



RIGA TECHNICAL
UNIVERSITY

Faculty of Engineering Economics and Management

Please note! This is a preliminary list of courses. Changes may occur!

SPRING SEMESTER

BACHELOR COURSES

Code	Course name	CP	ECTS
IÄS411	International Marketing	2.0	3.0
<p>International Marketing course gives a basic outlook of marketing methods and tools used in international marketing, as well as their practical application, analysis and evaluation of results. The course gives an overview of marketing theories, their significance in marketing nowadays and shows the development of future communications in international marketing. It also provides an outlook on different product and service markets and their anthropological differences, communication types and methods. It shows the basics of branding and brand management.</p>			
IÄS734	Organization of International Purchasing Process	2.0	3.0
<p>Study course provides an overview of an international purchasing process, its planning, establishing, management and control. It pays attention to the key factors, such as, suppliers' evaluation and awarding, cooperation, cost efficiency, process efficiency. It helps the student to have a solid ground underneath when choosing one supplier and not the other, based on the financial benefits for his/her the company.</p>			
IÄS732	The European Union Governance and Policy	2.0	3.0
<p>The study course provides an insight into the creation of the European Union, the competences and legal system, explains the organization of the European Union institutions, functions and the process of decision-making, introduces the European Union's policies relating to the economy and business.</p>			
IVZ875	Startup Development	4.0	6.0
<p>The study course provides students with the understanding and knowledge they need to start and start a new business. It deals with issues related to defining ideas, testing ideas, raising funding and developing a development strategy. After completing the study course, students will be familiar with the principles of starting a new business and will have the necessary knowledge and skills to start one.</p>			
IRE404	Current Trends of the European Union Economic Policy	2.0	3.0
<p>The course contains theoretical information on approaches and forms of integration. The stages of EU formation, the challenges of the Lisbon Treaty, the EU budget and the role of the main institutions are being considered. There is a brief description and analysis of the EU's economic policies, with a particular focus on the Common Agricultural Policy and external trade policy.</p>			
IDA102	General and Occupational Safety	1.0	1.5
<p>The study course provides basic knowledge about labour protection framework, legal acts for labour protection, taking into account the International Labour Organization conventions and requirements of the EU legal acts. Students acquire skills to create in-house basis for normative acts, taking into account the type of enterprise's activity. Students acquire basic</p>			

understanding of the risks in the work environment and the methods of their elimination, as well as of the labour protection monitoring system principles in enterprise or institution.

IVZ883	Business Intelligence Technologies	4.0	6.0
This course helps to gain all needed skills and competencies for analysis and consolidation of a company data. After this course students will be able to use MS Excel and Power BI tools for analysis of business processes, develop data models for business and build visualizations on top of them. Will better understand the role of data and information in optimization and automation of internal and external business processes.			

IVZ762	Corporate Social Responsibility	3.0	4.5
The study subject demonstrates the development and role of Corporate social responsibility (CSR) in Latvia and worldwide. Study subject explores public opinions on social responsibility in business environment through analysis of situations of moral dilemmas. Introduce business ethics and introduce a modern approach to solving typical business issues.			

IUE219	Marketing	4.0	6.0
Definitions and essence of marketing. Detailed focus on marketing environment. Marketing mix elements and their interrelationship. Consumer behaviour in the consumer and business market, the place of consumers within the marketing system. Segmentation, product and pricing policy, organization of marketing and control, development of a marketing information system, competition, product life cycle, distribution, promotion in the market etc.			

IUF747	Fundamentals of Business Economics	2.0	3.0
The study course examines the business (entrepreneurship) economic environment and business-related economic processes: company formation, business idea analysis and decision-making process, using market information and financial performance forecasts. The study course specifically addresses issues related to the company's management decisions in today's economic environment, how managers can use economic and financial forecasts to control, monitor and judge the company's operations, communicate with stakeholders and investors, help with improving financial policy.			

IET104	Macroeconomics	4.0	6.0
The subject matter of the course is Microeconomics. Demand. Supply. Utility and demand. Comparison of prospective and current value. Discounting. Production, productivity. Maximization of corporate profits in the conditions of perfect competition, monopoly, monopolistic competition and oligopoly. Market of production factors: labour market; market of production resources; land market. Theory of public choice.			

IĀS727	Fundamentals of Logistics	2.0	3.0
The study course provides knowledge about organizing logistics processes in companies. During the study course, the main elements of the study course – procurement, production and distribution, are being inspected by ensuring the flow of materials or finished products and distribution from supplier to the final consumer.			

IĀS215	Quantitative Methods for Economics	3.0	4.5
The course includes characterisation of economic and mathematical methods and models and decision making process. Within the course, students learn forecasting methods by using time series, models for examining economic relationships, models of linear programming, simulation and elements of the queuing theory.			

Note! Full course description available by clicking on the course code!

SPRING SEMESTER
MASTER COURSES

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Code	Course name	CP	ECTS
IAS437	International Marketing	2.0	3.0
<p>International Marketing course gives a basic outlook of marketing methods and tools used in international marketing, as well as their practical application, analysis and evaluation of results. The course gives an overview of marketing theories, their significance in marketing nowadays and shows the development of future communications in international marketing. It also provides an outlook on different product and service markets and their anthropological differences, communication types and methods. It shows the basics of branding and brand management.</p>			
IAS706	Global Markets and Supply Chains	2.0	3.0
<p>The course includes problems connected with supply chain management of global market, supply chain structure, beginning and final points planning, supply chain management methods and technology, SCM models and its specification, information flow management of forwarding processes, delivery time and accuracy factor evaluation, time factor and quality of delivery, lead time investigation for supply chains.</p>			
IAS726	Strategic Management in International Companies	2.0	3.0
<p>The study course provides an insight into strategic planning, introduces strategic planning process, the main elements of the strategy and their application, explains the impact of the organization's internal and external factors on the implementation of the strategy.</p>			
IUE738	Corporate Finance	6.0	9.0
<p>The course and training process is devoted to analysis of corporate financial decisions and decision process justification. During the semester short-term and long-term planning and management of financial flows will be reviewed, with particular emphasis on investment planning and the rationale for funding. An in-depth assessment of the use of financial instruments and its evaluation, cooperation with financial intermediaries in order to achieve effective application of financial instruments in financial management will be covered during the course.</p>			
HSP446	Pedagogy	2.0	3.0
<p>The course deals with important aspects of pedagogy such as subject of pedagogy, different philosophies of education, theories about teaching and learning. The students are introduced to basic concepts of learning and the current pedagogical ideas. During the course students are involved in different learning activities: group discussions, case studies, presentations. The aim of activities is to show how the theory relates to the pedagogical practice. Students will be able to develop the practical skills how to manage the education process. During the reflections promoted by lecturer students will get deeper understanding of main issues of teaching process: pedagogical style and motivation, interaction in pedagogical environment. Students will learn how to cooperate, how to share the ideas, how to describe, analyse and evaluate concrete pedagogical situations.</p>			
IKI708	Quality Technologies and Management	4.0	6.0
<p>The study course covers the acquisition of theoretical knowledge of quality management principles and practical actions. Students first master the philosophy of Total Quality Management, followed by studies of practical examples in various manufacturing and service companies and public institutions. Students acquire knowledge about quality management and technologies. Students acquire the competence to analyse processes and perform conformity and quality risk assessment</p>			
IUE530	Innovation Technology	6.0	9.0
<p>Innovation is a novelty in the activities of an enterprise if it is characterized by having positive economic or strategic result. The course covers different actual theoretical concepts about innovations in different real life situations. The course provides conceptual and technical skills required to manage innovation related issues and develops students' understanding that creation of innovation friendly environment will facilitate establishment and development of innovative companies. Topics include: innovations in product life cycles, kinds of innovation, commercialization methods, corporate entrepreneurship process model or „Salmon model" and its comparison with open innovation concept, innovation support systems in Latvia and abroad, creative thinking techniques, financing innovation.</p>			
IUE550	Product Design and Development	4.0	6.0

The focus of the course is integration of the marketing, design and manufacturing functions of the firm in creating a new product/service. The course is intended to provide students with a set of tools and methods for product design and development. During the course students will develop a real prototype of a new product/service.

<u>IUE508</u>	Strategy and Change Management	4.0	6.0
This course is designed to provide students with an opportunity to revise, integrate and apply concepts, tools, and skills they have acquired in their past academic and practical experience to a variety of business situations.			

<u>IET537</u>	Factors and Models of Economic Development	3.0	4.5
Decisive factors for economic development: population, age, education. Provision with natural resources and capital. The role of science in the national development. Investment possibilities. Impact of the national economic policy on the economic development. Impact of global economy on the economic development. Development and problems of the economies of developed, developing and transition countries.			

<u>IET505</u>	Macroeconomic Analysis	4.0	6.0
Economic equilibrium and contemporary conceptions: theory of rational and adaptive forecasts, monetarism, neo-Keynesian school. Theory of the supply economy. Economic growth and development. Role of the state in ensuring economic development. Regional aspects of economic development.			

<u>IVZ718</u>	Corporate Social Responsibility and Business Ethics	2.0	3.0
The course is built so as to demonstrate the development and role of Corporate social responsibility (CSR) in Latvia and worldwide. Explore public opinions on social responsibility in business environment through analysis of situations of moral dilemmas. Introduce business ethics as a multidisciplinary academic field provide insight into business ethics-related issues and introduce a modern approach to solving typical business issues.			

<u>IIU705</u>	Strategy and Change Management	4.0	6.0
The course is designed to apply academic knowledge and existing experience in solving practical situations when making decisions about strategic management of a company and the direction of change. The course focuses on situation analysis and decision making, taking into account the many different factors that influence decision making.			

<u>IVZ835</u>	Psychology of Work Groups	2.0	3.0
The course includes theoretical and practical classes, which are focused on the development of advanced psychological knowledge and the development of social skills for effective interaction in work groups and for effective management of joint activities.			

<u>IVZ836</u>	Innovation and Technology Transfer	4.0	6.0
Innovation is a novelty in the activities of an enterprise if it is characterized by having positive economic or strategic result. The course covers different actual theoretical concepts about innovations in different real-life situations. The course provides conceptual and technical skills required to manage innovation-related issues and develops students' understanding that the creation of innovation-friendly environment will facilitate establishment and development of innovative companies. Topics covered by course include: innovations in product life cycles, kinds of innovation, commercialization methods, corporate entrepreneurship process model or „Salmon model” and its comparison with open innovation concept, innovation support systems in Latvia and abroad, creative thinking techniques, financing innovation.			

<u>IVZ861</u>	Marketing and Digital Transformation	4.0	6.0
The aim of the study course is to systematize and deepen the students' knowledge of the impact of marketing and digital transformation on the operation of the organization, to promote the application of acquired knowledge, skills and methodological abilities in the development of the organization.			

<u>IBO479</u>	Civil Construction Management	2.0	3.0
Students gain knowledge of management theory in construction. Students become familiar with the planning, problem-solving and problem-solving, preparation and decision-making. During practical work, students gain insights into the nature and management of strategic planning.			

<u>IBO727</u>	Land Use Management	2.0	3.0
The course takes an integrated approach on land use management activities and related processes, its problem issues, challenges and possible solutions, covering land information systems, property rights, transactions, planning, implementation, public participation, decision-making, land use assessment techniques, efficiency measures, as well as GIS applications and modelling solutions.			

<u>IBO571</u>	Real Estate Market in National Economy	2.0	3.0
Development trends in the real estate market and their correlation to other branches of the national economy. The national fiscal and monetary policy influence on the real estate market and other branches of the national economy. The circularity in real estate market developments. Comparative evaluation of the Latvia real estate market cycles.			

<u>IBO570</u>	Investments in Real Estate Development	2.0	3.0
This professionally educational subject that provides students with the knowledge on investments and the role in the development of the Real Estate and the increase of its market value. The subject secures all the knowledge necessary to design an investment project, draw feasibility reports and assess the efficiency of investment as applied to a specific real estate development project.			

<u>IBO507</u>	Management of Innovations in Building Construction	3.0	4.5
The course provides knowledge on the criteria for innovation management skills efficiency, analysis of alternatives and staff training for all innovations. Students become acquainted with the structure of the construction organization, the changes in the construction organization and the models of these changes.			

<u>IBO578</u>	Business Valuation	4.0	6.0
The study course provides knowledge on the essence of business valuation in real estate and construction business. The study course allows using a systemic approach in business valuation. Students get acquainted with the applied methods of business evaluation, their advantages and disadvantages.			

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