



BUSINESS ECONOMICS IN TOURISM AND HOSPITALITY I

Credit Points	3 CP
Annotation of the study course:	The course explains the growing role of entrepreneurship in the field of tourism and hospitality in Latvia, examines the basics of business economics, which is a prerequisite for further mastering the subjects of the business cycle (business finance, marketing, etc.). An idea of the nature of entrepreneurship, the business environment, business processes and risks is given. The course discusses the process of establishing a company, guidelines for planning activities, management, analysis of activities and sales of products.
The aim of the study course:	To give an idea of the essence of the business management process, about the company as an economic system, to help students understand the decision-making process related to commercial activities and to acquire the ability to independently make informed decisions. To develop and improve the ability to practically organize separate management and system activities by planning, organizing, coordinating and controlling business processes.
Study course tasks:	<ul style="list-style-type: none"> • introduce the basics of entrepreneurship; • create an idea of the functioning of the enterprise at the level of economic entities; • find out the basic principles of the company's management and the forms of its organization; • understand the environmental impact of business in the short and long term.
Study course plan:	
Nr.p.k.	Topics
1.	Introduction to business (business)
2.	Legal regulation of entrepreneurship. Commercial Law
3.	Starting a business and building and running a business
4.	Social enterprises and their role in business
5.	Business financing
6.	Business risks
7.	Business planning in the field of entrepreneurship.
	Differentiated written test
Study course results	Knowledge
	Upon successful completion of this study course, students <ul style="list-style-type: none"> • understand theoretical guidelines on the theory and basic concepts of entrepreneurship, • demonstrates the understanding of the most important concepts and regularities regarding the functioning of enterprises and enterprises and its regulation, is able to describe modern trends in the field of enterprise activity in the EU and Latvia, • be able to find data and information related to the company; • be able to work with various sources of information on business issues.
	Skills
	Upon successful completion of this study course, students <ul style="list-style-type: none"> • know how to identify companies, determine their business model and distinguish

	<p>a company from traditional business;</p> <ul style="list-style-type: none"> • are able to navigate the problem of entrepreneurship, determine its role and position in society, as well as how entrepreneurs are able to bring improvements to society; • are able to evaluate government decisions in the field of enterprise; • are able to apply the knowledge gained in the program in various life situations, working in a team or individually, • is able to apply the acquired theoretical and practical knowledge, ensuring their competitiveness in the labor market.
	<p>Kompetences</p> <p>Upon successful completion of this study course, students</p> <ul style="list-style-type: none"> • are able to analyse current issues of entrepreneurship; • are able to evaluate social processes from the perspective of the development of entrepreneurship; • be able to explain the need for results and social impact assessment tools in companies; • is able to prepare and present projects related to issues of enterprise theory in a qualified manner; <p>is able to conduct research activities and research on business issues, interpret and analyze their results.</p>
<p>Form of the final test:</p>	<p>Differentiated written test</p>
<p>Compulsory literature of the study course:</p>	
<ol style="list-style-type: none"> 1. Lukjanska R., Cīrule I. Sociālās uzņēmējdarbības pamatnostādnes, labās prakses apkopojums un ieteikumi Latvijas pašvaldībām.: 2014. http://socialinnovation.lv/wp-content/uploads/2014/07/Sociala_uznemejdarbiba_pasvaldibam_24012014.pdf 2. Bosma, N., Levie, J. (2010). A global comparison of social entrepreneurship. Global Entrepreneurship Monitor. 2009 Executive Report. Global Entrepreneurship Research Association. [tiešsaiste]. [Skatīts 30.12.2011.] http://igitur-archive.library.uu.nl/socgeoplan/2011-0906-200603/GEM%202009%20Global%20Report%20Rev%20140410.pdf 	
<p>Additional literature of the study course:</p>	
<ol style="list-style-type: none"> 1. Lešinska A., Litvins G., et al. Latvija ceļā uz sociālo uzņēmējdarbību. PROVIDUS un Latvijas pilsoniskā alianse, 2012.gads. http://providus.lv/article_files/2265/original/SU_gala_9nov.pdf?1352889758 2. Bikse V., Linde N. Sociālā uzņēmuma izpētes vienotā metodoloģija.:Rīga, Latvijas Tirdzniecības un rūpniecības kamera, 2013. 3. Pirmie soļi sociālajā biznesā/ Lukjanska R.:2013. http://socialinnovation.lv/wp-content/uploads/2014/01/Pirmie_soli_socialaja_biznesaa_RLukjanska_2013.pdf 4. I. Kalve (2011). Sociālā uzņēmējdarbība un informācija par to Latvijas publiskajā telpā. https://www.researchgate.net/publication/283353946_SOCIALA_UZNEMEJDARBIBA_UN_INFORMACIJA_PAR_TO_LATVIJAS_PUBLISKAJA_TELPA_SOCIAL_ENTREPRENEURSHIP_AND_INFORMATION_ABOUT_IT_IN_THE_INTERNET_ENVIRONMENT_IN_LATVIA 5. Pūķis M. (2012.) Sociālās uzņēmējdarbības attīstības iespējas Latvijā, Rīga, 66.lpp. 6. Egle E. (2008). Sociālā partnerība un tirgus ekonomika Latvijā: sarunas ar Latvijas uzņēmējiem, Rīga 7. Dobeļe L., Dobeļe A. (2010). Functions of social entrepreneurship and situation in Latvia. 8. Bornstein, D. and Davis, S., Social Entrepreneurship: What Everyone Needs to Know (Oxford, Oxford University Press, 2010) 9. Defourny J., Nyssens M. Social enterprise in Europe: Recent trends and developments. EMES European Research Network, 2008.gads. 	



10. State of social enterprise survey 2009. (2009). London: Social Enterprise Coalition[tiešsaiste]. <http://evpa.eu.com/wp-content/uploads/2010/09/stateofsocialenterprise2009.pdf>
11. Chell, E., Nicolopoulou, K., Karatas-Ozkan, M. (2010). Social entrepreneurship and enterprise: international and innovation perspectives. *Entrepreneurship & Regional Development*, Vol. 22, No 6, p. 485–493

Periodicals and other sources of information:

12. *Strategic Entrepreneurship Journal* <http://onlinelibrary.wiley.com/doi/10.1002/sej.v6.2/issuetoc>
13. www.csb.gov.lv
14. <http://ec.europa.eu/eurostat>

During the study process, changes and additions to the program and reading list are possible