

ENTREPRENEURSHIP AND MANAGEMENT

Credit points	3 CP		
The Abstract of the course	<p>The study course is based on business development trends and provides students with a strategic view of business management, in-depth knowledge, skills and abilities in entrepreneurship and management issues. The lecture course covers the basic issues of entrepreneurship and business, creating an understanding of their types, goals, content and importance in the national economy. During the course, special attention is paid to the course of business, the necessary prerequisites and resources for the acquisition, processing and decision-making of the necessary information. The course develops an understanding of the basic concepts of marketing and their importance in entrepreneurship, innovative and social entrepreneurship.</p>		
Aim of the study course	<p>The aim of the programme is to develop students' in-depth knowledge of entrepreneurship and provide an opportunity to acquire the knowledge, skills and abilities necessary for business management, promoting further personal development and prepare economically competent professionals who can manage business processes and solve problems, as well as make responsible decisions in practice.</p>		
Objectives of the course	<ul style="list-style-type: none"> • Provide insight into the concepts and basic principles of entrepreneurship and business. • Provide insight into the regulatory framework of business. • Develop practical skills in the analysis of business environment factors. • Develop skills to create a company, plan and manage its resources. • Develop skills to analyse business ideas and create business plans following certain criteria. • Provide insight into basic principles of innovative and social entrepreneurship. 		
Study course results	Knowledge	Skills	Competences
	<p>As a result of mastering the course, theoretical issues and entrepreneurship and management methodology were explored, knowledge about current entrepreneurship management development trends was acquired. Upon successful completion of this study course, students will::</p> <ul style="list-style-type: none"> • Understand theoretical guidelines in the field of Entrepreneurship and Management, • Show an understanding of the most important concepts and regularities in the entrepreneurship organisation in the company, • Understand 	<p>Students are:</p> <ul style="list-style-type: none"> • Able to analyse entrepreneurship and management processes; • Able to apply a systematic approach to improving the management process; • Able to analyse the company's operations, identify problems and develop solutions; • Able to make well-considered objective decisions; • Able to orientate in the documents regulating the company's activities and laws and regulations; • Able to apply the gained theoretical and practical knowledge, ensuring their competitiveness in the labour market; 	<p>Students are:</p> <ul style="list-style-type: none"> • Able to have argumentative discussions about entrepreneurship, its regulatory issues with experts and other involved parties; • Able to use the acquired knowledge in entrepreneurship management in accordance with the set goals, follow the progress of their implementation, make decisions and make adjustments to optimise operational and strategic activities; • Able to professionally prepare and present issues and projects related to entrepreneurship and management, analyse



	entrepreneurship and management mechanisms, entrepreneurship management functions, and management motivation systems.	<ul style="list-style-type: none"> • Able to apply the knowledge gained in the programme in various life and business situations, working in a team or individually. 	<p>results and provide management interpretation;</p> <ul style="list-style-type: none"> • Able to carry out research activities and research on company development and management issues, interpret and analyse their results.
Study course content	Topics		
	1	Introduction to Entrepreneurship and Management. Concepts of entrepreneurial and commercial activity	
	2	Normative regulation of entrepreneurship. Entrepreneurship restrictions. Forms of business.	
	3	Prerequisites for company organisation and establishment. Business environment	
	4	Business resource analysis. Company resources and its financing sources, their structure.	
	5	Business plan, business project development principles.	
	6	Marketing activities in the company	
	7	Basics of Management. The concept and functions of management	
8	Innovative and social entrepreneurship		
Form of assessment:	Exam		
Obligatory literature:	<ol style="list-style-type: none"> 1. Heidi M. Neck Christopher P. Neck ,Emma L. Murray. Entrepreneurship: The Practice and Mindset. SAGE Publications, Inc; 2nd edition. 2020.- 536 p. 2. Essential Managers Handbook. London: Dorling Kindersley, 2022.- 480 p. 3. Roos Donald. Don't Buy this Book: Entrepreneurship for Creative People. London: Bis Publishers. 2020.- 160p. 4. Parker S.C. The economics of self-employment and entrepreneurship / Simon C.Parker. -Cambridge university press, 2004. - 323 p. 		
Additional literature:	<ol style="list-style-type: none"> 1. Daft, Richard L.: New era of management / Andover : South-Western/Cengage Learning, 2014. 722 lpp. 2. Barney, Jay B.: Strategic management and competitive advantage : concepts and cases / London : Pearson, 2015. 395 lpp. 3. Dessler, G. (2004) <i>Management. Principles and Practices for Tomorrow's Leaders</i> / Gary Dessler. 3rd ed. Prentice Hall, 2004 546 p. 4. Naylor, J. (2004) <i>Management</i> / John Naylor. 2nd. Ed. Prentice Hall, 668, 20 p. 5. Robbins, S.P. (2004) <i>Fundamentals of Management. Essential Concepts and Applications</i> / Stephen P. Robbins, David A. Decenzo. 4th ed. Pearson Education, Inc., Prentice Hall, 471, 4 p. 6. Abizāre V. Ievads uzņēmējdarbībā: mācību līdzeklis . - Rīga: RAKA, 2004. - 140 lpp. 7. Vīksna A. Sava bizness. - Rīga: Lietišķās informācijas dienests, 2007. - 175 lpp. 8. Egle E. Sociālā partnerība un tirgus ekonomika Latvijā. Sarunas ar Latvijas uzņēmējiem / Elīna Egle, Raita Karnīte. - Rīga : SIA Lietišķās informācijas dienests, 2008. - 295 lpp. 9. Dobeļe L. Sociālās uzņēmējdarbības iespējas Latvijā. - Mārupe : "Izdevniecība Drukātava", 2014. - 470 lpp. 10. Slavinska I. Uzņēmējdarbības plānošana un kontrole. - Rīga: BA Turība, 2003. - 168 lpp. 11. Alsina R. Uzņēmējdarbības plānošanas principi un metodes: mācību līdzeklis / R. Alsina, 		



- G. Gertners. - 2-ais pārstrādāt. un papild. izdevums. - Rīga: RTU, 2005. - 230 lpp.
12. Uzņēmējdarbība un tās tiesiskā vide: procesi, tendences, rezultāti : starptautiskā konference : rakstu krājums / Biznesa augstskola Turība. - Rīga : Biznesa augstskola Turība, 2002. - 324 lpp.
13. Uzņēmuma darbības novērtēšana / no angļu val.tulk. Rita Baroniņa. - Rīga : SIA "Lietišķās informācijas dienests", 2008. - 179.lpp.
14. Caurkubule Ž. Menedžments. Lekciju kurss-konspekts un kontroluzdevumi klātienēs, neklātienēs un distanta apmācībai -Rīga, 2007.

Periodicals and electronic databases:

1. "Business&Baltija" newspaper.
2. "Dienas bizness" newspaper.
3. Harvard Business Review, USA.
4. www.csb.gov.lv
5. www.lursoft.lv
6. www.cfin.lv
7. www.kba.lv
8. www.bb.lv

Changes and additions to the program and literature list are possible during the study process