



**ECONOMICS AND MANAGEMENT OF A COMMERCIAL ACTIVITY**

<b>Credit points</b>	3 CP		
<b>Duration of the course</b>	2 sem.		
<b>Study course annotation</b>	The course clarifies the general and economic regularities and principles of the functioning of an economic enterprise, examines the nature of business and various management schemes. Teaches students to independently develop business projects and manage their implementation.		
<b>Aim of the study course</b>	To teach students to independently develop business projects and manage their implementation.		
<b>Study course results</b>	<b>Knowledge</b>	<b>Skills</b>	<b>Competences</b>
	<ul style="list-style-type: none"> <li>understands the theoretical framework of business economics and management,</li> <li>understands the state policy in the field of business development, the factors influencing business development and the persons involved in business processes</li> <li>demonstrates understanding of the most important concepts and regularities in business processes.</li> <li>understanding of the methodological foundations of business management, systems approach in the complex use of various knowledge in business.</li> </ul>	<ul style="list-style-type: none"> <li>students are able to analyze various examples of business and identify factors promoting and hindering practice;</li> <li>students are able to analyze the current trends in the development of business economics and management</li> <li>students know how to systematize and analyze the formation, development and interrelationships of business economics and management problems and evaluate the processes taking place in the national economy,</li> <li>able to apply the knowledge gained in the program in various life and business project management situations, working in a team or individually.</li> </ul>	<ul style="list-style-type: none"> <li>students are able to draw up a business project independently;</li> <li>able to competently prepare and present business projects related to EU funds;</li> <li>able to perform a financial analysis of the costs of business projects and evaluate the effectiveness of various alternative options from the point of view of financial, risk and strategic importance;</li> <li>able to get involved in the development, development, implementation and evaluation of the national business policy.</li> <li>able to apply the acquired theoretical and practical knowledge, ensuring their competitiveness in the labor market</li> </ul>
<b>Study course content</b>	<b>Topics</b>		
	1	Business nature and schemes	
	2	Business Economics and Management: A Systems Approach	
	3	General and management functions of the company	
	4	Business environment and its role in creating a business system	
	5	Business economics and accounting: a vision from the entrepreneur's side	
	6	Situation in the market: research, struggle with entrepreneurs-competitors	
	7	Developing a business project	
8	Realization and completion of the business project		



<b>Form of assessment:</b>	Exam
<b>Obligatory literature:</b>	
1. The Oxford Handbook of creativity, innovation and Entrepreneurship / Christina E. Shalley, Michael A. Hitt, Jing Zhou. - 2015. - 561 p. (CD)	
<b>Additional reading:</b>	
1. International Business Strategy. Rethinking the Foundations of Global Corporate Success / Alan Verbeke. - 2nd ed. - Cambridge University Press, 2013. - 590, [24] p.: fig 2. Aycan, Zeynep Organizations and Management in Cross-Cultural Context / Zeynep Aycan, Rabindra N Kanungo, Manuel Mendonça. - SAGE Publications Ltd, 2014. - 375, [16] p. 3. Verbeke, Alan. International Business Strategy. Rethinking the Foundations of Global Corporate Success / Alan Verbeke. - 2nd ed. - Cambridge University Press, 2013. - 590, [24] p.: fig.	
<b>Other sources of information:</b>	
<ul style="list-style-type: none"><li>• <a href="http://www.em.gov.lv/">http://www.em.gov.lv/</a></li><li>• <a href="http://www.esfondi.lv/">http://www.esfondi.lv/</a></li><li>• <a href="http://www.liaa.gov.lv/">http://www.liaa.gov.lv/</a></li></ul>	
Changes and additions to the program and literature list are possible during the study process	