



BUSINESS ECONOMICS AND MANAGEMENT IN LEISURE AND ENTERTAINMENT

Credit points:	6 CP
Study course annotation	The course explains the growing role of entertainment and leisure industries in the Latvian economy, examines the basics of business economics, which are a prerequisite for further learning of business cycle subjects (business finance, marketing, etc.). An idea is given about the guidelines for the planning, management, analysis of the company's operation and the implementation of entertainment and leisure industries products and services, as well as the determination of the effective use of the company's resources and the efficiency of the company's operation.
Aim of the study course	To provide an idea of the operation of an entertainment and leisure industries company, of the company as an economic system, to help students develop and improve the skill of practically organizing management activities, planning, organizing, coordinating and controlling processes in business companies, taking into account the sphere of entertainment and leisure industries operations, as well as all issues, which are related to the efficiency of the undertaking's operation.
Tasks of the study course	<ul style="list-style-type: none"> • create an idea of the functioning of entertainment and leisure industries at the level of economic units; • understand the entertainment and leisure industries company as an economic system and market participant • find out the basic principles of company management and its organizational forms; • understand and evaluate the company's resources and development opportunities; • acquire theoretical knowledge and practical skills in business planning; • develop skills in creating market analysis, marketing plan, production processes, organizational structure, as well as risk factor analysis and financial planning.
Studiju rezultāti	Knowledge
	Upon successful completion of this course students will: <ul style="list-style-type: none"> • understands the theoretical guidelines in the field of entertainment and leisure industries business, acquires an understanding of the reception of commercial activity as a system, • able to explain the operating principles of an entertainment and leisure industries company, • demonstrates knowledge of the current affairs of Latvian entertainment and leisure industries business and is familiar with the peculiarity of entertainment and leisure industries management, its establishment and functioning principles.
	Abilities
	Upon successful completion of this course students will: <ul style="list-style-type: none"> • knows how to plan, manage and organize the services of an entertainment and leisure industries company, • knows how to use a set of theoretical models, methods and systems in the practical operation of an entertainment and leisure industries company, • able to apply the acquired theoretical and practical knowledge, ensuring their competitiveness in the labor market; • are able to work both independently and in group work, showing developed cooperation skills.
	Competences
	Upon successful completion of this course students will: <ul style="list-style-type: none"> • students are able to independently obtain, select and analyze information related to



	entertainment and leisure industries companies and the specifics of their operation. <ul style="list-style-type: none">• able to competently prepare and present projects related to study course issues;• able to carry out research activities and studies on the development issues of the entertainment and leisure industries, interpret and analyze their results;• individually or collectively generate practical business ideas.
Study course plan:	
No.	Topics
1.	Introduction to the study course. Economic activity of entertainment and leisure industries companies
2.	Introduction to business planning. Planning methodology
3.	Analysis and planning of resources of entertainment and leisure industries companies
4.	Analysis of material resources of companies
5.	Business process analysis
6.	Analysis of human resources of companies
7.	Analysis of indicators of economic activity of companies
8.	Analysis of the operational efficiency of entertainment and leisure industries companies
Form of final examination:	Examination work
Mandatory literature of the study course:	
<ol style="list-style-type: none">1. Volkova T. Bizness pāri robežā un Praktisks ceļvedis jaunu tirgu apgūšanā.- Rīga: LU Akadēmiskais apgāds, Banku augstskola.2010.-184.2. Hall C. M. Contemporary Tourism, Goodfellow Publishers Limited, 20163. Tribe J. The Economics of Recreation, Leisure and Tourism. 5th Edition. 2016.- 460 p.	
Study course supplementary literature:	
<ol style="list-style-type: none">1. Forands I. Viesnīcu menedžments.-R.: Latvijas Izglītības fonds, 2011.-232 lpp.2. V. Freijers. Tūrisma mārketingš. Uz tirgu orientēta tūrisma mikroekonomikas un makroekonomikas pārvaldība / no vācu val. tulk. Ilze Salna, Sandra Skuja. - Rīga: Turība, 2011. - 621 lpp.3. Siliņēviča I. Tūrisma analīze. Mācību līdzeklis tūrisma uzņēmējdarbībā. Rēzekne: Rēzeknes Augstskola, 1999. 83 lpp4. R. Alsīņa, G. Gertners. Uzņēmējdarbības plānošanas principi un metodes: mācību līdzeklis . - 2-ais pārstr. un papild. izdevums. - Rīga: RTU, 2007. - 228 lpp.5. Hofs K.G. Biznesa ekonomika. Rīga : Jāņa Rozes apgāds, 2002. 559 lpp.6. A. Kumerdanka. Biznesa ekonomiskie pamati.– Rīga: Turība, 2007.7. A. Viksna. Savs bizness. - Rīga: Lietišķās informācijas dienests, 2007. – 175 lpp.8. Gerbers M.E.Uzņēmējdarbības meistarība. Ko zina ikviens veiksmīgs uzņēmējs.- Rīga: Zoldnera izdevniecība, 2014. - 219 lpp.9. Roberts Škapars. Uzdevumi un testi mikroekonomikā. 1. un 2. daļa.- Rīga, 2002.10. Alsīņa R. Mācies plānot. Biznesa plāna pamati. Rīga: Kamene, 2000. 75 lpp.11. Zvirbule-Bērziņa A., Mihejeva L., Auziņa A. Plānošanas un ražošanas procesa organizēšanas pamatprincipi. Rīga: Biznesa augstskola Turība, 2004. 144 lpp.12. Reismanis Ē. Biznesa plāna veidošanas pamatprincipi: mācību metodiskais materiāls Biznesa ekonomisko pamatu, komerczinību programmām. Rīga: Junior Achievement Latvija, 2005. 24 lpp.13. The Tourism and Leisure Experience. Consumer and Managerial Perspectives / ed. by Michael Morgan, Peter Lugosi, J.R. Brent Ritchie. - Channel View Publications, 2010. - 237 p.14. Hayes D.K. Revenue Management for the Hospitality Industry. Hoboken, N.J.: Wiley, 2011. 512 lpp.15. D. Stokes, N.Wilson, M.Mador. Entrepreneurship. – Australia : South-Western Cengage Learning, 2010.	



16. Parkin M., King D. Economics. – England: Addison.- Wesley, 1995.

Periodicals and other sources of information:

1. Latvijas Ekonomists. Rīga: Mamuts, 2005. ISSN 1025-8922.
2. Kapitāls : žurnāls lietišķiem cilvēkiem: krāsains biznesa un ekonomikas žurnāls. Rīga: Lietišķās informācijas dienests, 1998-. ISSN 1407-2505.
3. Tūrisms Latvijā.[tiešsaiste] Pieejams: <https://www.csb.gov.lv/lv/statistika/statistikas-temas/transport-turisms/turisms>
4. Pasaules tūrisma organizācija.[tiešsaiste] Pieejams: <https://www.unwto.org/>
5. Galvenie statistikas rādītāji. [tiešsaiste] Pieejams: <https://www.csb.gov.lv/lv/statistika/statistikas-temas/transport-turisms/turisms>

During the study process changes and additions to the program and the list of references are possible