluation:"Event industry components and theirmarketing"	2	
6	Emergencyplanning.Theprocess of developing a preciseroadmap,takingintoaccount logistics, installationanddismantlingofthe necessary equipment.		2
6	Test workwiththeevaluation:"Operational planning of events "	2	
7	Health, safetyandsecurityaspects during the event. Risks andtheircontrol.	2	2
8	Test workwiththeevaluation:"Security and other risks during theevent"	2	
9	Preparationbeforeandaftertheevent. Selection of participantsaccordingtothetheme of the event. Types of events andpeculiaritiesoftheirorganization.	2	2
10	Test workwiththeevaluation:"Creating an event program,identifyingandselecting the required participants "	2	
11	Event decoration(decorations,room decoration, invitations,souvenirs,otherattributes). Event management.	2	2
12	Test workwiththeevaluation:"Event design and event management "	2	
13	Basics ofeventmanagement(requirements for the event manager,theirimage,dresscode).	2	2
14	Test workwiththeevaluation:"Requirements for the event manager"	2	
15	Evaluationandreportingoftheevent.		
15	Test workwiththeevaluation:"Overall budgeting and	2	2
16	follow-up of the event "	2	
		32ac.h	16ac.h.

Description of students' self-studies organization and assignments

Self-study work	Ac.hours for full-time inramural / part-time inramural / distance learning	Planned learning outcomes
Compulsory reading, sources and	20/40/56	Acquired knowledge of organizing and planning professional individual, mass and

methodological materials learning		corporate events. It provides information on the different types and scale of events, as well as internationalization on the 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.
Preparation works for evaluation test/ component of a project "Event industry components and their marketing" Preparation works for	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.
evaluation test/ component of a project "Operational planning of events" Preparation works for	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.
evaluation test/ component of a project "Security and other risks during the event" Preparation works for	4/0/0	Knowledge: Students understand the health, safety and security aspects of events, are able to identify and control risks.
evaluation test/ component of a project "Creating an event program, identifying and selecting the required participants" Preparation works for	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.
evaluation test/ component of a project "Event design and event management" Preparation works for	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
evaluation test/ component of a project "Requirements for the event manager " Preparation works for	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.
evaluation test/ component of a project "Overall budgeting and follow-up of the event"	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

Achievable level	Requirements
Very high level (10 - with distinction, 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; 8 - Knowledge, skills and competence meet the requirements of
High level (8 - very good, 7 - good)	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 “Course Project 2. Project management”

Study programme	Bachelor Study Programme Business Administration
Amount	6 ECTS=160 ac. hours
Author (s)	Ivars Linde
Preliminary knowledge, Related study courses	Introduction to Entrepreneurship, Economics
Aim	To provide knowledge of projectmanagement basics and practical applications in business,including: project management strategy, project management stakeholders, project life cycle, project planning, andproject management application tools.
Planned learning outcomes:	
knowledge	In compliance with the Standardstudents shall: Awareness level <ul style="list-style-type: none"> • International environmentof commercial activity • Effective communicationtechniques • 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 <ul style="list-style-type: none"> • • • • Scientific research methods factors Basic principles of statistics • Preparation of reviews and publications • Commercial activity environment and its influencing Methods of commercial environment analysis Business communication
skills	In compliance with the Standard : <ul style="list-style-type: none"> • To understand the regularities and principles of economic development • To plan, manage and coordinate the activity of an enterprise • To organise the coordinated functioning of an enterprise • To define the resources necessary for the activity of an enterprise • To evaluate the factors of the external environment of enterprises

- To be aware of the research methods in the corresponding industry
- To evaluate the factors of the internal activity of enterprises
- To plan the activity of an enterprise
- To analyse and evaluate the results of the activity of an 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 an 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 an enterprise
- To organise production/service processes at an enterprise
- To organise logistics processes at an enterprise
- To organise the work of the information system of an enterprise
- To formulate the mission and vision of an enterprise
- To define the strategic, tactical and operational aims of an enterprise
- To work out the development strategy of an enterprise
- To perform tactical and operational planning of an 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

	<ul style="list-style-type: none"> • To assess competitors and their impact on the activity of an enterprise • To organise marketing processes at an enterprise • To organise product/service policy and the assortment policy at an 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 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 define and develop the effective model of the activity of an 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 an enterprise • To prepare and publish presentation materials • To prepare reviews and presentation • To prepare presentation materials and publications • To argue 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 an enterprise
- Ability to manage production processes at an enterprise
- Ability to organise the service management at an enterprise
- Ability to organise the logistics of an enterprise
- Ability to ensure quality at an enterprise
- Ability to manage changes at an 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 an enterprise
- Ability to find innovative solutions for the activity of an enterprise
- Ability to define the directions of the development and to formulate the mission and vision of an 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 an enterprise
- Ability to critically evaluate the external environment factors and their impact on the activity of an enterprise
- Ability to critically evaluate the internal environment factors and their impact on the activity of an 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 plan the activity of an enterprise
- Ability to develop and manage projects at an enterprise
- Ability to coordinate the functioning of an enterprise as a whole

- Ability to define the development directions, mission and vision of an 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 an enterprise to achieve the set aims
- Ability to develop the tactical plans of an enterprise
- Ability to plan the operational activity of an 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 an enterprise considering the impact of the changing environment
- Ability to define the resources necessary for the activity of an enterprise
- Ability to perform financial analysis
- Ability to organise marketing principles at an enterprise
- Ability to develop new products/services and form the assortment of an enterprise
- Ability to form the pricing policy of an enterprise
- Ability to implement the integrated marketing communication of an 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 and 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

	<ul style="list-style-type: none"> • 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 <p>Additional:</p> <ul style="list-style-type: none"> • The ability to organize the Project Management department according to the objectives and market situation. • The ability to conduct research of Project Management of and apply the results obtained in business.
Literature and other sources of information:	
compulsory reading	<ul style="list-style-type: none"> • 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 - IPMA Competence Baseline, 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. Mikose, Maija. Informāciju tehnoloģiju projekts uzņēmumā - Rīga: Biznesa augstskola Turība, 2006. - 242 lpp. ISBN 9984-7667-8-0
recommended	<ul style="list-style-type: none"> • Uzulāns, Juris. Risku vadība projektu kontekstā - Rīga: Drukātava, 2010. - 136 lpp ISBN 9789984853130 • Rurāne M. Finanšu menedžments – 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

	<ul style="list-style-type: none"> • 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 • Riashchenko V., Zhivitere M., Radin M. Methodology of reengineering business processes in conditions implementation of contemporary management methods of the enterprise. 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. • 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&so t=aff&sdt=a&sl=61&s=AF-ID%28%22Inform%c4%81cijas+sist%c4%93mu+mene d%c5%bementa+augstskola%22+60121147%29&relpos =5&citeCnt=0&searchTerm= • 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&so t=aff&sdt=a&sl=61&s=AF-ID%28%22Inform%c4%81cijas+sist%c4%93mu+mene d%c5%bementa+augstskola%22+60121147%29&relpos =5&citeCnt=0&searchTerm=
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Contents and schedule of the contact hours

Week	Type of training (lecture, workshop, seminar)	Academic hours	
		full-time inramural	part-time inramural
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	Evaluation test: "Analysis of stakeholders in a project"	2	
4	Work Breakdown Structure of a project	8	4
5	Evaluation test: "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 paper - project to be evaluated: "A self-developed project of a company"	2	
	Project:	64ac.h	32ac.h.

Description of students' self-studies organization and assignments

Self-study work	Ac.hours for full-time inramural / part-time inramural / distance learning	Planned learning outcomes
Compulsory reading, sources and methodological materials learning Project Management	26/58/90	Knowledgeof: <ul style="list-style-type: none"> • the essence, concepts and principles of Project Management; • basic principles of activities; goals and objectives of Project Management, strategies, market research. Evaluation form - test
Course paper - project "A self-developed project of a company"	70/70/70	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.
Total:	96/128/160	

Studywork	Knowledge	Skills	Competences	% of finalevaluation
Course project	+	+	+	50
Examination	+	+	+	50

Evaluation of mastering the study course

Achievable level	Requirements
Very high level (10 - with distinction, 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; 8 - Knowledge, skills and competence meet the requirements of
High level (8 - very good, 7 - good)	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 “Personnel Management and Record Keeping”

Study programme	Bachelor Study Programme Business Administration
Amount	6 ECTS=160 ac. hours
Author (s)	Olga Verdenhofa
Preliminary knowledge, Related study courses	Management Theory, Introduction to Entrepreneurship, Enterprise Management, Management Psychology and Sociology
Aim	<ul style="list-style-type: none"> • To provide students the theoretical knowledge of personnel management and documentation. • To develop students’ special skills of the organisation of personnel management. • 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	<p>In compliance with the Standard students shall:</p> <p>Awareness level</p> <ul style="list-style-type: none"> • Business psychology <p>Application level</p> <ul style="list-style-type: none"> • 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	<p>In compliance with the Standard students shall be able to:</p> <ul style="list-style-type: none"> • 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

	<ul style="list-style-type: none"> • To ensure the storage of electronic documentation and data • To implement personnel policy at an 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 an enterprise • To prepare and publish presentation materials • To prepare reviews and presentations • To prepare presentation materials and publications • To argue 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	<p>In compliance with the Standard:</p> <ul style="list-style-type: none"> • Ability to comply with the legal enactments related to the industry • Ability to ensure quality at an enterprise • Ability to manage changes at an 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

	<ul style="list-style-type: none"> • 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 an enterprise • Ability to find innovative solutions for the activity of an enterprise • Ability to plan the activity of an enterprise • Ability to develop and manage projects at an enterprise • Ability to coordinate the functioning of an enterprise as a whole • Ability to define the development directions, mission and vision of an 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 an enterprise to achieve the set aims • Ability to develop the tactical plans of an enterprise • Ability to plan the operational activity of an 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 an enterprise considering the impact of the changing environment • Ability to define the resources necessary for the activity of an enterprise • Ability to adhere to the basic principles of professional and general ethics and generally accepted standards of conduct • Ability to select, effectively manage and 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	<ol style="list-style-type: none"> 1. Armstrong, M., Taylor, S. (2020) Armstrong's handbook of human resource management practice. 15 th edition. New York: Kogan Page Limited, 800 p. 2. Armstrong's Handbook of Human Resource Management Practice. - London: Kogan Page, 2023.-760p 3. Bole D. Kā panākt darbinieku uzplaukumu. - Rīga: Biznesa augstskola Turība, 2022. – 100lpp. 4. Dessler, G. (2017). Human Resource Management. 15th ed. , Pearson Education Inc

	<p>5. Dombrovska L.R. (2009). Cilvēkresursu kapitāla vadība. Rīga: Zvaigzne ABC apgāds, 212 lpp.</p> <p>6. Janitēna Z (2014). Ievads dokumentu pārvaldībā. Rīga: Lietišķās informācijas dienests, 215 lpp.</p> <p>7. Kalve, I. (2013). Dokumentu pārvaldība no A līdz Z. Rīga: BA "Turība", 316 lpp.</p> <p>8. Korčagins, E.; Vancāne, L.(2019). Darba attiecības no A līdz Z. Izd.: Tehnoinform Latvia, 262 lpp.</p> <p>9. Purcell, J., . Boxall, P., (2016). Strategy and Human Resource Management. 4th ed., New York: Palgrave Macmillan, 368 p.</p> <p>10. Torrington, D., Hall, L., Atkinson, K., Taylor, S. (2020). Human Resource Management. 11th ed., Pearson Education Inc., Prentice Hall</p>
recommended	<ul style="list-style-type: none"> • Balodis K. Ievads civiltiesībās.- Rīga: Zvaigzne ABC, 2022.- 386lpp. Darba tiesības 2023 288lpp. • Slaidiņa V., Skutāne I. Darba tiesības. - Rīga: Zvaigzne ABC, 2023.-288lpp. • Boitmane, I. (2008). Personāla atlase un novērtēšana. Rīga: Lietišķās informācijas dienests, 186 lpp. • Dāvidsone, G. (2008) Organizāciju efektivitātes modelis. Jelgava: O.D.A., 326 lpp. • Ešenvalde, I. (2008). Personāla vadības mūsdienu metodes. Rīga: Merkurij LAT, 350 lpp Freedman K. The Coaching Solopreneur: How to build a coaching business with sustainable foundations London: Known Publishing, 2023.-222p. • Parsloe E. Coaching and Mentoring: Practical Techniques for Developing Learning and Performance. - London: Kogan Page, 2022.- 312p. • Spensers, L., Spensere, S. (2011). Darba kompetences. Izcila darba snieguma veidošana. Rīga.: Eiropersonāls, Jelgavas tipogrāfija, 400 lpp. • Sternad D. Developing Coaching Skills: A Concise Introduction.- Austria: econcise, 2021.-125p. • Vorončuka, I. (2009). Personāla vadība: Teorija un prakse. Rīga: Latvijas Universitāte, 400 lpp. • Zīlīte, L. (2013). Personāla vadība un socionika. Rīga: Turība, 304 lpp. • Mironova, J., Sloka, B., Jermolajeva, E. BURNOUT OF THE EDUCATORS OF HIGHER EDUCATION INSTITUTIONS: ANALYSIS OF INFLUENCING FACTORS 2023 Proceedings of the 2023 International Conference “ECONOMIC SCIENCE FOR RURAL DEVELOPMENT” No 57 Jelgava, LBTU ESAF, 10-12 May 2023, pp. 455-463 DOI: 10.22616/ESRD.2023.57.045 https://www.esaf.lbtu.lv/sites/esaf/files/files/lapas/Krajums_Nr_57_27.08.2023.pdf • Mironova, J., Sloka, B. BURNOUT IN THE HIGHER EDUCATION INSTITUTION 2022 12TH INTERNATIONAL SCIENTIFIC CONFERENCE BUSINESS AND MANAGEMENT 2022

	<p>https://www.webofscience.com/wos/woscc/full-record/WOS:000887405800102</p> <ul style="list-style-type: none"> Mironova, J., Sloka, B. THE RELATIONSHIP BETWEEN SYMPTOMS OF BURNOUT OF THE EDUCATORS OF HIGHER EDUCATION INSTITUTIONS AND THEIR EXPERIENCE 2023 13TH INTERNATIONAL SCIENTIFIC CONFERENCE BUSINESS AND MANAGEMENT 2022 http://bm.vgtu.lt/index.php/verslas/2023/paper/viewFile/1067/569 Verdenhofa, O., Dehtjare, J., Dzenis, O., Djakons, R., Mironova, J. Organizational and communication support of the process of decision making in the educational sphere 2022 Viešoji politika ir administravimas. ISSN 1648-2603, 2022, 21(4) https://cris.mruni.eu/cris/entities/publication/4c532d07-05cd-44c8-94c1-fcea0e6eaf14/details Mironova, J., Sloka, B., Dehtjare, J. Influence of the Pandemic Caused by COVID-19 to the Teaching Staff of the Higher Education Institutions 2021 Journal of Service, Innovation and Sustainable Development, 2(2), 15-24 http://www.aasmr.org/sisd/Vol.2/Vol.2.2.1.pdf Mironova, J., Sloka, B. Burnout of the Teaching Staff in the Higher Education Institutions and its 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-Elzezi/publication/362068522_Impact_of_COVID-19_Outbreak_On_Organizational_Performance_Evidence_From_North-Macedonia/links/62d53008fd347a451bc7428c/Impact-Of-COVID-19-Outbreak-On-Organizational-Performance-Evidence-From-North-Macedonia.pdf#page=102
Law	<ul style="list-style-type: none"> Darba likums. LR likumi un normatīvie akti http://www.likumi.lv/ Darba aizsardzības likums. LR likumi un normatīvie akti http://www.likumi.lv/ Saeima (2001) Labour Law. Available https://likumi.lv/ta/en/en/id/26019-labour-law Saeima (2001) Labour Protection Law. Available https://likumi.lv/ta/en/en/id/26020-labour-protection-law

Contents and schedule of the contact hours

Week	Topic	Academic Hours	
		full-time inramura 1	part-time inramural
1.	1.Human recourse and personnel management of an organisation. The role and functions of personnel management in an organisation.	4	2

	Modern approach to personnel management. 2. Personnel management documentation. Employee database. Data protection requirements. Organization and flow of personnel management documents within a company. 3. Organisation structure.	4	2
2.	Modern organisational structures. 4. Human resource planning.	4	2
3.	Developing of necessary documents. 5. Job description.	4	2
4.	Forms of work analysis. Developing of a job description. 1. Personnel search and selection.	4	2
5.	Diversity management in an organisation. 2. Job interview.	4	2
6.	Forms of job interview. Personnel selection at an enterprise. Job interview documentation. 3. Work performance management. The roles and responsibilities of the heads of structural divisions and personnel managers. 4. Employee performance evaluation: types and methods.	4	2
7.	Cooperation model of the heads of structural divisions and personnel managers. HR department documentation.	4	2
8.	5. Personnel development. Planning and organisation of training at an enterprise. Modern methods of personnel development: mentoring and coaching.	4	2
9.	6. Reward Management system. Monetary and non-monetary remuneration.	4	2
10.	7. Personnel motivation. Motivation theories. Modern theories.	4	2
11.	8. Practical application of modern personnel motivation theories.	4	2
12.	9. Organisational culture and its management. Specific features of organisational culture in different industries. How to change organisational culture? Working with personnel in the times of changes. The role of personnel manager.	4	2
13.	10. Methods of evaluation of personnel management performance.	4	2
14.	16. Course summary: Organization and management of personnel management functions and personnel documentation within a company.	4	2
		64	32

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time inramural / part-time inramural / distance learning	Planned learning outcomes
1. Compulsory reading, sources and methodological materials learning	12/28/44	Knowledge and understanding of: <ul style="list-style-type: none"> • the approaches to human recourse in the modern business world; • the functions of personnel management at an enterprise; • the organisation of personnel management at an enterprise. Testing form – test.
<u>2. Practical independent work:</u> 2.1. To develop the structure of an enterprise in the industry of one's choice, to develop the division of functions based on the business objectives. 2.2. To analyse the work performance of one position and to develop the job description. 2.3. To develop a job advertisement for searching the relevant personnel. The selection and substantiation of communication channel. 2.4. Personnel selection. Job interview development for a position. The form of interview. The sequence of interview questions. 2.5. Development of a motivation system in compliance with the business objectives. To substantiate the selected theoretical models.	40/48/ 56	Strengthening the acquired knowledge of the study course. Skills obtained: <ul style="list-style-type: none"> • the ability to apply the acquired knowledge to study and analyse personnel management situation. Competences developed: <ul style="list-style-type: none"> • to provide solutions for personnel management at an enterprise in compliance with the specificity of the industry; • to develop and defend the project.
3. Preparation for case analysis. To get familiarised with the situations, to study and analyse the cases.	20/20/20	Competences developed: <ul style="list-style-type: none"> • ability to discuss, expressing one's position, ability to argue and defend one's opinion about the situation being studied, ability to cooperate. Skills developed: the ability to analyse situation and find solutions; the ability to apply theoretical approaches.
4. Preparation for the test on the theoretical and practical aspects of personnel management.	24/32/40	Knowledge of personnel management at an enterprise and skills to be applied in various situations included in the test. Testing form – differentiated test.
Total:	96 /128/160	

Study work	Knowledge	Skills	Competences	% of final evaluation
1. Compulsory reading, sources and methodological materials learning	+			10%
2. Practical independent work	+	+	+	40%
3. Case analysis	+	+	+	20%
4. Test on personnel management theory	+	+		30%

Evaluation of mastering the study course

Achievable level	Requirements
Very high level (10 - with distinction, 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; 8 - Knowledge, skills and competence meet the requirements of
High level (8 - very good, 7 - good)	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 “Public Relations Management”

Study programme	Bachelor Study Programme Business Administration 6 ECTS=160 ac. hours
Amount	
Author (s)	Jūlija Mironova
Preliminary knowledge, Related study courses	Marketing, Business Communication, Introduction to Entrepreneurship
Aim	To create the understanding of an effective and ethical communication in the context of modern organizations, raising awareness of the concepts, history, theory, practices, ethics and research of public relations.
Planned learning outcomes:	
knowledge	<p>In compliance with the Standard students shall:</p> <ul style="list-style-type: none"> • 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) • Extensive and relevant vocabulary • Professional terminology • Basics of intercultural communication • Preparation of reviews and publications • Basic principles of CRM • Effective communication techniques • Argumentation techniques • Business communication • Business ethics and social responsibility
skills	<p>In compliance with the Standard students shall be able:</p> <ul style="list-style-type: none"> • 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 process statistical data • To formulate the mission and vision of an enterprise • To define the strategic, tactical and operational aims of an enterprise • To work out the development strategy of an enterprise • To perform tactical and operational planning of an 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

	<ul style="list-style-type: none"> • To assess competitors and their impact on the activity of an enterprise • To understand the risks of entrepreneurial activity and their impact on the perspective of an enterprise development • 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 an enterprise • To prepare and publish presentation materials • To prepare reviews and presentations • To prepare presentation materials and publications • To argue 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	<p>In compliance with the Standard students should acquire:</p> <ul style="list-style-type: none"> • Ability to define the directions of the development and to formulate the mission and vision of an 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 plan the activity of an enterprise • Ability to develop and manage projects at an enterprise • Ability to coordinate the functioning of an enterprise as a whole • Ability to define the development directions, mission and vision of an 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 an enterprise to achieve the set aims • Ability to develop the tactical plans of an enterprise • Ability to plan the operational activity of an 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 an enterprise considering the impact of the changing environment • Ability to define the resources necessary for the activity of an enterprise

	<ul style="list-style-type: none"> • Ability to adhere to the basic principles of professional and general ethics and generally accepted standards of conduct • 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	<ul style="list-style-type: none"> • Public Relations: Strategies and Tactics, Global Edition by Wilcox, Dennis L., Cameron, Glen T., Reber, Bryan H. Pearson Education Limited, 2014 • Theaker A. The Public Relations Handbook. 4th Edition. Routledge, 2011
recommended	<ul style="list-style-type: none"> • Ronald E. Rice, Charles K. Atkin Public Communication Campaigns Fourth Edition. SAGE Publications, Inc., 2012 • Grunig. Excellent public relations and effective organizations: a study of communication management in three countries. Larissa A. Grunig, James A. Grunig, David M. Dozier. NewJersey: Lawrence Erlbaum Associates, Inc., 2002 • Ronald D. Smith. Strategic Planning for Public Relations 4th Edition. Routledge, 2012 • Oliver S., Public Relations Strategy (PR In Practice). Kogan Page, 2009 • Veinberga S. Publiskās attiecības. Teorijas un prakse. Zvaigzne ABC. 2004 • Gregorija A. Sabiedrisko attiecību kampaņu plānošana un vadīšana. Lietišķās Informācijas dienests, 2007
other sources	<ul style="list-style-type: none"> • Institute for Public Relations. https://instituteforpr.org/global-public-relations/ • Bakunin, K., Mukhameviev, R., Yelis, M., Kuchin, Y., Symagulov, A., Levashenko, V., Zaitseva, E., Aubakirov, M., Yunicheva, N., Muhamedijeva, E., Gopejenko, V., Popova, Y. Analysis of the Correlation between Mass-Media Publication Activity and COVID-19 Epidemiological Situation in Early 2022 Information (Switzerland)Open AccessVolume 13, Issue 9September 2022 Article number 434 https://www.scopus.com/record/display.uri?eid=2-s2.0-85139183249&origin=resultslist&sort=plf-f&src=s&sid=63d4e7abf5c23864491ab7912e97081f&sot=b&sdt=b&s=AUTHOR-NAME%28gopejenko+v.%29&sl=21&sessionSearchId=63d4e7abf5c23864491ab7912e97081f • Bakunin, K., Mukhameviev, R., Yelis, M., Kuchin, Y., Symagulov, A., Levashenko, V., Zaitseva, E., Aubakirov, M., Yunicheva, N.,

	<p>Muhamedijeve, E., Gopejenko, V., Popova, Y. Analysis of the Correlation between Mass-Media Publication Activity and COVID-19 Epidemiological Situation in Early 2022 Information (Switzerland)Open AccessVolume 13, Issue 9September 2022 Article number 434 https://www.scopus.com/record/display.uri?eid=2-s2.0-85139183249&origin=resultslist&sort=plf-f&src=s&sid=63d4e7abf5c23864491ab7912e97081f&sot=b&sdt=b&s=AUTHOR-NAME%28gopejenko+v.%29&sl=21&sessionSearchId=63d4e7abf5c23864491ab7912e97081f</p>
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Contents and schedule of the contact hours

Week	Topic	Academic hours	
		Full-time inramural	Part-time inramural
1	Defining Public Relations. Evolution and history of Public Relations	4	2
2	Ethics and professionalism of Public Relations	4	2
3	Public opinion: role, scope and implications Strategic communication and the role of PR	4	2
4	The Public Relations process. Communication concepts and practice in PR	4	2
5	Research in Public Relations Evaluation and measurement of PR programs	4	2
6	Conflict management and crisis communication	4	2
7	Public Relations and corporate social responsibility	4	2
8	Students' presentations and discussion	4	2
9		4	2
10		4	2
		4	2
		8	4
11-12	Tools and means of Public Relations	4	2
13	Internet and social media. Media Relations management	4	2
14	Internal communications	4	2
15	Global PR: practicing Public Relations in intercultural context	4	2
16	Final project presentations	64	32

Description of students' self-studies organisation and assignments

Self-study work	Ac.hours for full-time inramural / part-time inramural / distance learning	Planned learning outcomes
1. Compulsory reading, sources and methodological materials learning	32	Awareness of the concepts, history, theory, practices, ethics and research of public relations. Testing form: tests
2. Case studies	32	Knowledge:

		<ul style="list-style-type: none"> • understand corporate social responsibility; • understand social dialogue; <p>Skills:</p> <ul style="list-style-type: none"> • to analyze, systematize, synthesize and integrate information necessary for the operation of an enterprise; • to understand the interests of owners and other stakeholders and to integrate them into the strategic development plan of an enterprise <p>understand professional terminology</p> <p>Testing form: case analysis, discussions</p>
3. Analysis of an article that covers a public relations activity, problem or crisis	12	<p>Knowledge:</p> <ul style="list-style-type: none"> • understand corporate social responsibility; • understand social dialogue; <p>Skills:</p> <ul style="list-style-type: none"> • to analyze, systematize, synthesize and integrate information necessary for the operation of an enterprise; • to understand the interests of owners and other stakeholders and to integrate them into the strategic development plan of an enterprise • understand professional terminology <p>Testing form: report</p>
4. Group or individual work “Strengths and weaknesses of PR campaign/ Project of PR campaign”	20	<p>Knowledge:</p> <ul style="list-style-type: none"> • be able to apply business communication; <p>Skills:</p> <ul style="list-style-type: none"> • To analyze, systematize, synthesize and integrate information necessary for the operation of an enterprise; • To use modern technologies of information acquisition, processing and systematization; • To communicate and cooperate with personnel, partners and owners of companies, and representatives of media, governmental and non-governmental organisations and institutions. <p>Competences:</p> <ul style="list-style-type: none"> • the ability to develop an effective strategy and aims of the activity of an enterprise in the interests of the state, owners and the society;

		<p>the ability to organise the rational operations of an enterprise in accordance with the set aims, economic environment and labour market situation;</p> <p>the ability to represent an enterprise in dealings with other companies, organizations, and institutions including municipalities and state institutions.</p> <p>Testing form: presentation</p>
Total ac.h.s:	96	

Studywork	Knowledge	Skills	Competences	% of finalevaluation
1.	+			20%
2.	+	+		25%
3.	+	+	+	25%
4.	+	+	+	30%

Evaluation of mastering the study course

Achievable level	Requirements
Very high level (10 - with distinction, 9 excellent)	<p>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.</p> <p>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; 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.</p>
High level (8 - very good, 7 - good)	<p>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.</p>
average level (6 - almost good, 5 - average, 4 - almost average)	<p>5 - Knowledge, skills and competences partially meet the requirements of the training course; lack of competence to apply knowledge in practice</p> <p>4 - Knowledge meets the minimum requirements of the course.</p> <p>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.</p>
Low level (3 - 1 - negative rating)	

RNU study course description “Course Project 3. Strategic Management”

Study programme	Bachelor Study Programme Business Administration
Amount	6 ECTS=160 ac. hours
Author (s)	Viktorii Riashchenko
Preliminary knowledge, Related study courses	Economics Enterprise Management Marketing Business English
Aim	To acquaint students with the essence of strategic management, main theories and development tendencies. To get acquainted with and analyze experience gained in Europe and Latvia, to develop understanding of business processes and their strategic management
Planned learning outcomes: knowledge	<p>In compliance with the Standard:</p> <p>Awareness level</p> <ul style="list-style-type: none"> • 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 • Regularities of the internal environment development • Change management • Basic principles of project management • Forms of entrepreneurial activity • Theories of enterprise development • Modern management theories • 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 • Innovation management • <p>Application level</p> <ul style="list-style-type: none"> • Principles of enterprise planning • Preparation of reviews and publications • Strategic planning of an enterprise • Principles and methods of aims defining and formulating

	<ul style="list-style-type: none"> • Principles of aims defining and correcting • Principles of enterprise activity planning • Methods of influencing factors analysis • Commercial activity risks and their management • Business modelling • Risk management
skills	<p>In compliance with the Standard:</p> <ul style="list-style-type: none"> • To understand the regularities and principles of economic development • To plan, manage and coordinate the activity of an enterprise • To organise the coordinated functioning of an enterprise • To define the resources necessary for the activity of an enterprise • To evaluate the world economic development tendencies and their impact on the activity of an enterprise as a whole • To evaluate the factors of the external environment of enterprises • To be aware of the research methods in the corresponding industry • To evaluate the factors of the internal activity of enterprises • To plan the activity of an enterprise • To analyse and evaluate the results of the activity of an 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 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 an enterprise • To organise logistics processes at an enterprise •

	<ul style="list-style-type: none"> • To organise the work of the information system of an enterprise • To formulate the mission and vision of an enterprise • To define the strategic, tactical and operational aims of an enterprise • To work out the development strategy of an enterprise • To perform tactical and operational planning of an 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 an 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 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 analyse the risks of economic activity • To define and develop the effective model of the activity of an 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 an enterprise • To prepare and publish presentation materials • To prepare reviews and presentations • To prepare presentation materials and publications • To argue personal opinion • To communicate orally and in writing in various professional situations and environments. To use
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	<p>professional terminology. To present information both in the professional environment and for the public</p>
<p>competences</p>	<p>In compliance with the Standard:</p> <ul style="list-style-type: none"> • Ability to comply with the legal enactments related to the industry • Ability to ensure the economic activity of an enterprise • Ability to manage production processes at an enterprise • Ability to organise the service management at an enterprise • Ability to organise the logistics of an enterprise • Ability to ensure quality at an enterprise • Ability to manage changes at an 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 an enterprise • Ability to find innovative solutions for the activity of an enterprise • Ability to define the directions of the development and to formulate the mission and vision of an 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 an enterprise • Ability to critically evaluate the external environment factors and their impact on the activity of an enterprise

	<ul style="list-style-type: none"> • Ability to critically evaluate the internal environment factors and their impact on the activity of an 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 plan the activity of an enterprise • Ability to develop and manage projects at an enterprise • Ability to coordinate the functioning of an enterprise as a whole • Ability to define the development directions, mission and vision of an 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 an enterprise to achieve the set aims • 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 an enterprise considering the impact of the changing environment • Ability to define the resources necessary for the activity of an enterprise • 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	<ul style="list-style-type: none"> • Vecvanags, Mārtiņš. Darījumu sarunas : stratēģijas un taktikas / Mārtiņš Vecvanags; ilustrāciju autore Dace Andersone ; Aigara Truhina vāka dizains; redaktore Gunta Šustere. - Rīga: Zvaigzne ABC, [2018]. - 166lpp.: ISBN 9789934073304. • Spender, J-C. Business strategy: Managing uncertainty, opportunity, and enterprise. OUP Oxford, 2014

	<ul style="list-style-type: none"> • Tilt: Shifting Your Strategy from Products to Customers (Harvard Business Review Press, 2013) • 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	<ul style="list-style-type: none"> • Caune J., Dzedons A. Stratēģiskā vadīšana. – Rīga: SIA Balta eko; 2009. Adizess, Ichaks Kalderons. Prasmīga pārmaiņu vadība: ievads organizāciju terapijā / I. Adizess; no angļu val.tulk. Paula Prauliņa. - Rīga : Apgāds Zvaigzne ABC, 2018. - 335 lpp. • Forands, Ilgvars. Menedžmenta mazā enciklopēdija : enciklopēdija / Ilgvars Forands. - Rīga : Latvijas Izglītības fonds, 2018. - 487 lpp. • Yoffie, David B., and Michael A. Cusumano. Strategy Rules: Five Timeless Lessons from Bill Gates, Andy Grove, and Steve Jobs. HarperBusiness, 2015. • Leinwand, Paul, and Cesare Mainardi. Strategy That Works: How Winning Companies Close the Strategy-to-Execution Gap. Harvard Business Review Press, 2016. • John, Izzo, The consistency strategy, strategy + business Winter (2015) 6-8. • P. Leinwand and C. Mainardi, Creating a strategy that works, strategy + business (2016) 43-51. • Forands, Ilgvars, 1938-. Menedžmenta mazā enciklopēdija: enciklopēdija / Ilgvars Forands. - Rīga : Latvijas Izglītības fonds, 2018. - 487 lpp. • Journal of Business Management / V.Kozlinskis; RISEBA University of Business, Arts and Technology. - Rīga : RISEBA University of Business, Arts and Technology, 2017. - 135 p. • Patlins A.,Caiko J.,Kunicina N.,Zhiravetska A.,Riashchenko V. Climate Education: Challenges of Climate Change and Energy Policies Conference Proceedings, 2020 IEEE 61st Annual International Scientific Conference on Power and Electrical Engineering of Riga Technical University, RTUCON 2020 - Proceedings 5 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

- <https://www.scopus.com/record/display.uri?eid=2-s2.0-85100012326&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=4&citeCnt=0&searchTerm=>
- Djakons, D., Dzenis, O., Gavkalova, N., Verdenhofa, O., Riaschenko, V. STRATEGIC MANAGEMENT OF TERRITORIAL DEVELOPMENT THEORETICAL FUNDAMENTALS. 2022 Public Administration and Law Review, (3), 13–23. <https://doi.org/10.36690/2674-5216-2022-3-13>, 30.09.2022.
- Odinkova, 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>
- Lukjanova, J., Odinkova, Innovations as the main challenge in the field of health tourism in Latvia. 2020 Access journal, ACCESS Press, 1(1): 39-52. Lpp. ISSN 2683-1007 (Online) <https://journal.access-bg.org/publisher-issn>
- Odinkova T.,Bozhinova M.,Petrova M. Promotion of Innovative Entrepreneurship under Sustainable Development 2018 Conference proceedings E3S Web of Conferences Open Access Volume 4126 June 2018 Article number 040153rd International Innovative Mining Symposium, IIMS 2018, 3 October 2018 - 5 October 2018 <https://www.scopus.com/record/display.uri?eid=2-s2.0-85049758109&origin=resultslist&sort=plf-f&src=s&st1=Odinkova&st2=&nlo=1&nlr=20&nls=count-f&sid=7abf28136bf6f2a9322d105650366d71&sot=anl&sdt=aut&sl=39&s=AU-ID%28%22Odinkov a% 2c+Tat yan a%22 +57202904663%29&relpos=1&citeCnt=8&searchTerm=>
- 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

	<p>DEVELOPMENT” No 56 https://llufb.llu.lv/conference/economic_science_rural/2022/Latvia_ESRD_56_2022-136-142.pdf</p> <ul style="list-style-type: none"> • Djakons, D., Dzenis, O., Gavkalova, N., Verdenhofa, O., Riaschenko, V. STRATEGIC MANAGEMENT OF TERRITORIAL DEVELOPMENT THEORETICAL FUNDAMENTALS. 2022 Public Administration and Law Review, (3), 13–23. https://doi.org/10.36690/2674-5216-2022-3-13 , 30.09.2022. • I.Kalenyuk, D.Dyakon, L.Tsymbal Global innovation space formation 2018 Jelgava, LLU ESAF, 11-13 May 2022, pp. 136-142 • Djakons, D., Dzenis, O., Gavkalova, N., Verdenhofa, O., Riaschenko, V. STRATEGIC MANAGEMENT OF TERRITORIAL DEVELOPMENT THEORETICAL FUNDAMENTALS. 2022 Public Administration and Law Review, (3), 13–23. https://doi.org/10.36690/2674-5216-2022-3-13 30.09.2022. • Verdenhofa O., Afanas'jev M.V., Panchuk A., Kotelnikova I., Chumak G. The conceptual bases of introduction of foresight marketing into business management 2018 Journal Problems and Perspectives in Management Open Access Volume 16, Issue 3, Pages 163 – 173 2018 https://www.scopus.com/record/display.uri?eid=2-s2.0-85053616614&origin=AuthorNamesList&txGid=802f24d5fce1f1cbb4c30ed45a6e9fa1
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Contents and schedule of the contact hours

Week	Topic	Academic hours	
		full-time inramural	part-time inramural
1	Purpose and process of strategic management of a company. Company value. Strategic innovation. Formulation of mission and vision of a (specific organization) Company competitiveness. Competitive advantage of the company.	4	2
2	PEST Analysis (Organization Specific)	4	2
3	SWOT analysis (for a specific organization) as a first step	4	2
4	in strategy development SWOT analysis (for a specific organization) as part of strategy update	4	2
5	Align and integrate the interests of the various stakeholders in the organization's strategy	4	2
6		4	2

7	The need for change management (within a specific organization).	4	2
8	Change management model(for a specific organization).	4	2
9	Identification of strategic directions of company activities.	4	2
10	Formulate company goals using Balanced Targeting.	4	2
11	Analysis of (specific organization) strategy and recommendations for its improvement.	4	2
12	Basic business strategies at the functional level.	4	2
13	Integrated innovation management	4	2
14	Basic business strategies of a company	4	2
15	Basic corporate strategies at corporate level	6	4
	Challenges in implementing strategies	6	2
		64st.	32 st.

Description of students' self-studies organization and assignments

Self-study work	Ac.hours for full-time inramural / part-time inramural / distance learning	Planned learning outcomes
Compulsory reading, sources and methodological materials learning	12/32/44	Acquired knowledge and understanding of: the nature of strategic management, key theories and trends. To get acquainted with and analyze experience gained in Europe and Latvia, to develop understanding of business processes and their strategic management
Course project	60/60/70	Skills acquired: <ul style="list-style-type: none"> • use theoretical knowledge to develop a particular business idea, • analyze and evaluate the situation.
Presentation of Course project	10/12/14	Advanced competencies: <ul style="list-style-type: none"> • ability to debate, activity, expressing one's position, • ability to argue and defend their views on strategic management
Preparing for examination	14/24/32	Gain the knowledge base on strategic management and the skills to use them in the various situations embedded in the test work.

<i>Total:</i>	96 /128/160	
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Studywork	Knowledge	Skills	Competences	% of final evaluation
Presentation of Course project		+	+	20
Course project	+	+	+	40
Examination	+	+		40

Evaluation of mastering the study course

Achievable level	Requirements
Very high level (10 - with distinction, 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; 8 - Knowledge, skills and competence meet the requirements of
High level (8 - very good, 7 - good)	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.