



RĪGAS TEHNISKĀ UNIVERSITĀTE

Reģ.Nr.9000068977, Kipsalas iela 6A, Rīga, LV-1048, Latvija
Tālr.:67089999; Fakss:67089710, e-pasts:rtu@rtu.lv, www.rtu.lvwww.rtu.lv

15.07.2025 01:46

Study programme "Entrepreneurship and Management"

Main attributes

Title	Entrepreneurship and Management
Identification code	ICU0
Education classification code	42345
Level and type	Professional Bachelor (First Cycle) Studies
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	2631 02
The type of study programme	Full time, Extramural
Language	Latvian, English
Accreditation	26.05.2021 - 27.05.2027; Accreditation certificate No 2022/35
Volume (credit points)	240.0
Duration of studies (years)	Full time studies - 4,0; Extramural - 5,0
Degree or/and qualification to be obtained	Professional bachelor degree in entrepreneurship and management / enterprise manager or finance manager, or marketing manager, or personnel manager
Qualification level to be obtained	The 6th level of European Qualifications Framework (EQF) and Latvian Qualifications Framework (LQF); the 6th level of professional qualification
Programme prerequisites	General or vocational secondary education

Description

Abstract	<p>The study programme prepares specialists for the functional manager profession with the possibility of three specializations. The study programme is developed in a way that gives students an opportunity to learn core economics and management concepts in the first two study years and dedicate the last two years to mastering study courses designed for each specialization.</p> <p>The curriculum contains economic and management theory, chosen specialization, information technology, humanitarian study courses and foreign language.</p> <p>The study programme provides the opportunity to specialize in one of the four fields:</p> <ul style="list-style-type: none">• Business management;• Financial management;• Marketing management;• Human Resource management. <p>In English, the study programme is being implemented only as full-time intramural studies.</p>
Aim	<p>The aim of the study programme is to prepare internationally competitive and dynamic business, financial, management and human resources management specialists, to build students' understanding of professional ethics and socially responsible management, to extend the field of vision, as well as to create a basis for further studies at a higher level to acquire knowledge and competence.</p>
Tasks	<p>General objectives of the study programme:</p> <ul style="list-style-type: none">- to provide students with comprehensive knowledge in the selected specialisation, to build competencies of a functional leader in accordance with the selected specialisation and the requirements formulated by the labour market;- to ensure improvement and development of the content of the study programme, the study process, scientific research work in accordance with current development trends and needs of the national economy;- to promote the interest of students in further professional improvement, supplementing of academic knowledge and further studies, to develop research work skills and promote their use;- to arouse the interest of students in the processes ongoing in society, to stimulate the development of students into a positive, modern, responsible, ethical person capable of acting, who is able to act and adopt decisions independently;- to develop research work of academic staff and students and practical use of the obtained results in business management;- to stimulate the development of students into positive, modern, socially responsible person capable of acting, who is able to act independently and adopt decisions independently;- to promote international mobility and involvement of students in scientific research work, including in different projects.

Learning outcomes	<p>Graduates of the study programme (for all specializations):</p> <ul style="list-style-type: none"> - are able to analyse the business environment, prepare reviews on factors of the external and internal environment, to justify them using quantitative methods; - are able to develop development plans for an organisation or an organisational unit, to set goals in accordance with the strategy and policy of the organisation; - are able to identify the resources necessary for the achievement of goals, to determine risks; - understand the impact of the structure of the organisation for the achievement of set goals and are able to offer suggestions to increase the efficiency of internal processes; - are able to lead an organisational unit in a functional area, reach the set goals and control the use of resources; - know the legal regulations of the functional area, are able to comply with the requirements of regulatory enactments; - know how to effectively communicate own beliefs, are able to organise and lead communication in a professional environment, observe principles of professional and general ethics; - use scientific research methods to justify own opinion, are able to conduct research with added value; - understand and are able to use information technology tools for the achievement of the goals of the organisation; - are able to freely communicate in the professional environment at least in one foreign language. <p>Additional graduates of the study programme:</p> <p>Specialization “Business management”:</p> <ul style="list-style-type: none"> - are able to plan, organise and manage the work of the company in accordance with the company's strategy, mission and objectives in the interests of the owners and the public; - are able to monitor performance, motivate staff and communicate with stakeholders. <p>Specialization “Financial management”:</p> <ul style="list-style-type: none"> - are able to manage the finances of an organisation based on ethical management principles and best practices in financial management, including at the international level; - are able to analyse economic and financial market situations, forecast and model future financial performance patterns, and understand the financial situation of the organisation; - are able to ensure financial planning and control and risk management appropriate to the strategic objectives of the organisation. <p>Specialization “Marketing management”:</p> <ul style="list-style-type: none"> - are able to develop short- and long-term marketing strategies to promote products on the market and to promote the image of the organisation; - are able to carry out market research and analysis, organise the search for new market segments for the organisation's products, analyse target audiences, and apply marketing measures according to the target audience and market situation; - are able to organise the development and implementation of the organisation's marketing communication, including the development and implementation of product promotion activities, visual/audio/video advertising and visual design of products, and selection of the most effective means and media. <p>Specialization “Human Resource management”:</p> <ul style="list-style-type: none"> - are able to develop an organisation's hr management strategy, policies and objectives in line with the organisation's goals; - are able to develop, analyse, evaluate and improve the organisation's hr management system; - are able to plan and forecast the organisation's human resources, develop and adapt remuneration systems according to the organisation's specific activities; - understand and promote employee engagement, create and maintain an organisation's hr development system, and organise and manage the work of the organisation's HR department.
Final/state examination procedure, assessment	Mastering of the study programme ends with a state examination, which includes a defence of the Bachelor's thesis.
Description of the future employment	Graduates can develop their careers at various business entities, state and municipal bodies, banks, manufacturing and trade enterprises, tourist agencies, auditing and insurance companies, as well as they can establish and manage their own enterprises.
Special enrollment requirements	-
Opportunity to continue studies	Graduates may continue education at the professional master and academic master study programmes “Entrepreneurship and Management” and “Economics”, or at any other master study programme implemented by the Faculty of Engineering Economics and Management at RTU, as well as at the master study programme and professional study programme at other universities, which enrol students with a bachelor's degree.

Courses

No	Code	Name	Credit points
A		Compulsory Study Courses	114.0
A1		General Education Study Courses	17.0
1	IV0761	Introduction to Studies	1.0
2	IV0759	Civil Protection	2.0
3	DA0055	Environment and Climate Roadmap	2.0
4	SD0003	Innovative Product Development and Entrepreneurship	6.0
5	IV0441	Introduction to research	6.0
A.2		Field-Specific Theoretical Basic and IT Study Courses	55.0
1	DE0143	Mathematics	8.0
2	IV0002	Statistics	4.0
3	IV0152	Economics	6.0
4	IV0315	Information Technologies in Business and Personnel Management	6.0
5	IV0294	Enterprise Management	6.0
6	IV0300	Entrepreneurship	3.0
7	IV0316	Entrepreneurship (study project)	3.0
8	IV0714	Public Relations and Corporate Communication	4.0
9	IV0701	Information Technology and Business Data Analysis	3.0
10	IV0702	Business Intelligence Tools and Methods	3.0
11	IV0762	Business Data Processing Automation	3.0
12	IV0201	Social Responsibility and Business Ethics	3.0
13	IV0165	Work Environment and Ergonomics	3.0
A.3		Field-Specific Professional Study Courses	42.0
1	IV0029	Basics of Quality Management	4.0
2	IV0314	Fundamentals of Finances	6.0
3	IV0290	Business Etiquette and Communication	6.0
4	IV0265	Accounting and management approach analysis	6.0
5	IV0305	Process Analysis and Control	3.0
6	IV0760	Personnel Management	3.0
7	IV0189	Project Management	3.0
8	IV0697	Business and Labour Law	6.0
9	IV0713	Marketing	5.0
B		Compulsory Elective Study Courses	60.0
B1		Field-Specific Study Courses	48.0
		<i>Business management</i>	<i>48.0</i>
1	IV0292	Management System Analysis	6.0
2	IV0203	Consumer Behavior	3.0
3	IV0030	Coaching and Team Management	4.0
4	IV0293	Startup Development	3.0
5	IV0310	Startup Development (study project)	3.0
6	IV0321	E-Commerce and Marketing	6.0
7	PA0115	Public Speech and the Culture of Latvian Language	6.0
8	IV0149	Fundamentals of Logistics	3.0
9	IV0025	Managerial Psychology	4.0
10	IV0333	Taxes and Duties	3.0
11	IV0320	Enterprise Management (study project)	3.0
12	IV0767	Occupational Safety in the Company	3.0
		<i>Financial management</i>	<i>48.0</i>
0	IV0313	Managerial Accounting	6.0
1	IV0095	Business Forecasting	5.0
2	IV0322	Financial Reporting and Analysis	6.0
3	IV0298	Financial Management	6.0
4	IV0307	Financial Management (study project)	3.0
5	IV0297	Computer-based Accounting	9.0
6	IV0285	Assurance and Audit	6.0
7	IV0051	Financial Instruments	4.0
8	IV0291	Financial Instruments Portfolio Management (course project)	3.0
		<i>Marketing management</i>	<i>48.0</i>
0	IV0203	Consumer Behavior	3.0

1	IV0193	Brand Management	6.0
2	IV0205	Visual Communication	3.0
3	IV0192	Digital Marketing	3.0
4	IV0321	E-Commerce and Marketing	6.0
5	IV0712	Marketing Research	5.0
6	IV0711	Marketing Research (Study Project)	3.0
7	IV0710	Marketing Strategic Plan (Study Project)	3.0
8	IV0708	Strategic Management of Marketing	6.0
9	IV0699	Integrated Marketing Communication	10.0
		<i>Human Resource management</i>	<i>48.0</i>
11	IV0299	Career Management	6.0
12	IV0122	Personnel Management	8.0
13	IV0208	Personnel Management (study project)	3.0
14	IV0206	Personnel Records	3.0
15	IV0295	Personnel Policy and Planning	6.0
16	IV0287	Personnel Policy and Planning (Study Project)	3.0
17	IV0197	Economics of Human Resources	3.0
18	IV0194	Work Motivation Theories	3.0
19	IV0025	Managerial Psychology	4.0
20	IV0292	Management System Analysis	6.0
21	IV0767	Occupational Safety in the Company	3.0
B2		Humanities and Social Sciences Study Courses	6.0
1	DE0263	Organizational Psychology	3.0
2	IV0323	Business and Social Dialogue	6.0
3	IV0707	Personal and Professional Development	3.0
B6		Languages	6.0
1	DE0315	Business English	6.0
2	DE0314	Business German	6.0
C		Free Elective Study Courses	9.0
D		Practical Placement	39.0
1	IV0317	Internship	39.0
2	IV0309	Internship	39.0
3	IV0312	Internship	39.0
4	IV0301	Internship	39.0
E		Final Examination	18.0
1	IV0306	Bachelor Thesis	18.0
2	IV0318	Bachelor Thesis	18.0
3	IV0308	Bachelor Thesis	18.0
4	IV0289	Bachelor Thesis	18.0