

Rīgā

2017. gada 12.jūlijā

Nr. 1.5-8/223

**Akadēmiskās informācijas centram
Akadēmiskās izglītības kvalitātes aģentūrai
Studiju akreditācijas komisijai**

**Par grozījumiem Banku augstskolas profesionālajā maģistra studiju programmā
“Uzņēmējdarbības vadīšana”**

Banku augstskola (turpmāk – BA) informē, ka ar BA Senāta 2017.gada 30.maija lēmumiem (protokola Nr.5.6.) studiju virziena “Vadība, administrēšana un nekustamo īpašumu pārvaldība” profesionālajā maģistra studiju programmā „Uzņēmējdarbības vadīšana” veiktas šādas izmaiņas:

1. studiju programmas ierobežotās izvēles daļas sadaļa „Profesionālās specializācijas kursi” papildināta ar studiju kursiem “Latvijas tautsaimniecības perspektīvas” 2 kredītpunktu apmērā, “Investīciju vadība” 2 kredītpunktu apmērā, “Kvalitātes un vides pārvaldība” 2 kredītpunktu apmērā un “Lielo datu analīze” 2 kredītpunktu apmērā.
2. studiju programmas studiju variantā, kas paredzēts studentiem ar iepriekš iegūtu *akadēmisko bakalaura izglītību ar nosacījumu, ja ir vismaz trīs gadu darba pieredze vadītāja amatā:*
 - 2.1. studiju programmas apjoms mainīts no 96 kredītpunktiem uz 80 kredītpunktiem un studiju ilgumu no 2,5 gadiem uz 2 gadiem;
 - 2.2. izslēgts studiju kurss „Diplomdarbs” 10 kredītpunktu apmērā;
 - 2.3. samazināts prakses apjoms no 26 kredītpunktiem uz 20 kredītpunktiem.

Izmaiņas studiju programmu ilgumā un apjomā izdarītas, jo Ministru kabineta 2014.gada 26.augusta noteikumu Nr.512 “Noteikumi par otrā līmeņa profesionālās augstākās izglītības valsts standartu” 23.4.apakšpunkts paredz, ka profesionālo maģistra studiju programmu obligāto saturu veido valsts pārbaudījums, kura sastāvdaļa ir maģistra darba vai diplomdarba (diplomprojekta) izstrādāšana un aizstāvēšana. Tādējādi minētā norma paredz

augstskolām izvēles iespēju starp diplomdarba (diplomprojekta) un maģistra darba izstrādāšanu un aizstāvēšanu.

Papildus Senāts nolēma profesionālo maģistra programmu “Uzņēmējdarbības vadīšana” īstenot pilnā apjomā latviešu valodā vai pilnā apjomā angļu valodā.

Lūdzam apstiprināt izmaiņas profesionālajā maģistra studiju programmā „Uzņēmējdarbības vadīšana.

Pielikumā:

1. BA Senāta 2017.gada 30.maija sēdes lēmuma izraksts (protokols Nr.5.6.) – uz 1 lapas;
2. Grozījumi profesionālā maģistra studiju programmā “Uzņēmējdarbības vadīšana” (ar un bez profesionālā bakalaura grāda) – uz 1 lapas;
3. Studiju kursa apraksti: “Latvijas tautsaimniecības perspektīvas”, “Investīciju vadība”, “Kvalitātes un vides pārvaldība” un “Lielo datu analīze” – uz 8 lapām;
4. Profesionālā maģistra studiju programma “Uzņēmējdarbības vadīšana” – uz 2 lapām;
5. Studiju programmas atbilstība Ministru kabineta 2014.gada 26.augusta noteikumos Nr.512 “Noteikumi par otrā līmeņa profesionālās augstākās izglītības valsts standartu” noteiktajām prasībām - uz 1 lapas;
6. Profesionālā maģistra studiju programma “Uzņēmējdarbības vadīšana” (īstenošana angļu valodā) – uz 2 lapām;
7. Profesionālās maģistra studiju programmas “Uzņēmējdarbības vadīšana” studiju kursi angļu valodā – uz 50 lapām;
8. Profesionālās maģistra studiju programmas “Uzņēmējdarbības vadīšana” angļu valodā īstenošanā iesaistītā akadēmiskā personāla zinātniskās pētniecības biogrāfijas – uz 96 lapām.

Rektora p.i.



L.Peiseniece

Civilko
67322615

BANKU AUGSTSKOLA

PVN Reģ. Nr. LV 90000437699, K.Valdemāra ielā 161, Rīgā, LV-1013, tālr.67360133, fakss 67320620, e-pasts: info@ba.lv, http://www.ba.lv

SENĀTA SĒDES PROTOKOLS

Rīgā

30.05.2017.

Nr.5

Sēdē piedalās senatori: A.Fomins, A.Ģeģere – Zetterstroma, J.Strautmanis, S.Ozoliņa, A.Stonāne, D.Kriķis, L.Kalniņa, L.Peiseniece, A.Mileika –Plūme

Uzaicinātie: rektors A.Sarnovičs, Studiju informācijas daļas vadītāja A.Araka

Sēdē nepiedalās: Senatori - I.Mavļutova, S.Titova

Sēdi vada: Senāta priekšsēdētājs D.Kriķis

Protokolē: referente E.Rubīna

[..]

6. Par grozījumu Banku augstskolas profesionālajā maģistra studiju programmā „Uzņēmējdarbības vadīšana” apstiprināšanu

/ziņo E.Lielā/

[..]

Senatori iepriekš iepazinušies ar šī jautājuma dokumentāciju un pamatojoties uz Augstskolu likuma 15.panta pirmo daļu un Banku augstskolas Satversmes 21.punktu, Banku augstskolas Senāts vienojoties, **nolemj:**

1. **Apstiprināt** grozījumus profesionālajā maģistra programmā “Uzņēmējdarbības vadīšana”.

[..]

Senāta priekšsēdētājs

(paraksts)

D.Kriķis

Protokoliste

(paraksts)

E. Rubīna

[..]

IZRAKSTS PAREIZS

Banku augstskola

Dokumentu sistēmu vadītāja L.Ancāne

Rīgā 30.05.2017.



APSTIPRINĀTS
Banku augstskolas
Senāta 30.05.2017. sēdē,
prot. Nr.5

**Grozījumi Banku augstskolas profesionālajā maģistra studiju programmā
„Uzņēmējdarbības vadīšana”
Rīgā**

2017. gada 30. maijā

Nr.1.5-2/11

Izdarīt šādus grozījumus Banku augstskolas profesionālajā maģistra studiju programmā "Uzņēmējdarbības vadīšana" (turpmāk – studiju programma):

1. Papildināt studiju programmas ierobežotās izvēles daļu „Profesionālās specializācijas kursi” ar šādiem studiju kursiem:
 - 1.1. “Latvijas tautsaimniecības perspektīvas” 2 kredītpunktu apmērā;
 - 1.2. “Investīciju vadība” 2 kredītpunktu apmērā;
 - 1.3. “Kvalitātes un vides pārvaldība” 2 kredītpunktu apmērā;
 - 1.4. “Lielo datu analīze” 2 kredītpunktu apmērā.
2. Studiju programmas studiju variantā, kas paredzēts studentiem ar iepriekš iegūtu akadēmisko bakalaura izglītību ar nosacījumu, ja ir vismaz trīs gadu darba pieredze vadītāja amatā:
 - 2.1. samazināt studiju programmas studiju apjomu no 96 kredītpunktiem uz 80 kredītpunktiem un studiju ilgumu no 2,5 gadiem uz 2 gadiem;
 - 2.2. izslēgt studiju kursu „Diplomdarbs” 10 kredītpunktu apmērā;
 - 2.3. samazināt prakses apjomu no 26 kredītpunktiem uz 20 kredītpunktiem.
3. Noteikt profesionālās maģistra programmas “Uzņēmējdarbības vadīšana” īstenošanu – pilnā apjomā latviešu valodā vai pilnā apjomā angļu valodā.

Studiju prorektore



L.Peiseniece

Lielā
29269014
Strads
67709276

STUDIJU KURSA APRAKSTS

Studiju kursa nosaukums	Latvijas tautsaimniecības perspektīvas				
Programma	Uzņēmējdarbības vadīšana				
Studiju gads	1.				
Akadēmiskais gads	2017./2018.				
Studiju līmenis	Maģistru studiju programma				
Studiju kursa kods					
Studiju kursa docētājs	Andris Fomins, Kārlis Ketners				
ECTS kredītpunktu apjoms (1 Latvijas KP atbilst 1,5 ECTS)	3ECTS				
Kursa apjoms	2 KP, Latvijas KP jāreizina ar 1,5, lai iegūtu ECTS kredītpunktus				
Studiju īstenošanas valoda	Latviešu				
Studiju kursa veids (obligātais, izvēles)	Brīvās izvēles kurss				
Semestris, kad kurss tiek īstenots	2.				
Studiju kursa īstenošanas veids	Docētāja klātbūtne				
Kursa īstenošanas mērķis	Latvijas tautsaimniecības perspektīvu, novitāšu apzināšanai un integrēšanai studentu piedāvāts vieslekciju cikls par svarīgākajām tautsaimniecības aktualitātēm.				
Prasības studiju kursa apguves uzsākšanai	Finanšu vadība, Uzņēmumu vadības grāmatvedība, Finanšu analīze, Uzņēmumu finanses, Svešvalodu zināšanas				
Studiju kursa saturs	1. Zinātnisko rakstu sagatavošana un publicēšana 2. Latvijas tautsaimniecības perspektīvas banku sektorā. 3. Latvijas tautsaimniecības perspektīvas finanšu ieņēmumu veidošanā. Latvijas tautsaimniecības perspektīvas grāmatvedības uzskaitē. 4. Latvijas tautsaimniecības perspektīvas uzņēmējdarbības vides sakārtošanā				
Studējošo patstāvīgā darba organizācija un uzdevumi /Plānotās studiju formas un mācīšanas metodes	Students apmeklē vieslekcijas, piedalās semināros, iesniedz (individuālu un kolektīvu) zinātnisko publikāciju BA zinātnisko rakstu krājumam/žurnālam, piedalās konferencē ar ziņojumu.				
	Studiju metodes		Mācību stundu skaits (1 KP = 40 stundas studenta darba)		
	Lekcijas		25%		
	Semināri		5%		
	Pastāvīgā darba sagatavošana un prezentācija		20%		
	Darbs bibliotēka, patstāvīgas studijas		50%		
			Kopā 80 stundas		
Plānotie studiju rezultāti (zināšanas, prasmes, kompetences)	Zinātnisko publikāciju sagatavošana un prezentēšanas prasmes atbilstoši zinātnisko konferenču prasībām.				
Studiju rezultātu vērtēšanas metodes un kritēriji	Studiju rezultāti		1.	2.	3.
	Pārbaudes forma				
	Publikācija			●	●

	Prezentācija	•	•	•
	Iesniegšana zinātnisko rakstu krājumam	•	•	•
Obligātā un papildliteratūra	Pamata literatūra: 1. Bryman, A. <i>Business Research Methods</i> . - Oxford : Oxford University Press, 2007. - 786 p. ISBN 9780199284986 2. <i>Ievads pētniecībā: stratēģijas, dizains, metodes</i> /sastādītāja Kristīne Mārtinsone/ - R.: RaKa, 2011. – 284 lpp. ISBN 987-9984-46-155-7 3. Kristapsone, S. <i>Zinātniskā pētniecība studiju procesā</i> . – R. : SIA Biznesa augstskola Turība, 2008. 352 lpp. ISBN 978-9984-828-00-8 4. Lancaster, G. <i>Research Methods in Management: a concise introduction to research in management and business consultancy</i> . - Amsterdam : Elsevier Butterworth Heinemann, 2005. - 258 p. ISBN 0-7506-6212-3 5. Olivier Blanchard, <i>Macroeconomics</i> . USA: Pearson (6th edition), 2012. ISBN 978-0133061635 6. Rozenfelds, J. <i>Intelektuālais īpašums</i> . Rīga: Zvaigzne ABC, 2004. 288 lpp. ISBN 9984-2274-3-X 7. Zikmund, W. <i>Business research methods</i> . - [B.v.] : Thomson : South-Western, 2003. 748 p. ISBN 0-03-035084-0			

Docētāji

_____/A.Fomins/

_____/K.Ketners /

STUDIJU KURSA APRAKSTS

Studiju kursa nosaukums	Investīciju vadība	
Programma	Uzņēmējdarbības vadīšana	
Studiju gads	1.	
Akadēmiskais gads	2017./2018.	
Studiju līmenis	Maģistru studiju programma	
Studiju kursa kods		
Studiju kursa docētājs	Jurijs Maskaluks	
ECTS kredītpunktu apjoms (1 Latvijas KP atbilst 1,5 ECTS)	3ECTS	
Kursa apjoms	2 KP, Latvijas KP jāreizina ar 1,5, lai iegūtu ECTS kredītpunktus	
Studiju īstenošanas valoda	Latviešu	
Studiju kursa veids (obligātais, izvēles)	Brīvās izvēles kurss	
Semestris, kad kurss tiek īstenots	2.	
Studiju kursa īstenošanas veids	Docētāja klātbūtne	
Kursa īstenošanas mērķis	Pilnveidot zināšanas uzņēmuma finanšu vadības jomā. Vērtēt uzņēmuma finansiālo stāvokli un attīstības perspektīvas, pieņemt pamatotus stratēģiskus investīciju lēmumus, diversificēt finanšu instrumentu portfeļa riskus.	
Prasības studiju kursa apguves uzsākšanai	Finanšu vadība, Uzņēmumu vadības grāmatvedība, Finanšu analīze, Uzņēmumu finanses, Svešvalodu zināšanas	
Studiju kursa saturs	<ol style="list-style-type: none"> 1. Finanšu tirgus instrumentu būtība un analīzes veidi. Bāzes finanšu tirgus instrumenti: publisko uzņēmumu akcijas (<i>public equity</i>), parāda vērtspapīri (<i>fixed income securities</i>). 2. Akciju un parāda vērtspapīru emitenti. 3. Akciju un parāda vērtspapīru cenu ietekmējošie faktori. 4. Akciju un parāda vērtspapīru analīzes veidi. Bāzes faktu kontrolesaraksts. 5. Investīciju stratēģija un taktika, to veidi un īpašības. 6. Informācijas loma finanšu tirgū. Informācijas veidi, avoti un analīzes paņēmieni. 7. Makroekonomisko faktoru loma finanšu tirgū. 8. Finanšu instrumentu portfeļa diversifikācijas paņēmieni. 9. Pasaules finanšu tirgus galvenie rādītāji un tendences. 	
Studējošo patstāvīgā darba organizācija un uzdevumi /Plānotās studiju formas un mācīšanas metodes	<p>Students apmeklē lekcijas, piedalās semināros, izpilda patstāvīgos darbus. Kopīgo vērtējumu studiju kursa apguvei veido: 50% studiju procesa laikā veiktie patstāvīgie darbi, 50% eksāmena vērtējums studiju kursa noslēgumā.</p>	
	Studiju metodes	Mācību stundu skaits (1 KP = 40 stundas studenta darba)
	Lekcijas	7.5%
	Semināri	2.5%
	Praktiskie darbi	10%
	Pastāvīgā darba sagatavošana un prezentācija	50%
	Darbs bibliotēka, patstāvīgas studijas	30%
		Kopā 80 stundas

Plānotie studiju rezultāti (zināšanas, prasmes, kompetences)	1. Izprot finanšu tirgus instrumentu principus un darbības metodes. 2. Spēj formulēt investīciju stratēģiskos un taktiskos lēmumus. 3. Spēj novērtēt finanšu instrumentu portfeļu riskus, diversificēt tos.			
Studiju rezultātu vērtēšanas metodes un kritēriji	Studiju rezultāti	1.	2.	3.
	Pārbaudes forma			
	Rakstveida individ. darbs		•	•
	Grupās darbs auditorijā	•	•	•
	Rakstisks eksāmens	•	•	•
Obligātā un papildliteratūra	Pamata literatūra: <ol style="list-style-type: none"> William Sharpe, Gordon J. Alexander, Jeffrey W. Bailey. Investments. USA: Prentice Hall (6th edition), 1998. ISBN 978-0130101303 Уильям Ф. Шарп, Гордон Дж. Александер, Джефффри В. Бэйли. Инвестиции. Москва: Инфра-М, 2014. ISBN 978-5-16-002595-2 Benjamin Graham. The Intelligent Investor: The Classic Text on Value Investing (Reprint of 1949 Edition). USA: HarperBusiness, 2005. ISBN 978-0060752613 Jim Collins. Good to Great: Why Some Companies Make the Leap...And Others Don't. USA: HarperBusiness (1st edition), 2001. ISBN 978-0066620992 Papildus literatūra: <ol style="list-style-type: none"> Thornton L. O'glove. Quality of Earnings. USA: Free Press, 1998. ISBN 978-0684863757 Howard Schilit, Jeremy Perler. Financial Shenanigans: How to Detect Accounting Gimmicks & Fraud in Financial Reports. USA: McGraw-Hill Education (3rd edition), 2010. ISBN 978-0071703079 Olivier Blanchard, Macroeconomics. USA: Pearson (6th edition), 2012. ISBN 978-0133061635 Peter Lynch, One Up On Wall Street: How To Use What You Already Know To Make Money In The Market. USA: Simon & Schuster (2nd edition), 2000. ISBN 978-0743200400 			

Docētājs

_____/I.Moskaļuks/

STUDIJU KURSA APRAKSTS

Studiju kursa nosaukums	Kvalitāte un vides pārvaldība	
Programma	Uzņēmējdarbības vadīšana	
Studiju gads	1	
Akadēmiskais gads	2017./2018.	
Studiju līmenis	Maģistra studiju programma	
Studiju kursa kods		
Studiju kursa docētājs/i	Dzintra Atstāja	
ECTS kredītpunktu apjoms (1 Latvijas KP atbilst 1,5 ECTS)	3 ECTS	
Kursa apjoms	2 KP, Latvijas KP jāreizina ar 1,5, lai iegūtu ECTS kredītpunktus	
Studiju īstenošanas valoda	latviešu	
Studiju kursa veids (obligātais, izvēles)	Ierobežotas izvēles	
Semestris, kad kurss tiek īstenots	1	
Studiju kursa īstenošanas veids	Docētāja klātbūtne	
Kursa īstenošanas mērķis	Sniegt pamatzināšanas un par Latvijas un ES prasībām un to īstenošanu vides aizsardzībā, videi draudzīgas uzņēmējdarbības īstenošanā.	
Prasības studiju kursa apguves uzsākšanai	Ekonomika, statistika	
Studiju kursa saturs	<ol style="list-style-type: none"> 1. Vides pārvaldības problēmu loks. Tiesiskais regulējums. Administratīvie sodi par videi nodarīto kaitējumu. 2. Vides riski. Ekonomiskās metodes vides aizsardzībā. Zaļā ekonomika. 3. Ietekmes uz vidi novērtējums. Piesārņojuma kontrole un ierobežošana. 4. „Videi draudzīga” uzņēmuma veidošana. Zaļais iepirkums. 5. Sākotnējais vides pārskats. 6. Vides aizsardzības jautājumu izvērtēšana finanšu pārskatu revīzijā, inovatīvo risinājumu priekšrocības. 	
Studējošo patstāvīgā darba organizācija un uzdevumi / Plānotās studiju formas un mācīšanas metodes	<p>Obligāta prasība, lai students varētu kārtot rakstisko eksāmenu, ir pozitīvs vērtējums par obligātajiem mājas darbiem.</p> <p>Orientējoši gala vērtējumu (ieskaites atzīmi) pēc desmit ballu sistēmas veido:</p> <ul style="list-style-type: none"> - patstāvīgs pētījums (studiju darbs) 50 %, - patstāvīgā pētījuma (studiju darba) prezentācijas vērtējums 20 %, <p>atbildes uz eksāmena jautājumiem (teorija) 30 %.</p> <p>Noslēgumā rakstiskais eksāmens, kurā iekļauti jautājumi un uzdevumi par studiju kursa tēmām.</p>	
	Studiju metodes	Studenta darba apjoms
	Lekcijas	10%
	Semināri	10%
	Praktiskie darbi	20%
	Pastāvīgā darba sagatavošana un prezentācija	20%
	Darbs bibliotēka, patstāvīgas studijas	40%
	Kopā 80 stundas	

Plānotie studiju rezultāti (zināšanas, prasmes, kompetences)	<div>1. Spēj informāciju savākt, atlasīt un apkopot, izmantot statistisko datu bāzes, analizēt iegūto informāciju un noformēt pārskatāmā veidā, prot argumentēti formulēt viedokli par darba rezultātiem.</div> <div>2. Prot pielietot darba organizācijas teorētiskās zināšanas, lai īstenotu praktiskas inovatīvās idejas, vadītu identificētos riskus mikro, makro līmenī.</div> <div>3. Izprot likumsakarības nozarē, pašvaldībā un komercstruktūras darbavietā, spēj izstrādāt preventīvos pasākumus, noteikt izmaksas un ieguvumus.</div>			
Studiju rezultātu vērtēšanas metodes un kritēriji	Studiju rezultāti	1.	2.	3.
	Pārbaudes forma			
	Kontroldarbs	•	•	
	Mājas darbi	•	•	
	Pastāvīgā darba prezentācija	•	•	•
	Eksāmens	•	•	•
Obligātā un papildliteratūra	<div>Obligātā literatūra:</div> <div>1. Vide un ekonomika / Dzintra Atstāja, Ivars Brīvers u.c. Rīga: Latvijas Universitāte, 2011, 256.lpp.</div> <div>2. Perman R., Ma Y., McGilvray J., Common M. Natural Resource and Environmental Economics. Third Edition, Pearson Education Limited, London, 2003, p. 699.</div> <div>3. Vides Vadība / Jānis Zaļoksnis, Māris Kļaviņš, Inta Brikše, Silvija Meijere. Rīga: Latvijas Universitāte, 2011. – 206.lpp.</div> <div>Papildliteratūra:</div> <div>Latvijas Vēstneša tiesību aktu portāls http://www.likumi.lv/</div> <div>Eiropas vides aģentūra http://www.eea.europa.eu/</div> <div>Vides aizsardzības un reģionālās attīstības ministrija http://www.varam.gov.lv/</div> <div>Latvijas vides, ģeoloģijas un meteoroloģijas centrs, datu bāzes http://www.lvgma.gov.lv/public/</div> <div>Eiropas Darba drošības un veselības aizsardzības aģentūra http://osha.lv/lv/</div> <div>Valsts Darba inspekcija http://www.vdi.lv/</div> <div>Informative materials RSU Safety and working environmet - http://www.rsu.lv/petnieciba/petniecibas-organizesana/struktura/instituti-un-laboratorijas/darba-drosibas-un-vides-veselibas-instituts/par-institutu</div> <div>World class manufacuring http://world-class-manufacturing.com/5S/</div>			
	Rekomendējamie izvēles kursa elementi	Tiek saskaņots uzsākot studiju kursu		

Docētājs

_____/Dzintra Atstāja/

STUDIJU KURSA APRAKSTS

Studiju kursa nosaukums	Lielo datu analīze	
Programma	„Uzņēmējdarbības vadīšana”	
Studiju gads	1.	
Akadēmiskais gads	2017./2018.	
Studiju līmenis	Maģistra studiju programmas	
Studiju kursa kods		
Studiju kursa docētājs/i	Jānis Hermanis	
Kursa apjoms	2 KP	
ECTS kredītpunktu apjoms (1KP = 1,5 ECTS)	3 ECTS	
Studiju īstenošanas valoda	Latviešu	
Studiju kursa veids (obligātais, izvēles)	Izvēles	
Semestris, kad kurss tiek īstenots	2.	
Studiju kursa īstenošanas veids	Docētāja klātbūtne	
Kursa īstenošanas mērķis	Studiju kursa mērķis ir sniegt prasmes un iemaņas darbā ar liela apjoma datiem un to analīzei paredzētām tehnikām un tehnoloģijām, kā arī iegūto rezultātu vizualizēšanā, lai būtu iespējams uzņēmējdarbības vadīšanā pieņemt datus balstītus lēmumus.	
Prasības studiju kursa apguves uzsākšanai	Informātika, matemātika, statistika, pētnieciskā darba metodoloģija	
Studiju kursa saturs	1. Lielo datu jēdziens. 2. Datizraces jēdziens un izmantotās metodes. 3. Datizraces tehnoloģijas. 4. Kognitīvā datu analīzes principi. 5. Pieejamā programmatūra un tās izmantošana lielo datu analīzes metodikas un tehnoloģiju realizēšanai. 6. Datu un iegūto rezultātu vizualizēšanas metodika. 7. Datu vizualizēšanas rīki. 8. Programmēšanas valodas R izmantošanas iespējas lielo datu analīzē.	
Studējošo patstāvīgā darba organizācija un uzdevumi /Plānotās studiju formas un mācīšanas metodes	Students apmeklē lekcijas, piedalās semināros, izpilda patstāvīgos darbus. Kopīgo vērtējumu studiju kursa apguvei veido: 50% studiju procesa laikā veiktie patstāvīgie darbi, 50% noslēguma pētījuma/patstāvīgā darba izstrāde un tā rezultātu prezentēšana eksāmenā.	
	Studiju metodes	Mācību stundu skaits (1 KP = 40 stundas studenta darba)
	Lekcijas	15%
	Semināri	5%
	Praktiskie darbi	20%
	Pastāvīgā darba/prezentācijas sagatavošana	50%
	Darbs bibliotēka, patstāvīgas studijas	20%
		Kopā 80 stundas

Plānotie studiju rezultāti (zināšanas, prasmes, kompetences)	1. Izprot lielo datu analizē izmantojamās metodes un iegūtos rezultātus. 2. Spēj pielietot atbilstošas datorprogrammas datizraces procesu veikšanā. 3. Spēj izvēlēties atbilstošu vizualizēšanas metodi efektīvai datu, iegūto rezultātu attēlošanai un analīzei. 4. Prot pielietot programmēšanas valodu R, lai piekļūtu dažādiem datu avotiem un veikt to analīzi.				
Studiju rezultātu vērtēšanas metodes un kritēriji	Studiju rezultāti	1.	2.	3.	4.
	Pārbaudes forma				
	Rakstveida individuālais kontroldarbs	•			
	Grupu darbs auditorijā		•	•	•
	Dalība seminārā		•	•	
Obligātā un papildliteratūra	Patstāvīgais darbs un tā prezentācija	•	•	•	•
	Pamata literatūra: 1. Zikopoulos, P., Eaton C. (2011), <i>Understanding Big Data: Analytics for Enterprise Class Hadoop and Streaming Data</i> , McGraw-Hill Osborne Media, New York 2. Franks, B. (2012), <i>Taming The Big Data Tidal Wave: Finding Opportunities in Huge Data Streams with Advanced Analytics</i> , Wiley, New Jersey 3. Knaflic, C.,N. (2015), <i>Storytelling with Data: A Data Visualization Guide for Business Professionals</i> , Wiley, New Jersey Papildu literatūra: 1. Field, A. (2005), <i>Discovering Statistics Using SPSS</i> , Sage Publications, London 2. <i>Introduction to IBM SPSS Modeler and Data Mining</i> (2010), IBM Corp. 3. Provost, F., Fawcett, T. (2013), <i>Data Science for Business: What you need to know about data mining and data-analytic thinking</i> , O'Reilly Media, Sebastopol 4. North, M. (2012), <i>Data Mining for the Masses</i> , Global Text Project 5. <i>Chart Do's and Don'ts</i> (2016), Infogram Inc. 6. Paradis, E (2005), <i>R for Beginners</i> , Institut des Sciences de l'Evolution, Montpellier 7. Peng, R. (2016), <i>R Programming for Data Science</i> , Lean Publishing 8. Ferrari, A., Russo, M. (2016), <i>Introducing Microsoft Power BI</i> , Microsoft Press, Washington				

Studiju kursa docētājs:

J. Hermanis



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Banku augstskolas maģistra profesionālās augstākās izglītības pilna laika studiju programma „Uzņēmējdarbības vadīšana” (ar un bez profesionālā bakalaura grāda)
Rīga

Nr.	Studiju kursi	Studiju ilgums 1 gads 6 mēneši	Studiju ilgums 2 gadi**
A	STUDIJU KURSI, KURI NODROŠINA ZINĀŠANU APGUVI NOZARES TEORIJĀ UN PRAKSĒ (OBLIGĀTĀ DAĻA)	16	16
1.	Uzņēmējdarbības ilgtspējīgā attīstība	8	8
	1. daļa. Ekonomika vadītājiem	2	2
	2. daļa. Inovāciju vadīšana	2	2
	3. daļa. Cilvēkresursu vadīšana	2	2
	4. daļa. Pētniecības metodes biznesā	2	2
2.	Uzņēmumu finanšu vadīšana	4	4
	1. daļa. Vadības grāmatvedība	2	2
	2. daļa. Finanšu vadība	2	2
3.	Uzņēmējdarbība un tiesības	4	4
	1. daļa. Komercedarbības tiesiskā vide	2	2
	2. daļa. Starptautiskās komerciesības	2	2
A	PĒTNIECISKĀ, JAUNRADES, PROJEKTĒŠANAS DARBA UN VADĪBZINĪBU KURSI	12	12
4.	Uzņēmumu ilgtspējīgas konkurētspējas vadīšana	8	8
	1. daļa. Uzņēmuma darbības stratēģijas starptautiskajā vidē	2	2
	2. daļa. Starptautiskā mārketinga vadīšana	2	2
	3. daļa. Uzņēmuma biznesa modeļi	2	2
	4. daļa. Efektivitātes vadīšana uzņēmumos	2	2
5.	Projektu un risku vadīšana	4	4
	1. daļa. Starptautisko projektu vadīšana	2	2
	2. daļa. Risku vadīšana projektos	2	2
B	IEROBEŽOTĀS IZVĒLES STUDIJU KURSI *		

Nr.	Studiju kursi	Studiju ilgums 1,5 gadi	Studiju ilgums 2 gadi
B1	PROFESIONĀLĀS SPECIALIZĀCIJAS KURSI	4	6
1.	Latvijas tautsaimniecības perspektīvas**	2	2
2.	Investīciju vadība**	2	2
3.	Patērētāju uzvedība starptautiskajā tirgū	2	2
4.	Kvalitāte un vides pārvaldība**	2	2
5.	Lielo datu analīze**	2	2
B2	HUMANITĀRIE UN SOCIĀLIE STUDIJU KURSI	2	2
1.	Radošā domāšana	2	2
2.	Intelektuālā īpašuma aizsardzība	2	2
3.	Starpkultūru saskarsme	2	2
4.	Korporatīvā sociālā atbildība	2	2
5.	Ilgtspējīgā līderība	2	2
	<i>Kopā kredītpunkti teorijas daļā</i>	34	34
D	PRAKSE		
	Prakse	6	6
	Prakse		20
E	GALA/VALSTS PĀRBAUDĪJUMS		
	Maģistra darbs	20	20**
	<i>Kopā kredītpunkti</i>	60	80**

*) jāapgūst izvēles studiju priekšmets 6 KP apjomā

* jāapgūst izvēles studiju kursi 6KP apjomā

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L. Peiseniece
67322615

E.Lielā
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Studiju programmas atbilstība valsts standartam

LR MK noteikumu Nr.512 prasības	Studiju programma “Uzņēmējdarbības vadīšana”
Maģistra programmas apjoms ir vismaz 40 KP	Profesionālā maģistra programmas apjoms: 1.variants – 60 KP; 2.variants – 80 KP
Kopējais studiju ilgums profesionālās augstākās izglītības maģistra grāda ieguvei ir vismaz pieci gadi	1.variants – 1,5 gads pilna laika studijas pēc vismaz 4 gadu bakalaura studijām 2.variants – 2 gadi pilna laika studijas pēc vismaz 3 gadu bakalaura studijām
Studiju kursi, kas nodrošina jaunāko sasniegumu padziļinātu apguvi nozares teorijā un praksē un kuru apjoms ir vismaz 5 KP	Ekonomika vadītājiem 2 KP; Inovāciju vadīšana 2KP; Cilvēkresursu vadīšana 2KP;Pētniecības metodes biznesā 2KP; Vadības grāmatvedība 2KP; Finanšu vadība 2 KP; Komerctiesības tiesiskā vide 2KP; Starptautiskās komercietības 2KP
Pētnieciskā darba, jaunrades darba, projektēšanas darba un vadībzinību studiju kursi, kuru apjoms ir vismaz 3 KP	Uzņēmuma darbības stratēģijas starptautiskajā vidē 2KP; Starptautiskā mārketinga vadīšana 2 KP; Uzņēmuma biznesa modeļi 2KP; Efektivitātes vadīšana uzņēmumos 2KP; Starptautisko projektu vadīšana 2 KP; Riska vadīšana projektos 2KP
Studiju kursi, kuri nodrošina profesionālās kompetences sasniegšanu uzņēmējdarbībā (inovācijas, uzņēmumu organizācija un dibināšana, vadīšanas metodes, projektu izstrādes un vadīšanas pamati, lietvedības un finanšu uzskaites sistēma, zināšanas par darba tiesisko attiecību regulējumu, tai skaitā par sociālā dialoga veidošanu sabiedrībā, kā arī zināšanas par citām novitātēm uzņēmējdarbības vai iestādes vadīšanā)	Latvijas tautsaimniecības perspektīvas 2 KP vai Investīciju vadība 2 KP vai Patērētāju uzvedība starptautiskajā tirgū 2KP vai Kvalitāte un vides pārvaldība 2KP vai Lielo datu analīze 2KP vai Radošā domāšana 2KP vai Intelektuālā īpašuma aizsardzība 2KP vai Starpkultūru saskarsme 2KP vai Korporatīvā sociālā atbildība 2KP vai Ilgtspējīgā līderība 2KP
Prakses apjoms ir ne mazāk kā 6 kredītpunkti	Prakses apjoms ir 6 KP
Studentiem ar iepriekšēju akadēmiskā bakalaura grādu prakses apjoms ir vismaz 26 kredītpunkti.	Prakses apjoms ir 26 KP
Valsts pārbaudījums, kura sastāvdaļa ir maģistra darba vai diplomdarba (diplomprojekta) izstrādāšana un aizstāvēšana un kura apjoms ir vismaz 20 kredītpunktu	Maģistra darbs - 20 KP
Izpildot uzņemšanas prasības attiecīgajā maģistra programmā, maģistra programmā var imatrikulēt izglītojamos ar iepriekš iegūtu profesionālo bakalaura grādu vai akadēmisko bakalaura grādu, vai profesionālo kvalifikāciju.	1.variants - profesionālais bakalaura grāds ekonomikā, finansēs vai vadībzinībās vai otrā līmeņa profesionālā izglītība un kvalifikācija grāds ekonomikā, finansēs vai vadībzinībās (vismaz 4 gadu izglītība), vai profesionālais bakalaura grāds citās zinātnēs, ja ir vismaz 3 gadu darba pieredze vadītāja amatā 2.variants - vai bakalaura akadēmiskais grāds, 3 gadu studijas, ja ir vismaz 3 gadu darba pieredze vadītāja amatā
Pēc maģistra programmas apguves piešķir profesionālo maģistra grādu nozarē (profesionālās darbības jomā)	profesionālais maģistra grāds uzņēmumu un organizāciju vadīšanā
Maģistra programmā izglītojamie ar iepriekš iegūtu akadēmisko bakalaura grādu iegūst arī piektā līmeņa profesionālo kvalifikāciju	piektā līmeņa profesionālā kvalifikācija “Uzņēmumu un iestāžu vadītājs”



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Rīga

Nr.	Studiju kursi	Docētājs	Studiju ilgums 1 gads 6 mēneši	Studiju ilgums 2 gadi
A	STUDIJU KURSI, KURI NODROŠINA ZINĀŠANU APGUVI NOZARES TEORIJĀ UN PRAKSĒ (OBLIGĀTĀ DAĻA)		16	16
1.	Uzņēmējdarbības ilgtspējīgā attīstība		8	8
	1. daļa. Managerial Economics	K.Lešinskis	2	2
	2. daļa. Innovation Management	L.Peiseniece	2	2
	3. daļa. Human Resource Management	L.Peiseniece	2	2
	4. daļa. Business Research Methods	L.Peiseniece	2	2
2.	Uzņēmumu finanšu vadīšana		4	4
	1. daļa. Management Accounting	G.Innuse	2	2
	2. daļa. Financial Management	I.Mavļutova	2	2
3.	Uzņēmējdarbība un tiesības		4	4
	1. daļa. Commercial Legal Environment	J.Grasis	2	2
	2. daļa. International Commercial Law	J.Grasis	2	2
A	PĒTNIECISKĀ, JAUNRADES, PROJEKTĒŠANAS DARBA UN VADĪBZINĪBU KURSI		12	12
4.	Uzņēmumu ilgtspējīgas konkurētspējas vadīšana		8	8
	1. daļa. International Business Strategies	T.Volkova	2	2
	2. daļa. International Marketing Management	B.Baltača	2	2
	3. daļa. Company Business Models	T.Volkova	2	2
	4. daļa. Efficiency Management in Enterprises	S.Babris	2	2
5.	Projektu un risku vadīšana		4	4
	1. daļa. International Project Management	I.Uvarova	2	2
	2. daļa. Risk Management in Projects	I.Uvarova	2	2

B	IEROBEŽOTĀS IZVĒLES STUDIJU KURSI *			
B1	PROFESIONĀLĀS SPECIALIZĀCIJAS KURSI		4	6
1.	Perspectives of Latvian National Economy **	A.Fomins/ K.Ketners	2	2
2.	Investment Management **	J.Moskaļuks	2	2
3.	Consumer Behaviour in Global Markets	B.Baltača	2	2
4.	Quality and Environmental Management **	Dz. Atstāja	2	2
5.	Big Data Analysis **	J.Hermanis	2	2
B2	HUMANITĀRIE UN SOCIĀLIE STUDIJU KURSI *		2	2
1.	Creative Thinking	L.Dubkēvičs	2	2
2.	Intellectual Property Protection	J.Grasis	2	2
3.	Cross Cultural Communication	S.Kraže	2	2
4.	Corporate Social Responsibility	B.Baltača	2	2
5.	Sustainable Leadership	B.Baltača	2	2
	<i>Kopā kredītpunkti teorijas daļā</i>		34	34
D	PRAKSE			
	Prakse		6	6
	Prakse			20
E	GALA/VALSTS PĀRBAUDĪJUMS			
	Maģistra darbs		20	20**
	<i>Kopā kredītpunkti</i>		60	80**

*) jāapgūst izvēles studiju kursi 6KP apjomā

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DESCRIPTION OF STUDY COURSE

Course unit title	Managerial Economics	
Programme	Business Administration	
Year of study	1	
Academic year	2017/2018	
Level of course unit (e.g. first, second or third cycle)	Second cycle	
Course unit code	MV001	
Name of lecturer(s)	Kristaps Lešinskis	
Number of ECTS credits allocated	3 ECTS 2 Latvian credit points are multiplied by 1,5 to get ECTS credit points	
Credit points	2 CP	
Language of instruction	English	
Type of course unit (compulsory, optional)	Compulsory	
Semester when the course unit is delivered	1	
Mode of delivery	face-to-face	
Aim of Course	The aim of the course is to expand students' knowledge of economic theory and to demonstrate applications of the theory in actual practice. The course shows how the application of economic theory and concepts helps managers to make allocation decisions that support the economic goals of their firms.	
Preliminary knowledge (prerequisites and co-requisites)	Microeconomics, Macroeconomics, Entrepreneurship, Theory of Management	
Course content	<ol style="list-style-type: none"> 1. Supply, demand, the concept of price elasticity. 2. Forms of competition and behaviour of firm. 3. Concept of macroeconomic environment. 4. Macroeconomic processes, indicators and policy: economic activity and stability, production, price stability, labour markets, exchange-rate, interest rate, monetary and fiscal policy. 5. Global economy and international economics. 6. Macroeconomic processes and firm. 	
Planned learning activities and teaching methods	Teaching and assessment is based on a combination of lectures, practical in-class assignments, group presentations. Requirements for passing the course are the following:	
	1. Attendance and in-class assignments	25%
	2. Preparation and presentation of group work	75%
	Teaching methods	Student workload
	Lectures	12
	In-class assignments	4
	In-class discussions	4
	Written group work/ Individual work	16
	Presentation of group work	4
	An Independent studies/Readings in the Library	40
	Total: 80 hours	

Learning outcomes of the course unit	1. Knowledge about macroeconomic processes and policies and skills to take appropriate management decisions in particular macroeconomic environment. 2. Skills to analyse market concentration, demand, price elasticities in order to undertake appropriate management strategies. 3. Knowledge about current economic trends on national, regional and global level.			
Assessment methods and criteria	<div>Learning Outcomes</div> <div>Assessment Form</div>	1.	2.	3.
	Assessment of in-class assignments	•	•	
	Assessment of written group work	•	•	•
	Assessment of presentation	•	•	•
Recommended or required reading	Required reading: 1. Sloman, J., Garratt, D., Hinde, K. <i>Economics for Business</i> . 6th edition. New York: Pearson Education Limited, 2013. (core textbook) Recommended literature: 1. Png, I., Lehman, D. <i>Managerial economics</i> . 3rd edition. - Malden, MA : Blackwell Pub., 2007. 2. Rilett N. <i>Macro-economics</i> . [Montreux] : Neill Rilett, 2010. 3. Rilett N. <i>Micro-economics: demand and supply analysis</i> . Neil Rilett. - [B.v. : b.i.], 2010.			
Recommended optional programme components	To be agreed at the start of the course.			

DESCRIPTION OF STUDY COURSE

Course unit title	Innovation Management
Programme	Business Administration
Year of study	1
Academic year	2017/2018
Level of course unit (e.g. first, second or third cycle)	Second cycle
Course unit code	MV002
Name of lecturer(s)	Līga Peiseniece
Number of ECTS credits allocated	3 ECTS 2 Latvian credit points are multiplied by 1,5 to get ECTS credit points
Credit points	2 CP
Language of instruction	English
Type of course unit (compulsory, optional)	Compulsory
Semester when the course unit is delivered	1
Mode of delivery	face-to-face
Aim of Course	To provide students with theoretical and practical knowledge about innovative environment within company, management of innovative processes on global, national and local (enterprise) level, creative techniques for the development of innovative ideas and to develop the student's ability to analyze the development of innovative business activity,
Preliminary knowledge (prerequisites and co-requisites)	For successful learning students need some experience with innovation and business management issues, basic knowledge of foreign languages to effectively use the information available within international resources. Students must be able to present their projects both in written and oral, and be able to discuss and defend their views in seminars and practical works.
Course content	<ol style="list-style-type: none"> 1. Origins of innovation and the need for innovation in business 2. Opportunities for developing of innovative ideas and creative techniques for developing innovative ideas in business 3. Development of innovative business, commercialization of innovative ideas 4. Planning, management and evaluation of innovation process in business 5. Economical aspects of innovation management process 6. Interaction of innovation process and labor market trends 7. Management of innovation diffusion process 8. Management of strategic alliances and networks 9. Management of R&D process within firms 10. Management of new service innovation, types and models
Planned learning activities and teaching methods	<p>Teaching and assessment is based on a combination of lectures, practical in-class assignments, group presentations.</p> <p>Requirements for passing the course are the following:</p> <ol style="list-style-type: none"> 1. Attendance and in-class assignments 25% 2. Preparation and presentation of group work 75%

	Teaching methods				Student workload	
	Lectures				12	
	In-class assignments				4	
	In-class discussions				4	
	Written group work/ Individual work				16	
	Presentation of group work				4	
	An Independent studies/Readings in the Library				40	
					Total: 80 hours	
	Learning outcomes of the course unit	<div>1. Students will be able to analyze issues concerning innovation management process, understanding the need and ability to innovate in certain economic situations, and plan company resources to turn innovative ideas into action.</div> <div>2. Students will acquire expertise in enterprise resource planning to manage innovation process and manage successful integration of economic, social and scientific development aspects within innovation process.</div> <div>3. Students will acquire the ability to analyze economic conditions and the company's innovation strategy, to determine ability to develop management strategies for innovation and the ability to present and defend their views on the innovation process management issues.</div>				
Assessment methods and criteria	<div>Learning Outcomes</div> <div>Assessment Form</div>		1.	2.	3.	
	Assessment of in-class assignments		•	•		
	Assessment of written group work		•	•	•	
	Assessment of presentation		•	•	•	
Recommended or required reading	Recommended reading: <div>1. Maital, Sh., Seshadri, D.V.R., <i>Innovation Management: Strategies, Concepts and Tools for Growth and Profit</i>, 2nd ed., Sage Publications, 2013</div> <div>2. Ries, E., <i>The LEAN start-up</i>, Pearson, 2011</div> <div>3. Teece, J. David, <i>Dynamic Capabilities and Strategic Management: Organizing for Innovation and Growth</i>, 2nd ed., Oxford University Press, 2011</div> <div>4. Trott, P., <i>Innovation Management and New Product Development</i>, 6th ed, Pearson, 2017</div>					
	Required reading: <div>1. Drucker, P. F., <i>Innovation and Entrepreneurship: practice and principles</i>. Amsterdam: <u>Butterworth-Heinemann</u>, 2004. p. 258. ISBN 0750643889</div> <div>2. Denning, J. Peter, Dunham, R., <i>The Innovator's Way: Essential Practices for Successful Innovation</i>, 2012</div> <div>3. Jones, T., McCormik, D., Dewing, C. <i>Growth Champions: The Battle for Sustained Innovation Leadership</i>, Growth Agenda, 2012</div> <div>4. Griffin, A., Price, R., Vojak, B., <i>Serial Innovators: How Individuals</i></div>					

	<p><i>Create and Deliver Breakthrough Innovations in Mature Firms</i>, Stansford University Press, USA, 2012</p> <p>5. Robins, P., <i>Organising for Innovation: How leading companies accelerate innovation</i>, Lambert, 2012</p> <p>6. Shepherd, Ch., Ahmed Pervaiz., <i>Innovation Management: Context, Strategies, Systems and Processes</i>, Pearson, 2010</p> <p>7. Tidd, J., <i>Gaining Momentum: Managing The Diffusion Of Innovations (Series on Technology Management, vol.15)</i>, 2010</p> <p>8. Tidd, J., Bessant, J., <i>Managing Innovation: Integrating Technological, Market and Organizational Change</i>, 5^{ed}, Wiley, 2013</p>
Recommended optional programme components	To be agreed at the start of the course.

DESCRIPTION OF STUDY COURSE

Course unit title	Human Resource Management	
Programme	Business Administration	
Year of study	1	
Academic year	2017/2018	
Level of course unit (e.g. first, second or third cycle)	Second cycle	
Course unit code	MV003	
Name of lecturer(s)	Līga Peiseniece	
Number of ECTS credits allocated	3 ECTS 2 Latvian credit points are multiplied by 1,5 to get ECTS credit points	
Credit points	2 CP	
Language of instruction	English	
Type of course unit (compulsory, optional)	Compulsory	
Semester when the course unit is delivered	1	
Mode of delivery	face-to-face	
Aim of Course	The aim of the course is to expand students' knowledge of human resource management theory and its key concepts as well as to provide them with a possibility to acquire in practice methods and functions of human resource management, understand its role and potential problems in order to implement effective human resource management system in a company	
Preliminary knowledge (prerequisites and co-requisites)	Management, Law, Management Psychology	
Course content	<ol style="list-style-type: none"> 1. Human resource management, functions and tasks. 2. Human resource management policy and strategies 3. Personnel planning recruitment. 4. Personnel involvement in the life of an organization. 5. Personnel motivation. 6. Promoting personnel development. 7. Developing personnel budget and remuneration system. 8. Personnel assessment 9. Human resource management and evaluation of its functions. 	
Planned learning activities and teaching methods	<p>The student attends lectures, participates in discussions and seminars, completes his/her individual work, completes and presents group work, writes a progress test and takes an exam.</p> <p>The total evaluation of the study course consists of:</p> <p>20% active participation in class activities;</p> <p>20% completing and presenting group work;</p> <p>20% completing individual work;</p> <p>40% final written exam.</p>	
	Teaching methods	Student workload
	Lectures	12
	In-class assignments	4
	In-class discussions	4

	Presentation of group work		4	
	Written group work/ Individual work		16	
	An Independent studies/Readings in the Library		40	
			Total: 80 hours	
Learning outcomes of the course unit	1. The student is able to apply the theoretical knowledge in order to implement professionally a human resource management system into a company, i.e. is able to plan the necessary number of employees, select, evaluate and motivate personnel, prepare personnel records, evaluate the human resource management process and its functions. 2. The student is able to work in a team, delegate tasks and coordinate their completion as well as solve conflicts. 3. Knowledge about current trends of human resource management on national, regional and global level.			
Assessment methods and criteria	<div>Learning Outcomes</div> <div>Assessment Form</div>	1.	2.	3.
	Assessment of in-class assignments	•	•	•
	Assessment of written group work	•	•	•
	Assessment of presentation	•	•	•
	Written exam	•	•	•
Recommended or required reading	Required reading: 1. Dessler, G. <i>Human resource management</i> - 15-th ed. – Pearson; 2016. - 720 p. 2. Dowling, P. J. , Festing, M. <i>International Human Resource Management</i> – 6th ed. Cengage Learning EMEA, 2013.- 347p. Recommended reading: 1. Armstrong, M., Taylor, S. <i>Armstrong's Handbook of Human Resource Management Practice</i> - 14th ed. – London; Philadelphia: Kogan Page, 2017. - 776 p.			
Recommended optional programme components	To be agreed at the start of the course.			

Lecturers _____/L.Peiseniece/

DESCRIPTION OF STUDY COURSE

Course unit title	Business Research Methods	
Programme	Business Administration	
Year of study	1	
Academic year	2017/2018	
Level of course unit (e.g. first, second or third cycle)	Second cycle	
Course unit code	MV004	
Name of lecturer(s)	Līga Peiseniece	
Number of ECTS credits allocated	3 ECTS	
Credit points	2 CP, Latvian credit points are multiplied by 1,5 to get ECTS credit points	
Language of instruction	English	
Type of course unit (compulsory, optional)	compulsory	
Semester when the course unit is delivered	2	
Mode of delivery	face-to-face	
Aim of Course	A course to investigate the techniques of the research process as applied to business. Experience is gained in defining research problems, designing a research project, and in collecting, analyzing, recording, and interpreting data. Also, an analysis of pertinent research literature in business is conducted.	
Preliminary knowledge (prerequisites and co-requisites)	Management theory, Marketing, Statistics	
Course contents	<ol style="list-style-type: none"> 1. The use of theory, hypotheses, research questions and variables in business research 2. Research designs, sampling approaches and ethical issues 3. Basic terms and quality criteria in quantitative and qualitative research 4. Quantitative and qualitative methods 5. Process of research 	
Planned learning activities and teaching methods	Participation in seminars, practical work during lectures,, development of independent work and its successful assessment – 70%, exam – 30%	
	Teaching methods	Student workload
	Lecture	15%
	Seminars, practical work	15%
	Independent work on a project.	35%
	Work at the library, independent studies	35%
		Total 80 hours
Study outcomes of the course unit	<ol style="list-style-type: none"> 1. Students able demonstrate the ability to use appropriate secondary data to solve business problems. 2. Students able develop a research plan including a problem statement, hypotheses, related literature, and methodology. 3. Students able understand the scientific method of research and be able to differentiate between descriptive, correlational, and 	

	experimental research methods.			
Assessment methods and criteria	Study outcomes	1.	2.	3.
	The form of assesment			
	Written work in a classroom	•		•
	Independent work and analyses	•	•	•
	Written examination		•	•
Recommended or required reading	Required reading:			
	1. Bryman, A. <i>Business Research Methods</i> . - 4th ed Oxford : Oxford University Press, , 2015. -. ISBN-13: 978-0199668649 Recommended reading 1. <i>Research Methods for Business</i> / Joseph Hair [et al.]. – 2nd ed Chichester, West Sussex, England : John Wiley & Sons Ltd., 2011. 448 p. ISBN-10: 0765626314 2. Saunders, M., Lewis, P., Thornhill, A. <i>Research methods for business students</i> – 7th ed. - Harlow: Prentice Hall Financial Times: Pearson Education, 2015. - 504 p. ISBN-10: 1292016620			
Recommended optional programme components	To be agreed at the start of the course			

DESCRIPTION OF STUDY COURSE

Course unit title	Management Accounting	
Programme	Business Administration	
Year of study	1	
Academic year	2017/2018	
Level of course unit (e.g. first, second or third cycle)	Second cycle	
Course unit code	MV005	
Name of lecturer(s)	Gunta Innuse	
Number of ECTS credits allocated	3 ECTS 2 Latvian credit points are multiplied by 1,5 to get ECTS credit points	
Credit points	2 CP	
Language of instruction	English	
Type of course unit (compulsory, optional)	compulsory	
Semester when the course unit is delivered	1	
Mode of delivery	face-to-face	
Aim of Course	The aim of the study course is to provide wider knowledge about preparing financial accounts in compliance with international accounting standards and about applying variety of methods used in management accounting.	
Preliminary knowledge	Company Finance, Financial Accounting	
Course contents	<ol style="list-style-type: none"> 1. Accounting systems, their differences. Standardization and harmonization of accounting systems. 2. Basic principles of financial reporting in accordance with IAS requirements. Requirements for data included in financial statements – comparability, relevance, reliability. 3. Substantial errors and their correction in accordance with IAS. Events after the balance sheet date. 4. Business management accounting challenges and opportunities nowadays. 5. Cost accounting for determining the financial result (profit and loss). 6. Quantitative methods applied in management accounting. 7. Information for decision making. 8. Budget. Monitoring and controlling budget implementation. 	
Planned learning activities and teaching methods	The student attends lectures, participates in seminars and presents his/her independent work. The total evaluation of the study course consists of 20% active participation in discussions and seminars; 50% preparing and presenting individual task; 30% written final exam.	
	Teaching methods	Student workload
	Lecture	14
	Seminars	2
	Group work	16
	Independent work/ work on a presentation	32
	Work at the library, independent studies	16

		Total 80 hours		
Learning outcomes of the course unit	1. The student has knowledge about accounting systems; their standardization; IAS requirements for financial reporting. 2. The student is able to prepare annual account and make annual account error corrections according to IAS requirements. 3. The student has adequate knowledge of management accounting methods and is able to make decisions about applying management accounting instruments to ensure effective management.			
Assessment methods and criteria	Study outcomes			
	The form of assessment	1.	2.	3.
	Written work in a classroom	●	●	
	Independent work and its presentation	●	●	●
	Written examination	●		●
Recommended or required reading	Required literature: 1. Alexander, D., Nobes, C., <i>Financial Accounting: An International Introduction</i> , 5th.ed., Pearson Education Limited,2013.p.528. ISBN-13: 9780273773436. 2. Drury, C., <i>Management and Cost accounting</i> , 7th.ed., UK, Cengage Learning, 2015. p.827. ISBN978-1-4808-9393-1. Recommended literature: 1. Hawawini, G., Viallet, C., <i>Finance for Executives: Managing for Value Creation</i> , 4th ed., USA: Cengage Learning South –Western, 2011, ISBN-13:978-0-538-75134-6, 641 p 2. Copeland, T., Koller, T., Murrin, J., <i>Valuation: Measuring and Managing the Value of Companies</i> , USA: McKinsey & Company, John Wiley & Sons, Inc., 2000, ISBN 0-471-36191-7, 494 p. 3. Daves, Ph.R., Ehrhardt, M.C., Shrieves, R.E., <i>Corporate Valuation: A Guide for Managers and Investors</i> , USA: Cengage Learning South –Western, 2004, ISBN 978-0-324-27428-8, 301 p. 4. Deaves R., Ackert, L.F., <i>Behavioral Finance</i> , USA: South –Western Cengage Learning, ISBN-13:978-5-538-75286-2, 392 p. 5. Madura, J., <i>International Corporate Finance</i> , 8th ed., USA: Thomson South-Western, 2006, ISBN 0-324-32382-4, 705 p. 6. Needles, E. Belverd Jr., <i>Financial & Managerial Accounting</i> , 7th ed.: Houghton Mifflin Company, 2004. p.657. ISBN978-1-84480-134-6.			
Recommended optional programme components	To be agreed at the start of the course.			

DESCRIPTION OF STUDY COURSE

Course unit title	Financial Management
Programme	Business Administration
Year of study	1
Academic year	2017/2018
Level of course unit (e.g. first, second or third cycle)	Second cycle
Course unit code	MV006
Name of lecturer(s)	Inese Mavļutova
Credit points	2 CP
Number of ECTS credits allocated	3 ECTS 2 Latvian credit points are multiplied by 1,5 to get ECTS credit points
Language of instruction	English
Type of course unit (compulsory, optional)	Compulsory
Semester when the course unit is delivered	1
Mode of delivery	face-to-face
Aim of Course	The aim of the course is to provide an understanding of the essence of financial management and to develop students' skills and competences in applying of company financial management methods. The course deals with investment projects and capital structure; investment attractiveness, capital pricing methods and risk effects.
Preliminary knowledge (prerequisites and co-requisites)	Company Finance, Financial Accounting, Management Accounting, Financial Analysis, Financial Management, Financial Risk Management, Statistics, Economics for Managers.
Course contents	<ol style="list-style-type: none"> 1. Financial management and its role in company management. 2. Financial analysis and planning. 3. Asset management (investment project: cash flow and appraisal, working capital management). 4. Capital management (capital structure and the cost of capital). 5. Value –based management. Increasing the value of a company by using mergers and acquisitions (M&A) . 6. Financial risk management. 7. International financial management.
Planned learning activities and teaching methods	<p>Students participate lectures, discuss in seminars, prepare case studies and practical tasks, pass an exam.</p> <p>Students are tested in written form and tests include both theoretical and practical questions on methods and instruments applied in financial management and have to make management decisions on company financial issues.</p> <p>The total study course evaluation consists of: 10% attendance and participation, 30% case study analysis in group, 60% written final exam.</p>

	Teaching methods				Student workload		
	Lecture				17		
	Practical work				21		
	Seminars				2		
	Independent work/ work on a presentation				20		
	Work at the library, independent studies				20		
					Total 80 hours		
Learning outcomes of the course unit	Students have acquired deeper understanding about directions in financial management research and have acquired methods of financial management such as evaluating long-term business investment projects, estimating the cost of capital and assessing company's working capital management in competitive market and increased risk conditions. The practical classes have prepared students to increase company value, identify and evaluate the existing financial problems and adopt decisions in order to resolve them. <div><div>1. Understand company’s financial performance and adopt financial management decisions including financial planning.</div><div>2. Assess investment projects under the risk condition and choose the most appropriate for company development.</div><div>3. Be aware of working capital management tools.</div><div>4. Adopt decisions ensuring the cost of capital and optimal capital structure</div><div>5. Understand of factors and management methods that influence company’s value in international environment; evaluation of company’s value (Including for M&A purposes) based on different methods</div></div>						
	Assessment methods and criteria	Study outcomes		1.	2.	3.	4.
The form of assessment							
Seminar		•	•	•	•	•	
Practical works		•	•	•	•	•	
Independent work and its presentation		•	•	•	•	•	
Written examination		•	•	•	•	•	
Recommended or required reading	Required reading: <div><div>1. Glen, Arnold, Corporate financial management.- 5th edition, Pearson Education, 2013, 992 p.</div><div>2. Brealey, R, Myers, S., Allen, F. Principles of Corporate Finance, 10th edition, McGraw-Hill Irwin, 2011</div><div>3. Van Horne, J. and Vachowicz, J., Fundamentals of Financial Management.- 13th edition, Prentice Hall Inc., 2008</div></div>						
	Recommended reading: <div><div>1. Brigham, E. and Gapenski, L., Intermediate Financial Management.- 4th edition. The DrydenPress, 2008.</div><div>2. DePamphilis, D.M. Mergers, <i>Acquisitions, and Other Restructuring</i></div></div>						

	<p><i>Activities</i>, UK: Elsevier, 2008. p. 740. ISBN: 978-0-12-374012-0.</p> <p>3. Hawawini, G., Viallet, C. <i>Finance for Executives: Managing for Value Creation</i>, 4th ed., USA: Cengage Learning South –Western, 2011, p. 641 ISBN-13:978-0-538-75134-6.</p> <p>4. Keown, A.J., Martin J.D., Petty J.W. <i>Foundations of Finance: The Logic and Practice of Financial Management</i>, USA: Pearson, Prentice Hall, 2011, p. 522. ISBN-13:978-0-13-512236-5.</p> <p>5. Mavlutova, I. Business restructuring and company's market value. <i>Scenarios for company's development</i>. LAP LAMBERT Academic Publishing GmbH& co.KG, Saarbrucken, Germany, 2011, 120 p.</p> <p>6. www. Bloomberg. com</p> <p>7. The Economist</p>
Recommended optional programme components	To be agreed at the start of the course.

DESCRIPTION OF STUDY COURSE

Course unit title	Commercial Legal Environment
Programme	Business Administration
Year of study	1
Academic year	2017/2018
Level of course unit (e.g. first, second or third cycle)	Second cycle
Course unit code	MV007
Name of lecturer(s)	Jānis Grasis
Number of ECTS credits allocated	3 ECTS 2 Latvian credit points are multiplied by 1,5 to get ECTS credit points
Credit points	2 CP
Language of instruction	English
Type of course unit (compulsory, optional)	compulsory
Semester when the course unit is delivered	1
Mode of delivery	face-to-face
Aim of Course	Course aim is to acquire basic knowledge and skills related to use of normative legal acts in business management. The course focuses on normative acts and their application in companies and institutions. The course provides practical instructions for independent student works.
Preliminary knowledge (prerequisites and co-requisites)	Basic knowledge of Law at the Bachelor level.
Course contents	1.1. Administrative process 1.2. Administrative liability 1.3. Civil liability 1.4. Criminal liability. 1.5. Commercial Founder's liability 1.6. Liability of Executives 1.7. Liability of companies and institutions 1.6. Possible resolution of disputes
Planned learning activities and teaching methods	The student attends lectures, participates seminars, writes tests, completes practical work, final grade is posted in an oral exam. The total evaluation of the study course consists of: 10% class attendance; 30% tests; 30% participation in seminars and practical work; 30% oral final exam.

		Teaching methods	Student workload		
		Lectures	12		
		Seminars	8		
		Practical work	8		
		Presentation of independent work	12		
		Work at the library, independent studies	40		
			Total 80 hours		
Learning outcomes of the course unit	The ability to choose and use normative legal acts in companies or institutions in order to secure the functioning of the company or institution and Project management. Will acquire knowledge about normative acts and the envisaged liability of company founders, executives of institutions and institution liability, as well as possible ways of resolving disputes and the requirements for applying theoretical knowledge into practice and when taking decisions.				
Assessment methods and criteria	Learning outcomes		1.	2.	3.
	The form of assessment				
	Independent work		●	●	
	Presentation of practical work		●	●	●
	Oral exam		●		●
Recommended or required reading	Required reading: 1. Schafer, Agusti, Earle. International Business Law and Its Enviroment,7th ed., South-Western College Pub, 2014. Recommended reading: 1. www.unidroit.org 2. www.unilex.info				
Recommended optional programme components	To be agreed at the start of the course.				

DESCRIPTION OF STUDY COURSE

Course unit title	International Commercial Law
Programme	Business Administration
Year of study	1
Academic year	2017/2018
Level of course unit (e.g. first, second or third cycle)	Second cycle
Course unit code	MV008
Name of lecturer(s)	Jānis Grasis
Number of ECTS credits allocated	3 ECTS 2 Latvian credit points are multiplied by 1,5 to get ECTS credit points
Credit points	2 CP
Language of instruction	English
Type of course unit (compulsory, optional)	compulsory
Semester when the course unit is delivered	1
Mode of delivery	face-to-face
Aim of Course	The aim of the study course is to provide students with the basic legal knowledge necessary for conducting business in international markets in the era of globalization, in order to ensure compliance with international rules and regulations.
Preliminary knowledge (prerequisites and co-requisites)	Basic knowledge of Law at the Bachelor level.
Course contents	<ol style="list-style-type: none"> 1. Natural and legal persons in international law. 2. Characteristics of a country as a legal personality in international law. 3. Harmonization of international trade. 4. International transport regulatory framework. 5. Choice of the law applicable in international law. 6. Payment procedures for international transactions. 7. Tax aspects of international transactions. 8. International legal cooperation. 9. International courts of arbitration.
Planned learning activities and teaching methods	<p>The student attends lectures, participates seminars, writes tests, completes practical work, final grade is posted in an oral exam.</p> <p>The total evaluation of the study course consists of:</p> <ul style="list-style-type: none"> 10% class attendance; 30% tests; 30% participation in seminars and practical work; 30% oral final exam.

	Teaching methods		Student workload		
	Lectures		12		
	Seminars		8		
	Practical work		8		
	Presentation of independent work		12		
	Work at the library, independent studies		40		
			Total 80 hours		
Learning outcomes of the course unit	1. The student acquires skills to analyse problem situations within legal regulatory framework from the perspective of international law. 2. The student is able to make independent decisions while applying the acquired theoretical knowledge into practise. 3. The student is able to work in a team, provide arguments for, explain and defend his or her decision.				
Assessment methods and criteria	<div>Study outcomes</div> <div>The form of assessment</div>		1.	2.	3.
	Independent work		●	●	
	Presentation of practical work		●	●	●
	Oral exam		●		●
Recommended or required reading	Required reading: 1. Ray August. <i>International Business Law</i> . Text, cases and readings. 6 th ed., Pearson Prentice Hall, 2012. 2. Schafer, Agusti, Earle. <i>International Business Law and Its Enviroment</i> , 7th ed., South-Western College Pub, 2014. Recommended reading: 3. www.unidroit.org 4. www.unilex.info				
Recommended optional programme components	To be agreed at the start of the course.				

DESCRIPTION OF STUDY COURSE

Course unit title	International Business Strategies	
Programme	Business Administration	
Year of study	1	
Academic year	2017/2018	
Level of course unit (e.g. first, second or third cycle)	Second cycle	
Course unit code	MV009	
Name of lecturer(s)	Tatjana Volkova	
Number of ECTS credits allocated	3 ECTS 2 Latvian credit points are multiplied by 1,5 to get ECTS credit points	
Credit points	2 CP	
Language of instruction	English	
Type of course unit (compulsory, optional)	compulsory	
Semester when the course unit is delivered	1	
Mode of delivery	face-to-face	
Aim of Course	The aim of the course is to provide students with understanding about the company generic strategies and entry modes for competing internationally, develop skills enabling students to determine the most appropriate generic strategies and entry modes for expansion into foreign markets, as well as critical reflection on their interrelation with generic strategies chosen for the local markets.	
Preliminary knowledge (prerequisites and co-requisites)	Management Science, Economics, Strategic management, Financial Management, Marketing, Foreign language skills.	
Course contents	<ol style="list-style-type: none"> 1. Global economic development trends and their impact on business management. 2. Key business strategies for international markets, their advantages and disadvantages. 3. The key conditions for choosing the strategy. 4. The relation of international business strategies with functional, business and corporate-level strategies. 5. Case studies of companies operating in foreign markets. 	
Planned learning activities and teaching methods	The student attends lectures, participates in seminars, completes individual work and presents group work. The total evaluation of the study course consists of: 30% class attendance and active participation in lectures; 20 % case study analysis, 25% group work, 25% independent work.	
	Teaching methods	Student workload
	Lectures	24
	Preparation of group work	16
	Preparation of individual work	16
	Work at the library, independent studies, case study	24
	Total 80 hours	

Learning outcomes of the course unit	1. Students acquire skills to formulate generic business strategies and entry modes for competing in international markets 2. Students are able to apply strategic management tools in order to increase company competitiveness competing internationally. 3. Students demonstrate their competence in selecting alternative strategies, defining criteria of strategy selection and its impact on the company future development.			
Assessment methods and criteria	Learning outcomes	1.	2.	3.
	The form of assessment			
	Individual work	•	•	•
	Presentation of group work	•	•	•
	Case study	•	•	•
Recommended or required reading	Required reading: <ol style="list-style-type: none"> 1.Strategic Management: Theory: An Integrated Approach 12th Edition by Charles W. L. Hill (Author), Melissa A. Schilling (Author), Gareth R. Jones (Author), Cengage Learning, 2016. 2.International Business Expansion: A step-by-step Guide to Launch Your company into other countries, Anthoni Gioeli, 2014 3.Mastering Import and Export Management, Thomas A. Cook and Renie Alston, 2012 Recommended reading: <ol style="list-style-type: none"> 1. Scientific articles on Strategic management and International Business published in EBSCO, Emerald and other data bases. 2. Periodicals: <i>Financial Times</i>, <i>Wall Street Journal</i>, <i>The Economist</i>, <i>Business Central Europe</i>, <i>Forbes</i>, u.c. 3. BA methodological instructions for independent study works. Available: BIHE informative system Moodle. 			
Recommended optional programme components	To be agreed at the start of the course.			

DESCRIPTION OF STUDY COURSE

Course unit title	International Marketing Management				
Programme	Business Administration				
Year of study	1				
Academic year	2017/2018				
Level of course unit (e.g. first, second or third cycle)	Second cycle				
Course unit code	MV010				
Name of lecturer(s)	Brigita Baltača				
Number of ECTS credits allocated	3 ECTS 2 Latvian credit points are multiplied by 1,5 to get ECTS credit points				
Credit points	2 CP				
Language of instruction	English				
Type of course unit (compulsory, optional)	compulsory				
Semester when the course unit is delivered	2.				
Mode of delivery	face-to-face				
Aim of Course	The aim of the study course is to provide students with a framework within which international marketing operations can be analyzed, understood, and undertaken.				
Preliminary knowledge (prerequisites and co-requisites)	Strategic Management, Business Administration, Managerial Economics, Statistics, Applied Research, Financial Management, Marketing, English language.				
Course content	<ol style="list-style-type: none"> 1. Marketing Strategies in global environment 2. International market opportunity analysis 3. Management of Standardization vs. Adaptation Approaches 4. International Marketing Strategy and Effective Cross-cultural Communications. 5. Cross-cultural Consumer Behavior as an input into localization of the marketing mix – Product development decisions; Product/Service Positioning 6. Integrated Marketing communication strategy and communication channels management 				
Planned learning activities and teaching methods	<p>The teaching methodology will be a mixture of traditional lecturing, case teaching approach, in-class discussions and individual or group works. Traditional lecture provides structure to the knowledge and highlights the relevant topics. With the case-studying approach students will be pushed to use theoretical background in real situation analysis, what will improve better understanding of marketing in practical usage perspective. Depending on topic, practical class work will be individual or group work.</p> <p>Requirements for passing the course are the following:</p> <table> <tr> <td>3. Attendance of lectures</td><td>10%</td></tr> <tr> <td>4. In-class discussions, practical works</td><td>40%</td></tr> </table>	3. Attendance of lectures	10%	4. In-class discussions, practical works	40%
3. Attendance of lectures	10%				
4. In-class discussions, practical works	40%				

	5. Preparation and presentation of project work - Marketing plan 25%				
	4. Exam 25%				
	Teaching methods			Student workload	
	Lectures			8	
	In-class practical works			8	
	Cases analysis, In-class discussions			8	
	Project work preparation and presentation			16	
	An Independent studies/Readings in the Library			40	
			Total 80 hours		
Learning outcomes of the course unit	1. Ability to apply knowledge paradigms in international marketing to gain insights into similarities/differences 2. Understanding of international marketing effort related to market entry and marketing mix 3. Identify, interpret and evaluate information sources related to consumer marketing within global context.				
Assessment methods and criteria	Learning Outcomes Assessment Form		1.	2.	3.
	Assessment of in-class assignments		•	•	•
	Assessment of case analysis, in-class discussions		•	•	•
	Assessment of Project work		•	•	•
	Assessment of Exam (Quiz)		•		•
Recommended or required reading	Required reading: 1. Warren J. Keegan, Mark C. Green, <i>Global marketing</i> . 7th ed., global ed. - Boston, Mass : Pearson ; London, c2013. - 592 p. ISBN 0273766716. ISBN 9780273766711 2. Philip Kotler, Kevin Lane Keller, <i>Marketing Management</i> (14th ed.), Pearson Education, 2012. 1022 p. ISBN 9780273743613. Recommended reading: 1. Warren J. Keegan, Mark C. Green, <i>Global marketing</i> . 7th ed., global ed. - Boston, Mass : Pearson ; London, c2013. - 592 p. ISBN 0273766716. ISBN 9780273766711. 2. Marketing Advertising Research Center http://www.warc.com 3. Sales & Marketing Management http://www.salesandmarketing.com 4. American Marketing Association: http://www.marketingpower.com 5. Direct Marketing News http://www.dmnews.com				
Recommended optional programme components	To be agreed at the start of the course.				

DESCRIPTION OF STUDY COURSE

Course unit title	Company Business Models	
Programme	Business Administration	
Year of study	1	
Academic year	2017/2018	
Level of course unit (e.g. first, second or third cycle)	Second cycle	
Course unit code	MV011	
Name of lecturer(s)	Tatjana Volkova	
Credit points	2 CP	
Number of ECTS credits allocated	3 ECTS 2 Latvian credit points are multiplied by 1,5 to get ECTS credit points	
Language of instruction	English	
Type of course unit (compulsory, optional)	compulsory	
Semester when the course unit is delivered	2	
Mode of delivery	face-to-face	
Aim of Course	The aim of the course is to provide students with understanding about business models, their types and role increasing the company's competitiveness and to develop skills to create and manage new company business models to enable operations in the changing business environment; to develop the relevant decision making competences about business model transformation thus ensuring sustainable competitiveness of the company.	
Preliminary knowledge (prerequisites and co-requisites)	Management science, Marketing, Macroeconomics, Microeconomics, Financial Management, Foreign language skills, Strategic Management.	
Course contents	<ol style="list-style-type: none"> 1. Business models and their characteristics. Business model components. Business model innovations. 2. Types of business models. Decoupled business model. Long tail business model. Multi-sided platforms. Freemium business model. Open business model. Design-driven business models. 3. Managing several business models. Common problems associated with implementation of new business models. New business model implementation examples. 4. Business models in digital environment. 5. The process of business model development and transformation. The key motivating factors for change. The stages in the process of generating and implementing efficient business models. 	
Planned learning activities and teaching methods	The student attends lectures, participates in seminars, completes individual work and presents group work. The total evaluation of the study course consists of: 30% class attendance; 20% active participation in lectures; 25% group work, 25% independent work.	
	Teaching methods	Student workload
	Lectures	24
	Preparation of group work	16
	Preparation of individual work	16

	Work at the library, independent studies, case studies		24	
			Total 80 hours	
Learning outcomes of the course unit	1. The students acquire understanding about the nature and role of business models and their components. 2. Students acquire skills enabling them to identify the types of business models and to apply business model development and transformation skills for ensuring sustainable competitiveness of the company. 3. Students demonstrate their competence about different alternative business models, criteria for their selection, as well as the stages of efficient business model generation and implementation.			
Assessment methods and criteria	Study outcomes	1.	2.	3.
	The form of assessment			
	Individual work	●	●	●
	Presentation of group work	●	●	●
Recommended or required reading	Required reading: 1. Business models and Strategic management: a New integration, Francine Newth, USA, 2012 2. Osterwalder, Yves Pigneur <i>Business Model Generation</i> ; John Wiley& Sons, 2010, ISBN:9780470876411 3. Saul Kaplan, <i>The Business Model Innovation Factory: How to Stay Relevant When The World is Changing</i> , 2012. Recommended reading: 1. A.G. Lafley, Mark. W. Johnson <i>Seizing the White Space: Business Model Innovation for Growth and Renewal</i> , Harvard Business Press, 2010 2. “ <i>Business Model Innovation. When the Game Gets tough, change the game</i> ”, Z. Lindgardt, M. Reeves, G. Stalk, M.S. Deimler, BCG, 2009 3. Scientific articles on Business models published in EBSCO, Emerald data bases. Periodicals: <i>Financial Times</i> , <i>Wall Street Journal</i> , <i>The Economist</i> , <i>Business Central Europe</i> , Forbes, etc. 4. BA methodological instructions for independent study works. Available: BIHE informative system Moodle. .			
Recommended optional programme components	To be agreed at the start of the course.			

DESCRIPTION OF STUDY COURSE

Course unit title	Efficiency Management in Enterprises
Programme	Business Administration
Year of study	1
Academic year	2017/2018
Level of course unit (e.g. first, second or third cycle)	Second cycle
Course unit code	MV012
Name of lecturer(s)	Sandis Babris
Number of ECTS credits allocated	3 ECTS 2 Latvian credit points are multiplied by 1,5 to get ECTS credit points
Credit points	2 CP
Language of instruction	English
Type of course unit (compulsory, optional)	compulsory
Semester when the course unit is delivered	2
Mode of delivery	face-to-face
Aim of Course	<p>The objective of study course is to provide students with knowledge on departments, processes and organizations efficiency improvement methods, allowing to identify current efficiency level, identify drawbacks in existing business processes, work organization, skills, performance management, mind-set and behaviour, and to develop solutions for efficiency improvement.</p> <p>By involving students in practical and self-study assignments, students analytical skills are developed to identify and resolve issues increasing process, department or organizational efficiency and competitiveness, as well as skills to develop efficiency improvement solutions and ensure their successful implementation.</p>
Preliminary knowledge (prerequisites and co-requisites)	Management theory, Microeconomics, Finance management, Strategic management, foreign languages
Course contents	<ol style="list-style-type: none"> 1. Efficiency, its role in developing competitive advantage. Waste, types of waste, elimination of waste. 2. Visualization of processes, process description, work instructions. Skills and working organization. 3. Performance management system. Mindset model of managers and employees. 4. Efficiency improvement areas, efficiency projects and programmes. Creating continuous improvement organizational culture.
Planned learning activities and teaching methods	<p>Student participates in lectures, seminars, submits individual assignment, presents group work.</p> <p>Total evaluation of study course is made of: participation – 10%, activity in seminars (case analysis, business games etc.) – 20%, group work – 50%.</p>

	substantive individual work – 20%.			
	Teaching methods		Student workload	
	Lectures		8	
	Substantive individual work		12	
	Seminars (discussions, case studies)		4	
	Project work development and presentation		24	
	Work in library, substantive work		32	
			Total 80 hours	
Learning outcomes of the course unit	1. Knowledge on process, departments, organizations efficiency management methods. 2. Skills to identify and eliminate waste in processes, departments and organizations overall, selecting most appropriate methods. 3. Competences to develop, substantiate economically and implement efficiency solutions.			
Assessment methods and criteria	<div>Learning outcomes</div> <div>The form of assessment</div>	1.	2.	3.
	Substantive individual work	●		
	Discussions, case studies	●	●	●
	Substantive group work	●	●	●
Recommended or required reading	Required reading: 3. Modig N., Ahlstrom P. This is Lean. Resolving efficiency paradox. Stockholm: Rheologica publishing, 2012. 4. Womack J.P., Jones D.T. Lean Thinking. New York: Free Press, 2010. 5. Liker J.K. The Toyota Way. New York: McGraw-Hill, 2004. 6. Goldratt E.M., Cox J. The Goal. A process of ongoing improvement. USA: North River Press, 2008. Recommended reading: 1. Jeston J., Nelis J. Business Process Management. Oxford: Butterworth-Heinemann, 2008 2. Scientific articles on Strategic management and International Business published in EBSCO, Emerald and other data bases. 3. Periodicals: <i>Financial Times</i> , <i>Wall Street Journal</i> , <i>The Economist</i> , <i>Business Central Europe</i> , <i>Forbes</i> , u.c.			
	To be agreed at the start of the course.			
Recommended optional programme components				

DESCRIPTION OF STUDY COURSE

Course unit title	International Project Management
Programme	Business Administration
Year of study	1
Academic year	2017/2018
Level of course unit (e.g. first, second or third cycle)	Second cycle
Course unit code	MV0013
Name of lecturer(s)	Inga Uvarova
Number of ECTS credits allocated	3 ECTS 2 Latvian credit points are multiplied by 1,5 to get ECTS credit points
Credit points	2 CP
Language of instruction	English
Type of course unit (compulsory, optional)	Compulsory
Semester when the course unit is delivered	2
Mode of delivery	face-to-face
Aim of Course	The aim of this course is to develop competences in the international project management. Thus the theoretical and practical issues are discussed related to the definition, characteristics and types of the projects, as well as the functions, methods, processes and means of the project management. The project description and project implementation plans shall be prepared and presented within this course. Special attention within the course is devoted to the strengthening the knowledge, skills and competences required to the project manager for the international project elaboration, implementation process and organisation of the work of the project team.
Preliminary knowledge (prerequisites and co-requisites)	Management, business communication and organisational psychology, financial analyses
Course content	<ol style="list-style-type: none"> 1. Definition of the project and project management, characteristics of the project. Special features of international projects. 2. Types of the projects, the topicality of the project preparation and management. 3. Project portfolio and specifics of its management. 4. Project team, functions and role of the project manager during the project preparation and implementation process. 5. Certification process of project managers/ specialists. 6. Project preparation and management stages, their description. 7. Creation and analyses of the project idea. 8. Assessment of the alternatives of the project. 9. Project planning. Identification of project risks and preparation of the risk treatment plan. 10. Project implementation and monitoring. 11. Finalisation of the project. 12. The use of the software "Microsoft Project" within the project planning and management.

Planned learning activities and teaching methods	Teaching and assessment is based on a combination of lectures, practical in-class assignments, group presentations. Requirements for passing the course are the following: 1. Attendance and in-class assignments 25% 2. Preparation and presentation of group work 75%			
	Teaching methods		Student workload	
	Lectures		12	
	In-class assignments		4	
	In-class discussions		4	
	Written group work/ Individual work		16	
	Presentation of group work		4	
	An Independent studies/Readings in the Library		40	
			Total: 80 hours	
Learning outcomes of the course unit	1. The knowledge and skills to formulate the project idea and to assess possible alternatives of the project. 2. Necessary skills to prepare and to defend the project implementation plan, time schedule, the resource plan and the budget, as well using the software Microsoft Project. 3. Skills to set up and to defend the appropriate project team, define the tasks and responsibilities of each project team member.			
Assessment methods and criteria	<div>Learning Outcomes</div> <div>Assessment Form</div>	1.	2.	3.
	Assessment of in-class assignments	•	•	•
	Assessment of written group work	•	•	•
	Assessment of presentation	•	•	•
Recommended or required reading	Required reading: 1. Meredith, J. R., Project Management, Binder Ready Version: A Managerial Approach - 9th ed. - John Wiley & Sons, 2016, 600p. 2. Grisham, T., W. International Project Management: Leadership in Complex Environments - Wiley; 1 ed, 2011, 415 p. Recommended literature: 1. Gray, C.F., <i>Project management: the managerial process</i> / Clifford F. Gray, Erik W. Larson, Boston : McGraw-Hill/Irwin, 2011 – 589 p.			
Recommended optional programme components	To be agreed at the start of the course.			

DESCRIPTION OF STUDY COURSE

Course unit title	Risk Management in Projects
Programme	Business Administration
Year of study	1
Academic year	2017/2018
Level of course unit (e.g. first, second or third cycle)	Second cycle
Course unit code	MV014
Name of lecturer(s)	Inga Uvarova
Number of ECTS credits allocated	3 ECTS 2 Latvian credit points are multiplied by 1,5 to get ECTS credit points
Credit points	2 CP
Language of instruction	English
Type of course unit (compulsory, optional)	compulsory
Semester when the course unit is delivered	2.
Mode of delivery	face-to-face
Aim of Course	To provide basic theoretical knowledge and practical skills in Risk Management of Projects and Processes.
Preliminary knowledge (prerequisites and co-requisites)	Project Management, Entrepreneurship
Course contents	<u>Theoretical part:</u> <ol style="list-style-type: none"> 1. Concept of Risks 2. Types of Risks 3. Risk Management Standards and their application: (ISO 31000:2009; AS/NZS 4360:2004; COSO; AIRMIC/ALARM/IRM) 4. Basic principles of Risk Management 5. Identification of Risks in Project stages. 6. Causes of Risks, consequences and their inspection. 7. Cause- Result Analysis application in Result and Cause identification. 8. Risk Inspection Activities 9. Evaluation of Risks 10. „Processing” of Risks 11. Risk Management Organization and Process in a company. <u>Tasks and practical assignments within the framework of analytical research:</u> <ol style="list-style-type: none"> 1. Identification of Risks 2. Analysis of Risk Consequences and their impact evaluation. 3. Analysis of Risk Consequences and Potential Risk Forecasting 4. Assessment of the current inspection of Risks. 5. Defining of Parity of Risks. Identification of Risk Management Activities, Evaluation.

Planned learning activities and teaching methods	Students attend lectures, carry out practical tasks in projects, present their individual works. Total evaluation consists of 30% participation in debates and seminars; 70% of workload consists of individual work and presentation of individual tasks. <table><tr><td>Teaching methods</td><td colspan="2">Student workload</td></tr><tr><td>Lectures</td><td colspan="2">12</td></tr><tr><td>Presentation of independent work</td><td colspan="2">12</td></tr><tr><td>Work at the library, independent studies</td><td colspan="2">56</td></tr><tr><td></td><td colspan="2">Total 80 hours</td></tr></table>			Teaching methods	Student workload		Lectures	12		Presentation of independent work	12		Work at the library, independent studies	56			Total 80 hours	
Teaching methods	Student workload																	
Lectures	12																	
Presentation of independent work	12																	
Work at the library, independent studies	56																	
	Total 80 hours																	
Learning outcomes of the course unit	1. Understands Principles of Risk Management and methods. 2. Is able to carry out independently risk analysis of projects																	
Assessment methods and criteria	<div>Learning outcomes</div> <div>The form of assessment</div>	1.	2.															
	Independent work and presentation of it	•	•															
Recommended or required reading	Required reading: 1. ISO 31000:2009 „Risk management – Principles and guidelines” International Organization for Standardization 2. AS/NZS 4360:2004 „Risk management” ISBN 0 7337 5904 1 Standards Australia/Standards New Zealand 3. „The Risk Management Standard” by AIRMIC, ALARM, IRM:2002 Recommended reading: 1. Russel T. Westcott. The Certified Manager of Quality/Organizational Excellence Handbook. 4th ed., 2013 2. R. J. Chapman. Simple Tools and Techniques for Enterprise Risk Management. 2006 3. The Institute of Risk Management - www.theirm.org 4. The Committee of Sponsoring Organizations of the Treadway Commission – www.coso.org 5. The Association of Insurance and Risk Managers – www.airmic.com 6. The Institute of Internal Auditors – www.theiia.org 7. International Risk Management Institute – www.irmi.com 8. Strategic Risk magazine – www.strategicrisk.co.uk 9. The Business Continuity Institute – www.thebci.org																	
Recommended optional programme components	To be agreed at the start of the course.																	

DESCRIPTION OF STUDY COURSE

Course unit title	Perspectives of Latvian National Economy	
Programme	Business Administration	
Year of study	1st	
Academic year	2017/2018	
Level of course unit (e.g. first, second or third cycle)	Second cycle	
Course unit code	MV015	
Name of lecturer(s)	Andris Fomins, Kārlis Ketners	
Number of ECTS credits allocated	3ECTS	
Credit points	2 Latvian credit points are multiplied by 1.5 to get ECTS credit points	
Language of instruction	English	
Type of course unit (compulsory, optional)	Optional	
Semester when the course unit is delivered	2	
Mode of delivery	Face – to face	
Aim of Course	Guest lecturer courses related to the most essential issues of national economy with the aim to integrate the issues of national economy, its perspectives and innovations into students' research.	
Preliminary knowledge (prerequisites and co-requisites)	Financial management and international finance, Finance modelling and forecast, Investment and financial management in the company, Foreign language skills.	
Course contents	<ol style="list-style-type: none"> 1. Writing and publication of research article. 2. Perspectives of Latvian national economy in the banking sector. 3. Perspectives of Latvian national economy in order to create financial income/profit. 4. Perspectives of Latvian national economy for the improvement of business environment. 	
Planned learning activities and teaching methods	The Student attends lectures offered by guest professors, participates in seminars, provides individually written or by the team) a research publication to be published by scientific proceedings or a journal at BA School of Business and Finance, participates with the presentation on the research finding at the conference.	
	Teaching methods	Student workload
	Lecture	25%
	Seminars	5%
	Independent work/ work on a presentation	20%
	Work at the library, independent studies	50%
	Kopā 80 stundas	
Learning outcomes of the course unit	<ol style="list-style-type: none"> 1. Acquired skills for the production of research publications, 2. Acquired skills for the development of presentation skills in compliance with the conference requirements. 3. Acquired skills for the publication of research publications according to journal requirements. 	

Assessment methods and criteria	Learning outcomes The form of assessment	1.	2.	3.
	Scientific publications		•	•
	Presentation	•	•	•
	Publication of scientific papers	•	•	•
Recommended or required reading	Required reading <ol style="list-style-type: none"> 1. Bryman, A. <i>Business Research Methods</i>. - 4th ed Oxford : Oxford University Press, , 2015. -. ISBN-13: 978-0199668649 2. Lancaster, G. <i>Research Methods in Management: a concise introduction to research in management and business consultancy</i>. - Amsterdam : Routledge, 2008. - 304 p. 			
	Recommended reading <ol style="list-style-type: none"> 1. Saunders, M., Lewis, P., Thornhill, A. <i>Research methods for business students</i> – 7th ed. - Harlow: Prentice Hall Financial Times: Pearson Education, 2015. - 504 p. ISBN-10: 1292016620 2. Olivier Blanchard, <i>Macroeconomics</i>. USA: Pearson (6th edition), 2012. ISBN 978-0133061635 3. <i>Research Methods for Business</i> / Joseph Hair [et al.]. – 2nd ed Chichester, West Sussex, England : John Wiley & Sons Ltd., 2011. 448 p. ISBN-10: 0765626314 4. Scientific articles on Strategic management and International Business published in EBSCO, Emerald and other data bases. 			

DESCRIPTION OF STUDY COURSE

Course unit title	Investment management	
Programme	Business Administration	
Year of study	1st	
Academic year	2017/2018	
Level of course unit (e.g. first, second or third cycle)	Master's study	
Course unit code	MV016	
Name of lecturer(s)	Jurijs Moskaļuks	
Number of ECTS credits allocated	3ECTS	
Credit points	2CP, Latvian credit points are multiplied by 1.5 to get ECTS credit points	
Language of instruction	English	
Type of course unit (compulsory, optional)	Optional	
Semester when the course unit is delivered	2	
Mode of delivery	face-to-face	
Aim of Course	To fulfil the theoretical base of financial management. To evaluate the financial condition and development potential of a company, to make decisions regarding the strategic capital allocation, to diversify the risks of an investment portfolio.	
Preliminary knowledge (prerequisites and co-requisites)	Management Accounting, Financial Management Foreign Language	
Course contents	<ol style="list-style-type: none"> 1. Financial instruments – their role and analysis techniques. Basic types of securities: public equity stock, corporate / government bonds. 2. The issuers of equities and fixed income securities. 3. Factors affecting prices of equities and fixed income securities. 4. Equity and fixed income analysis techniques. 5. Investment strategy and tactics. 6. The role of information on the financial markets. The types of information, sources and analysis techniques. 7. Macroeconomic factors affecting financial markets. 8. Portfolio diversification techniques. 9. Global financial markets – key facts and latest tendencies. 	
Planned learning activities and teaching methods	Student attends the lectures; participate in seminars; takes individual self-studying tasks. The final grade consists of: 50% individual tasks taken during the course time, 50% final exam.	
	Teaching methods	Student workload
	Lecture	10%
	Seminars	5%
	Practical work	15%
	Independent work/ work on a presentation	50%
	Work at the library, independent studies	20%
		Total 80 hours

Learning outcomes of the course unit	<ol style="list-style-type: none"> 1. Student is able to assess the essence and basic characteristics of financial instruments. 2. Student is able to take strategic and tactical investment decisions. 3. Student is able to evaluate the risks of portfolio and to diversify them. 			
Assessment methods and criteria	Learning outcomes	1.	2.	3.
	The form of assessment			
	Written work in a classroom		•	•
	Group work presentation	•	•	•
	Written examination	•	•	•
Recommended or required reading	<p>Required reading:</p> <ol style="list-style-type: none"> 1. Benjamin Graham. The Intelligent Investor: The Classic Text on Value Investing. USA: HarperBusiness, 2005. ISBN 978-0060752613 2. Jim Collins. Good to Great: Why Some Companies Make the Leap...And Others Don't. USA: HarperBusiness (1st edition), 2001. ISBN 978-0066620992 <p>Recommended literature:</p> <ol style="list-style-type: none"> 1. Howard Schilit, Jeremy Perler. Financial Shenanigans: How to Detect Accounting Gimmicks & Fraud in Financial Reports. USA: McGraw-Hill Education (3rd edition), 2010. ISBN 978-0071703079 2. Olivier Blanchard, Macroeconomics. USA: Pearson (6th edition), 2012. ISBN 978-0133061635 3. Peter Lynch, One Up On Wall Street: How To Use What You Already Know To Make Money In The Market. USA: Simon & Schuster (2nd edition), 2000. ISBN 978-0743200400 4. Thornton L. O'glove. Quality of Earnings. USA: Free Press, 1998. ISBN 978-0684863757 			

DESCRIPTION OF STUDY COURSE

Course unit title	Consumer Behaviour in Global Markets	
Programme	Business Administration	
Year of study	1	
Academic year	2017/2018	
Level of course unit (e.g. first, second or third cycle)	Second cycle	
Course unit code	MV017	
Name of lecturer(s)	Brigita Baltača	
Number of ECTS credits allocated	3 ECTS 2 Latvian credit points are multiplied by 1,5 to get ECTS credit points	
Credit points	2 CP	
Language of instruction	English	
Type of course unit (compulsory, optional)	optional	
Semester when the course unit is delivered	2	
Mode of delivery	face-to-face	
Aim of Course	The aim of the course is to ensure understanding of conceptual framework and tools for analysis of local, regional and global consumers and the competence of applying these to marketing in competitive socially and economically diverse global environments.	
Preliminary knowledge (prerequisites and co-requisites)	Awareness about the marketing environment and its processes, knowledge of English, computer skills, Internet skills, presentation skills.	
Course contents	<ol style="list-style-type: none"> 1. The subject of consumer behaviour in the global context 2. The social factors of consumption 3. The intrinsic and extrinsic factors influencing consumer behaviour: application for local, regional and global markets 4. Market research and analyses in global cross-cultural context 5. Global customers and marketing strategy relationship 	
Planned learning activities and teaching methods	<p>The student attends lectures, participates actively in lectures and seminar discussions, and completes individual and group work.</p> <p>The total evaluation of the study course consists of: 20% class attendance, participation in discussions/seminars; 40% independent work; 20% group work; 20% written final exam.</p>	
	Teaching methods	Student workload
	Lectures	12
	Seminars	8
	Presentation of individual work	4
	Practical work	26
	Work at the library, independent studies	30
	Total 80 hours	

Learning outcomes of the course unit	<ol style="list-style-type: none"> 1. The student is able to explain and apply the key terms, definitions and concepts relating to consumer behaviour. 2. The student can analyse pre- and post-purchase consumer behaviour in culturally, socially and economically diverse markets. 3. The student is able to do marketing planning and implementation in the context of diverse stakeholders operating in the multi-cultural and global environment. 				
Assessment methods and criteria	Study outcomes	1.	2.	3.	4.
	The form of assessment				
	Written individual work	•			•
	Presentation of individual work	•			•
	Presentation of group work	•	•	•	
	Written exam	•		•	
Recommended or required reading	<p>Required reading:</p> <ol style="list-style-type: none"> 1. Warren J. Keegan, Mark C. Green. Global .7th ed., global ed. - Boston, Mass : Pearson ; London, c2013. - 592 p. ISBN 0273766716. . - ISBN 9780273766711. 2. Grant, Alan P. Economic analysis of social issues / Alan Grant. - Boston : Pearson, c2016. - xxxv, 503 p. <p>ecommended reading:</p> <ol style="list-style-type: none"> 4. John J. Wild, Kenneth L. Wild. International Business : the challenges of globalization. 7th ed. - Harlow, England : Pearson Education limited, 2014. - 473 p. ISBN 9780273786979. ISBN 0273786970. 5. Journal of Consumer Marketing, Emerald journals. http://www.emeraldinsight.com/journal/jcm 				
Recommended optional programme components	To be agreed at the start of the course.				

DESCRIPTION OF THE STUDY COURSE

Course unit title	Quality and Environmental Management
Programme	Business administration
Year of study	1
Academic year	2016/2017
Level of course unit (e.g. first, second or third cycle)	Master's study programme
Course unit code	
Name of lecturer(s)	Dzintra Atstāja
Number of ECTS credits allocated	3 ECTS
Credit points	2 CP Latvian credit points are multiplied by 1,5 to get ECTS credit points
Language of instruction	English
Type of course unit (compulsory, optional)	optional
Semester when the course unit is delivered	2
Mode of delivery	face-to-face
Aim of Course	This course provides students with the basic knowledge on Environmental Management, the requirements and implementation of environmental protection and environmentally friendly entrepreneurship.
Preliminary knowledge (prerequisites and co-requisites)	Economics, Statistics
Course contents	<ol style="list-style-type: none"> 1. Environmental and sustainability principles. Environmental risks, nature protection. Green economics. 2. Environmental policy and environmental law. Green procurement 3. Understanding environmental management and sustainable development in a business context, the benefits of innovative solutions. 4. Collecting, analysing and reporting on environmental information and data. 5. Economical methods in the environmental management and assessment tools. 6. Environmental impact assessment. Control and containment of pollution. 7. Analysing problems and opportunities to development of "environmentally friendly" business and deliver sustainable solutions. 8. Communicating effectively with internal and external stakeholders. 9. Conclusion and prospects for Alternative environmental management.
Planned learning activities and teaching methods	<p>A positive score for the compulsory home tasks is obligatory in order to write an exam.</p> <p>The final score (final mark) in the scale of ten consists of:</p> <ul style="list-style-type: none"> • independent research (study work) 50%, • presentation of the independent research (study work) 20%, • theoretical exam 30%.

	Completive exam consists of questions and tasks on topics included in the study course.			
	Teaching methods		Student workload	
	Lectures		10%	
	Seminars		10%	
	Practical tasks		20%	
	The preparation of practical task and presentation		20%	
	Independent studies, studies at the library		40%	
	Total 80 hours			
Learning outcomes of the course unit	<div>1. Ability to collect, select and summarize the information, to use the data-basis for statistical data, to analyse the information gathered and to formulate it logically, and to develop coherent opinion on the results of the research.</div> <div>2. Ability to use the theoretical knowledge of work management for the implementation of practical and innovative ideas and managing the risks identified in both macro and micro level.</div> <div>3. Understanding the regularities of the industry, municipality and commercial structures, ability to develop preventive measures and to identify costs and benefits.</div>			
Assessment methods and criteria	<div>Form of studies</div> <div>Examination form</div>	1.	2.	3.
	Written tasks in auditorium	•	•	
	Written independent work and the presentation	•	•	•
	Written exam	•		•
Recommended or required reading	<div>Required reading:</div> <div>1. Environmental Management. Critical thinking and emerging practices by Peter R. Mulvihill, S. Harris Ali, 2017 by Routledge 2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN and by Routledge 711 Third Avenue, New York, NY 10017 p260</div> <div>2. Adrian Belcham. Environmental Management. Revision Guide for the IEMA Associate Membership Exam and NEBOSH Diploma in Environmental Management, 2015 by Routledge 2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN and by Routledge 711 Third Avenue, New York, NY 10017 p.152</div> <div>Recommended reading:</div> <div>1. Environment and Sustainable Development. Edited by Māris Kļaviņš, Walter Leal Filho and Jānis Zaļoksnis. Rīga: Academic Press of University of Latvia, 2010, p. 300</div> <div>2. Perman R., Ma Y., McGilvray J., Common M. Natural Resource and Environmental Economics. Fourth Edition, Pearson Education Limited, London, 2011, p. 744.</div>			
Recommended optional programme components	To be agreed at the beginning of the course.			

DESCRIPTION OF STUDY COURSE

Course unit title	Big Data Analysis	
Programme	„Business administration”	
Year of study	1	
Academic year	2017/2018	
Level of course unit (e.g. first, second or third cycle)	Second cycle	
Course unit code	MV019	
Name of lecturer(s)	Jānis Hermanis	
Number of ECTS credits allocated	3 ECTS 2 Latvian credit points are multiplied by 1,5 to get ECTS credit points	
Credit points	2 CP	
Language of instruction	English	
Type of course unit (compulsory, optional)	Optional	
Semester when the course unit is delivered	2	
Mode of delivery	Presence of lecturer	
Aim of Course	The aim of the course is to provide the skills and abilities to work with a big data sets, techniques and technologies available for getting access to such kind of data, analysing them as well the visualizations of the obtained results, flowing actual trends in data analysis area, to make better business solutions based on data, data analysis.	
Preliminary knowledge (prerequisites and co-requisites)	Informatics, mathematics, statistics, research work methodology	
Course contents	<ol style="list-style-type: none"> 1. Big Data concept 2. Data mining concept and the methodology used 3. Data mining technology 4. Concept of cognitive processes in data analysis 5. Available software for data mining methodology and technology implementation 6. Data and results visualization methodology 7. Data visualization technical tools 8. Introduction to use the programming language R in the analysis of large data 	
Planned learning activities and teaching methods	The student attends lectures, take part in seminars, and execute independent works. Joint assessment of the course consists: 50% during the study process carried out by practical works, 50% of the final research/individual work development and presentation of the results in the exam.	
	Teaching methods	Student workload (1 CP = 40 hours of student work)
	Lectures	15%
	Seminars	15%
	Practical work	20%
	Preparation and presentation of the independent	20%

	work					
	Work at the library, independent studies		20%			
			Total 80 hours			
Learning outcomes of the course unit	1. Understands the big data analysis methods used and the results obtained 2. Able to use appropriate software for data mining process in carrying out the results 3. Able to use appropriate method and software for data and results visualization and analysis 4. Able to use programming language R, for access to different data sources worldwide and analyse them					
Assessment methods and criteria	Study outcomes		1.	2.	3.	4.
	The form of assessment					
	Individual work during lectures		•			
	Group work during lectures			•	•	•
	Participating in the seminars			•	•	
	Preparation and presentation of the independent work		•	•	•	•
Recommended or required reading	Required reading: 1. Zikopoulos, P., Eaton C. (2011), <i>Understanding Big Data: Analytics for Enterprise Class Hadoop and Streaming Data</i> , McGraw-Hill Osborne Media, New York 2. Franks, B. (2012), <i>Taming The Big Data Tidal Wave: Finding Opportunities in Huge Data Streams with Advanced Analytics</i> , Wiley, New Jersey 3. Knafllic, C.,N. (2015), <i>Storytelling with Data: A Data Visualization Guide for Business Professionals</i> , Wiley, New Jersey Recommended reading: 1. Field, A. (2012), <i>Discovering Statistics Using SPSS</i> , Sage Publications, London 2. <i>Introduction to IBM SPSS Modeler and Data Mining</i> (2010), IBM Corp. 3. Provost, F., Fawcett, T. (2013), <i>Data Science for Business: What you need to know about data mining and data-analytic thinking</i> , O'Reilly Media, Sebastopol 4. North, M. (2012), <i>Data Mining for the Masses</i> , Global Text Project 5. <i>Chart Do's and Don'ts</i> (2016), Infogram Inc. 6. Paradis, E (2005), <i>R for Beginners</i> , Institut des Sciences de l'Evolution, Montpellier 7. Peng, R. (2016), <i>R Programming for Data Science</i> , Lean Publishing 8. Ferrari, A., Russo, M. (2016), <i>Introducing Microsoft Power BI</i> , Microsoft Press, Washington					

DESCRIPTION OF STUDY COURSE

Course unit title	Creative Thinking	
Programme	Business Administration	
Year of study	1	
Academic year	2017/2018	
Level of course unit (e.g. first, second or third cycle)	Second cycle	
Course unit code	MV020	
Name of lecturer(s)	Lotārs Dubkēvičs	
Number of ECTS credits allocated	3 ECTS 2 Latvian credit points are multiplied by 1,5 to get ECTS credit points	
Credit points	2 CP	
Language of instruction	English	
Type of course unit (compulsory, optional)	optional	
Semester when the course unit is delivered	2	
Mode of delivery	face-to-face	
Aim of Course	To promote a holistic approach based creative thinking and to provide practical activities, assessing the creative development of ideas and usability in professional activities.	
Preliminary knowledge (prerequisites and co-requisites)	The idea of the creative abilities, the human thinking processes, team work principles (Bachelor level of education background).	
Course contents	<ol style="list-style-type: none"> 1. Nature and importance of creative thinking. Competence to be creative. Development of creative thinking (lateral thinking). Creativity as a critical element in the process of innovations. 2. Expressions of creative thinking: <ol style="list-style-type: none"> 2.1. Individual creative activity. Elements of creativity: competence/erudition, creative thinking skills, motivation, spirituality. 2.2. Creative activity of a group/team. Conformity and cooperation (intelligence) of a group/team in correlation to creative thinking of its members. Work progress in a collective body. 3. Divergent and convergent thinking in the process of innovations. Integral thinking. 4. Thinking styles, their differences (Myers –Briggs, B. MacCartny etc.) 5. Creative idea development techniques. 	
Planned learning activities and teaching methods	Students attend lectures, participate in seminars. Total evaluation of the course attainment consists of: 40% active participation in lectures, group work and seminars; 40% presentations, 20% exam.	
	Teaching methods	Student workload
	Lectures, seminars	12
	Inductive approach based group work	12
	Independent work	20
	Independent group work/ work on a presentation	36
	Total 80 hours	

Learning outcomes of the course unit	1. Understand the nature of creative thinking and usability in professional activities. 2. Ability to apply creative idea development techniques to advance the innovation process. 3. Ability to interact creatively providing individual contribution to creative activity of the team.			
Assessment methods and criteria	Study outcomes	1.	2.	3.
	The form of assessment			
	Progress tests	•		
	Simulation game	•	•	
	Independent work/ work on a presentation	•	•	•
	Group work/ work on a presentation			•
	Written final exam			•
Recommended or required reading	Required reading: <ol style="list-style-type: none"> Govindarjan, V., Trimble, C. <i>The Other Side of Innovation : solving the execution challenge</i>. Boston : Harward Business School, 2010. 288 p. ISBN 9781422166963. <i>Harvard Business Essentials : Managing creativity and innovation : practical strategies to encourage creativity</i>. Boston: Harvard Business School Press, 2003. XV, 174 p. ISBN 1591391121. Levitt, T. Creativity is not Enough. <i>Harvard Business Review</i>, Harward Business School Publishing Corporation, 2002. <i>The International Handbook of Creativity</i>. Edited by James C. Kaufman, Robert J. Sternberg. Cambridge ; New York : Cambridge University Press, 2006. XII, 526 p. ISBN 0-521-547318. Recommended reading: <ol style="list-style-type: none"> Hanna, Julia. Getting Down to the Business of Creativity. In: <i>Working Knowledge</i> [online]. Harvard Business School, 14 May 2008. Available: http://hbswk.hbs.edu/item/5902.html <i>Creativity skills</i> [online]. Agricultural Marketing Resource Center,. Available: http://www.agmrc.org/business_development/getting_prepared/business_skills/creativity_skills.cfm <i>Edward de Bono</i> : personal web site [online]. Available: http://www.edwarddebono.com <i>Harward Business Review on Business Model Innovation</i>. Boston: Harvard Business School Press, 2010. 207 p. ISBN 9781422133422. <i>Think Like a Genius</i> [online]. Colorado, Available: www.thinklikeagenius.com 			
Recommended optional programme components	To be agreed at the start of the course			

DESCRIPTION OF STUDY COURSE

Course unit title	Intellectual Property Protection	
Programme	Business Administration	
Year of study	1	
Academic year	2017/2018	
Level of course unit (e.g. first, second or third cycle)	Second cycle	
Course unit code	MV021	
Name of lecturer(s)	Jānis Grasis	
Number of ECTS credits allocated	3 ECTS 2 Latvian credit points are multiplied by 1,5 to get ECTS credit points	
Credit points	2 CP	
Language of instruction	English	
Type of course unit (compulsory, optional)	optional	
Semester when the course unit is delivered	2	
Mode of delivery	face-to-face	
Aim of Course	Provide the necessary legal knowledge and skills for the protection of the intellectual property in order to ensure the protection of one's own legal rights and commercialization of intellectual property.	
Preliminary knowledge (prerequisites and co-requisites)	Legal Studies, Commercial Law	
Course contents	<ol style="list-style-type: none"> 1. The concept of intellectual property and its types 2. Copyright 3. Patent right 4. Design samples 5. Trade marks 6. Geographical references 7. Trade secrets 8. Intellectual property on the internet 	
Planned learning activities and teaching methods	<p>Students attend lectures, take part in seminars and perform practical assignments.</p> <p>The final assessment of acquiring the study course is made up of: attendance of lectures (10%), participation in seminars (45%), independent work (45%).</p>	
	Teaching methods	Student workload
	Lectures	12
	Group work	4
	Seminars	8
	Independent work/ work on a presentation	24
	Work at the library, independent studies	32
	Total 80 hours	

Learning outcomes of the course unit	1. Ability to analyze case studies on the protection of intellectual property from a perspective of the national and international legislation and make an appropriate decision. 2. Ability to apply the obtained theoretical knowledge for commercialization of intellectual property. 3. Ability to work in a team, give a reasoned argument and express a substantiated opinion.			
Assessment methods and criteria	Study outcomes	1.	2.	3.
	The form of assessment			
	Seminars	•		•
	Practical assignments	•		•
	Independent work and its presentation	•	•	•
	Oral examination	•	•	
Recommended or required reading	Required reading: <ol style="list-style-type: none"> 1. Mark A. Lemley , Peter S. Menell , Robert P. Merges Intellectual Property in the New Technological Age: 2016: Vol. I Perspectives, Trade Secrets and Patents 2. Mark A. Lemley , Peter S. Menell , Robert P. Merges Intellectual Property in the New Technological Age: 2016: Vol. II Copyrights, Trademarks and State IP Protections Recommended reading: <ol style="list-style-type: none"> 1. Schafer, R.,Agusti, F.,Early, B. <i>International Business Law and Its Enviroment</i>. USA: Cengage Learning, 2009. ISBN 0538473614 2. www.wipo.int 			
Recommended optional programme components	To be agreed at the start of the course.			

DESCRIPTION OF STUDY COURSE

Course unit title	Cross Cultural Communication	
Programme	Business Administration	
Year of study	1	
Academic year	2017/2018	
Level of course unit (e.g. the first, second, third cycle)	Second cycle	
Course unit code	MV022	
Name of lecturer/s	Sandra Kraže	
Number of ECTS credits allocated	3 ECTS 2 Latvian credit points are multiplied by 1,5 to get 3 ECTS credit points	
Credit points	2 CP	
Language of instruction	English	
Type of course unit (compulsory, optional)	optional	
Semester when the course unit is delivered	1	
Mode of delivery	face-to-face	
Aim of Course	To develop competence to work in intercultural teams, the ability to cooperate with various stakeholders. To develop the understanding of cross cultural communication in solving practical problems in various complex situations. To acquaint students with information sources in order to understand and develop cross cultural communication skills in cultural analysis by using case studies.	
Preliminary knowledge (prerequisites and co-requisites)	Foreign language knowledge, presentation skills, communication skills	
Course content	<ol style="list-style-type: none"> 1. Cultural dimensions, classification. Definition of culture, its elements. Views of E.Hall, G Hofstead, R.D. Lewis 2. Culture shock analysis and how to deal with it. 3. Deal and relationship cultures, time dimension. 4. Communication peculiarities in doing business. Communication impact on doing business (meetings, negotiations, types of presentations). 	
Planned learning activities and teaching methods	Participation in lectures and seminars and carry out other tasks related to the course. Assessment consists of: 30% tests, 40% individual tasks, 30% oral exam.	
	Study methods	Student workload
	Lectures	12
	Group work	6
	Seminars	6
	Independent work and presentation preparation	26
	Independent work in the library	30
		Total 80 hours

Learning outcomes of the course unit	<p>Students will be able to demonstrate skills of acquired theoretical knowledge in order to solve practical problems related to cross cultural communication, to assess and improve discussion skills in intercultural environment, to assess cultural peculiarities and communicate intercultural:</p> <ol style="list-style-type: none"> 1. Demonstrate knowledge on theory on cultural similarities and differences that impact partnership formation in global markets by writing a report. 2. Demonstrate skills in business negotiations, skills in culture shock awareness and assessment, present and analyse critically a case study of culture shock. 3. Be able to conduct meetings, presentations in intercultural environment, deal with problem solutions in diverse cultures. 			
Assessment methods and criteria	Learning outcomes	1.	2.	3.
	The form of assessment			
	1. Test on theory- 2 written tests	•		
	2. Written essay on culture shock case study	•	•	
	3. Simulation game	•	•	•
	4. Independent work	•	•	•
	5. Oral exam	•	•	•
Recommended or required reading	<p>Required reading:</p> <ol style="list-style-type: none"> 1. Gesteland, R R. <i>Cross – cultural Business Behavior</i>. 5th ed. Copenhagen Business School Press, 2012 2. Lewis, R. D. <i>The Cultural Imperative</i>. USA: Intercultural Press, 2007 3. Marx, E. <i>Breaking Through Culture Shock</i>. Nicholas Brealey Publishing, 2011 <p>Recommended reading:</p> <ol style="list-style-type: none"> 1. Maureen, G. <i>Communicating across cultures at work</i>. London: Palgrave Macmillan, 2008. p. 360 ISBN 1-403-91349-8 			
Recommended optional programme components	To be agreed at the start of the course			

DESCRIPTION OF STUDY COURSE

Course unit title	Corporate Social Responsibility	
Programme	Business Administration	
Year of study	1	
Academic year	2017/2018	
Level of course unit (e.g. first, second or third cycle)	Master's Study	
Course unit code	MV023	
Name of lecturer(s)	Brigita Baltaca	
Number of ECTS credits allocated	3 ECTS	
Credit points	2 CP, Latvian credit points are multiplied by 1,5 to get ECTS credit points	
Language of instruction	English	
Type of course unit (compulsory, optional)	Optional	
Semester when the course unit is delivered	2	
Mode of delivery	Face-to-face	
Aim of Course	To enable students to analyze, discuss, describe, and demonstrate how corporate responsibility impacts the key business processes and strategies of a company in the contemporary business environment of globalization combined with increased transparency of corporate operations.	
Preliminary knowledge (prerequisites and co-requisites)	Management theory, Human resource management, Changes Management, English language	
Course contents	<ol style="list-style-type: none"> 1. Drivers of corporate social responsibility (CSR) 2. Models and theories of CSR 3. Historical Perspective and Stakeholders 4. CSR and Organisational Vision & Mission 5. International Impact of CSR 6. Global CSR Issues and Sustainability 7. CSR Codes of Conduct 	
Planned learning activities and teaching methods	Participation in seminars, practical work during lectures,, development of independent work and its successful assessment – 40%, exam – 60%	
	Teaching methods	Student workload
	Lecture	15%
	Seminars	15%
	Independent work/ work on a presentation	35%
	Work at the library, independent studies	35%
	Total 80 hours	
Study outcomes of the course unit	<ol style="list-style-type: none"> 1. Can examine and debate the potential public responsibilities of corporations within the global community. 2. Able to explore the various metrics used to measure corporate social responsibility (CSR) engagements and to review existing primary and secondary data sources of these results. 3. Can examine how socially responsible initiatives are now being presented in marketing strategies in key industries such as IT and 	

	consumer products.			
Assessment methods and criteria	Study outcomes	1.	2.	3.
	The form of assessment			
	Written work in a classroom	•		•
	Independent work and its presentation	•	•	•
	Written examination	•		•
Recommended or required reading	Required reading:			
	1. Stephen P. Robbins, Mary Coulter, Management. 12th ed. / Global ed. - Harlow : Pearson Education Limited, 2014. - 720 p. ISBN 9780273787020. . - ISBN 0273787020			
	Recommended reading:			
	1. Social Responsibility Education Across Europe : A Comparative Approach / Turker, Duygu, Altuntaş Vural, Ceren, Idowu, Samuel O. (Eds.). - Switzerland : Springer International Publishing, c2016. - XXIII, 234 p. ISBN 9783319267142			
	2. Grant, Alan P. <i>Economic analysis of social issues</i> / Alan Grant. - Boston : Pearson, c2016. - xxxv, 503 p. ISBN 9780133023039. ISBN 0133023036			
	3. Business Ethics Magazine. – www.business-ethics.com			
Recommended optional programme components	To be agreed at the start of the course			

DESCRIPTION OF STUDY COURSE

Course unit title	Sustainable Leadership	
Programme	Business Administration	
Year of study	1	
Academic year	2017/2018	
Level of course unit (e.g. first, second or third cycle)	Second cycle	
Course unit code	MV024	
Name of lecturer(s)	Brigita Baltača	
Credit points	2CP	
Number of ECTS credits allocated	3 ECTS Latvian credit points are multiplied by 1,5 to get ECTS credit points	
Language of instruction	English	
Type of course unit (compulsory, optional)	Compulsory	
Semester when the course unit is delivered	2	
Mode of delivery	face-to-face	
Aim of Course	The aim of the course is to provide students with theoretical and practical knowledge about leadership and responsible entrepreneurship in a global context with a focus on sustainability, diversity, communication and culture.	
Preliminary knowledge (prerequisites and co-requisites)	Management Basics, English Language, computer and Internet skills, discussion, persuasion, and presentation skills.	
Course contents	<ol style="list-style-type: none"> 1. Sustainability and leadership. 2. Leadership theories. Leadership point of view 3. Critical thinking 4. Adaptive leadership 5. Level Three Leadership 6. Globalisation of Human Capital. 7. Team building, decision making in a team. Leadership in a multicultural team. 	
Planned learning activities and teaching methods	<p>The student attends lectures, actively participates in lectures and discussion seminars and completes independent and group work.</p> <p>The total evaluation of the study course consists of</p> <p>35% attendance, active participation in discussions/seminars</p> <p>20% independent work</p> <p>20% group work (case analysis)</p> <p>30% written final exam.</p>	
	Teaching methods	Student workload
	Lecture	12
	Group work	4
	Seminars	8
	Independent work/ work on a presentation	26
	Work at the library, independent studies	30
	Total 80 hours	

Learning outcomes of the course unit	<ol style="list-style-type: none"> 1. The student can determine and apply knowledge of sustainability and leadership theory, principles and best practice to applied projects. 2. He student can apply leadership practices for predicting, implementing and embedding successful change, and building personal and organisational resilience. 3. The student is able to organize work in a multicultural team. 			
Assessment methods and criteria	Study outcomes			
	The form of assessment	1.	2.	3.
	Written work in a classroom	•		•
	Independent work and its presentation	•		
	Group work presentation.	•	•	
Recommended or required reading	Written examination	•	•	•
	Required reading:			
	<ol style="list-style-type: none"> 1. Deresky H. <i>International Management: Managing Across Borders and Cultures</i> (9th edition). Pearson 2016, 504 p. Print ISBN : 9780134376042, 0134376048. eText ISBN: 9780134379722, 0134379721 2. Clawson, James G. <i>Level Three Leadership Getting Below the Surface</i>. 5th ed. - Upper Saddle River, N.J. : Pearson Education Limited, c2014. - 466 p. ISBN 1292039949; 9781292039947. 			
	Recommended reading:			
	<ol style="list-style-type: none"> 1. <i>Applied Psychology</i> [online]: An International Review, Academic journal, Blackwell Publishing Limited, UK. Available: http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1464-0597 2. Grant, Alan P. <i>Economic analysis of social issues</i> / Alan Grant. - Boston : Pearson, c2016. - xxxv, 503 p. ISBN 9780133023039. ISBN 0133023036 3. Owen, Hilarie, Hodgson, Vicky, Gazzard, Nigel. <i>The Leadership Manual</i>. London : Pearson education Limited, 2004. XIX, 360 p. ISBN 0273675516. 4. Yukl, Gary. <i>Leadership in Organisations</i>. 6th ed. Upper Saddle River : Pearson Education ; Prentice Hall, 2006. XVI, 542 p. ISBN 0-13-149484-8. 5. <i>Leadership and Organisational Development Journal</i>. Emerald Journals. 			
Recommended optional programme components	To be agreed at the start of the course.			