

Study programme "Entrepreneurship and Management"

Main attributes

Title	Entrepreneurship and Management
Identification code	IKU0
Education classification code	41345
Level and type	First Level (Short Cycle) Professional Higher Education
Higher education study field	Management and Administration, Real Estate Management
Head of the study field	Inga Lapiņa
Department responsible	Faculty of Engineering Economics and Management
Head of the study programme	Līga Kamola
Professional classification code	3339 21; 2423 07; 3313 01
The type of study programme	Full time, Part time, Extramural
Language	Latvian
Accreditation	26.05.2021 - 27.05.2027; Accreditation certificate No 2022/35
Volume (credit points)	120.0
Duration of studies (years)	Full time studies - 2,0; Part time studies - 2,5; Extramural - 2,5
Degree or/and qualification to be obtained	- / accountant or personnel specialist, or marketing specialist
Qualification level to be obtained	The 5th level of European Qualifications Framework (EQF) and Latvian Qualifications Framework (LQF); the 5th level of professional qualification
Programme prerequisites	General or vocational secondary education

Description

Abstract	The study programme "Entrepreneurship and Management" is designed for people who want to acquire basic professional knowledge and skills in business and administration. The content of studies can be adapted to individual needs by choosing one specialisation - marketing and sales, personnel management or accounting. At the end of the studies, the graduate obtains a first-level professional higher education diploma and, in accordance with the chosen specialisation, a qualification - marketing and sales specialist, personnel specialist or accountant.
Aim	The aim of the study programme is to provide an opportunity to obtain professional competences in entrepreneurship with in-depth specialisation in one of three qualifications selected by the student – marketing specialist, personnel specialist or accountant, and to develop professional ethics and social responsibility in students, as well as to create a basis for further studies to obtain competences at a higher level.
Tasks	Objectives of the study programme: -to develop analytical critical thinking in students and to promote interest in the processes taking place in the professional area describing and analysing the situation in the company and development trends in the professional area (in marketing and sales, personnel management or accounting); -to provide comprehensive and specialised knowledge, to develop professional skills in one of the specialisations of the study programmes selected by the student, achieving appropriate academic performance and learning outcomes in each course; -to develop students' skills in identifying problems, formulating objectives and their resolution, offering solution to professional problems within the scope of study courses and in the graduation paper; -to develop communication and cooperation skills of students by promoting the use of these skills in the study process and further in their practice.

Learning outcomes	<p>Upon mastering the study programme the graduate shall be able:</p> <ul style="list-style-type: none"> -to demonstrate comprehensive and diverse knowledge and understanding of specific facts, principles, processes and concepts necessary for the performance of work tasks in standard and non-standard situations in general management, business processes or administrative management; -to select necessary information, formulate, describe and analyse practical problems in their profession and, based on an analytical approach, to carry out practical tasks in both predictable and changeable environment, and to find effective solutions to problems in general management, business processes or administrative management; -to cooperate with stakeholders and institutions in a multicultural environment, taking into account the principles of professional ethics for themselves and others, to discuss and reason professional matters and solutions with colleagues, customers and management; -to demonstrate awareness of the role of their profession in ensuring and development of general management, business or administrative processes, to take responsibility for the performance and quality of the work performed, to evaluate and improve their own professional activities and those of other persons. <p>Upon mastering the study programme specialisation “Marketing and Sales” the graduate shall be able:</p> <ul style="list-style-type: none"> -to organise and perform market research, to analyse market research results, -to develop a trade plan and to organise its implementation, to take measures for promotion of products on the market, to determine the price of goods; -to prepare and provide information to the buyer on the goods or services to be sold, to conduct negotiations on conclusion of a contract on behalf of a seller or buyer, to buy and sell products, to establish contacts between buyers and sellers; -to help to ensure sales operations in the company in compliance with the requirements of regulatory enactments of the Republic of Latvia, as well as international documents binding to the Republic of Latvia. <p>Upon mastering the study programme specialisation “Personnel Management” the graduate shall be able:</p> <ul style="list-style-type: none"> -to keep records of personnel, to ensure collection, systematisation and analysis of personnel data; -to conduct the personnel recruiting process, to organise onboarding of new employees in the company, to organise personnel training, to participate in the development and maintenance of the system of performance appraisal and competences of personnel, to participate in the creation of system of incentives and wages of employees; -to ensure that the requirements of regulatory enactments regulating labour employment relations are complied with; -to advise employees. <p>Upon mastering the study programme specialisation “Accounting” the graduate shall be able:</p> <ul style="list-style-type: none"> -to plan, organise and manage full accounting of financial operations of a company, institution and/or organisation, to create an accounting system and to draw up accounting organisation documents, to register and enter economic transactions, to calculate taxes and duties, wages; -to evaluate and register long-term investments, current assets, equity and liabilities, and provisions, to plan, organise and perform stocktaking, to independently develop specific financial flow sections, to summarise, plan, control financial resources, incl. taxes, distribution, to supervise debtors and creditors; -to ensure compliance with and application of regulatory enactments and international regulations effective in the Republic of Latvia in the area of accounting.
Final/state examination procedure, assessment	<p>Mastering of the programme closes with submission of the qualification paper. The qualification paper is a paper independently prepared by a student on a topic corresponding to the specialisation selected by the student. In the qualification paper, the student performs the analysis of a functional area of the specific company – marketing and sales, personnel management or accounting – and develops extensive proposals for improvement of the respective area.</p> <p>The qualification paper is reviewed and publicly defended at the hearing of the State Final Examination Commission. The head of the Commission and at least half of the commission are representatives of professional industry organisations and employers. The composition of the commission is proposed by the responsible structural unit upon agreement with the director of the study programme and approval by the RTU rector.</p> <p>The performance of the student at the final examination is evaluated at a closed meeting by the State Final Examination Commission based on the student’s report and quality of answers to questions relating to the prepared qualification paper, the most important general and professional study courses, notes of the supervisor and reviewer, as well as taking into account the evaluation of the qualification paper by supervisor and reviewer.</p>
Description of the future employment	<p>Graduates of the study programme can work as business and management (administration) specialists in private or public sector companies, as well as develop their own business in services. Depending on the acquired qualification, the graduate may perform duties in the following professions:</p> <ul style="list-style-type: none"> - marketing and sales specialist, assistant marketing manager, commercial employee (for a graduate with the qualification “marketing and sales specialist”); - personnel specialist, personnel record keeper, personnel management consultant (for a graduate with the qualification “personnel specialist”); - accountant, financial officer, material accountant, market operations and payments specialist (for a graduate with the qualification “accountant”).
Special enrollment requirements	<p>To state-funded places in full-time study programmes students are admitted in an open and equal competition, which is carried out on the basis of the results of the centralised secondary school examinations. For the applicants of the Faculty of Engineering Economics and Management two best results out of the following study subjects – mathematics, physics, a foreign language, the Latvian language – are taken into account. Applicants for the self-financed studies are admitted without exams.</p>
Opportunity to continue studies	<p>Graduates are eligible to continue their studies in the appropriate bachelor's professional study programme (in the 3rd year), as well as the transfer of credit points is possible.</p>

Courses

No	Code	Name	Credit points
A		Compulsory Study Courses	45.0
1	IV0761	Introduction to Studies	1.0
2	DE0272	Mathematics	3.0
3	IV0002	Statistics	4.0
4	IV0152	Economics	6.0
5	IV0132	Enterprise Economics	5.0
6	IV0759	Civil Protection	2.0
7	IV0165	Work Environment and Ergonomics	3.0
8	IV0698	Business and Labour Law	4.0
9	IV0701	Information Technology and Business Data Analysis	3.0
10	DA0055	Environment and Climate Roadmap	2.0
11	SD0003	Innovative Product Development and Entrepreneurship	6.0
12	IV0294	Enterprise Management	6.0
B		Compulsory Elective Study Courses	36.0
B1		Field-Specific Study Courses	27.0
		<i>Common study courses</i>	<i>3.0</i>
1	IV0189	Project Management	3.0
2	IV0148	Accounting	3.0
3	IV0202	Quality Systems (basics)	3.0
4	IV0760	Personnel Management	3.0
5	IV0149	Fundamentals of Logistics	3.0
		<i>Marketing</i>	<i>24.0</i>
1	IV0193	Brand Management	6.0
2	IV0205	Visual Communication	3.0
3	IV0203	Consumer Behavior	3.0
4	IV0192	Digital Marketing	3.0
5	IV0713	Marketing	5.0
6	IV0709	Marketing Communication	4.0
		<i>Personnel management</i>	<i>24.0</i>
1	IV0122	Personnel Management	8.0
2	IV0206	Personnel Records	3.0
3	IV0025	Managerial Psychology	4.0
4	IV0208	Personnel Management (study project)	3.0
5	IV0197	Economics of Human Resources	3.0
6	IV0194	Work Motivation Theories	3.0
		<i>Accounting</i>	<i>24.0</i>
1	IV0188	Financial Accounting	6.0
2	IV0196	Managerial Accounting	6.0
3	IV0199	Audit and Control	3.0
4	IV0333	Taxes and Duties	3.0
5	IV0314	Fundamentals of Finances	6.0
B2		Humanities and Social Sciences Study Courses	3.0
1	IV0195	Business Communication	3.0
2	IV0201	Social Responsibility and Business Ethics	3.0
B6		Languages	6.0
1	DE0249	English	3.0
2	DE0264	German	3.0
3	DE0269	English, Special Course in Marketing	3.0
4	DE0268	German, Special Course in Marketing	3.0
5	DE0267	Human Resource Management Special Course in English	3.0
6	DE0270	Human Resource Management Special Course in German	3.0
7	DE0271	English, Special Course in Accounting	3.0
8	DE0266	German, Special Course in Accounting	3.0
C		Free Elective Study Courses	3.0
D		Practical Placement	24.0
1	IV0209	Internship	24.0
2	IV0190	Internship	24.0
3	IV0204	Internship	24.0

E		Final Examination	12.0
1	IV0207	Qualification Paper	12.0
2	IV0198	Qualification Paper	12.0
3	IV0211	Qualification Paper	12.0