

## Study programme

### Entrepreneurship

#### **Information identifying the qualification:**

<i>name of qualification:</i>	<b>Advertising Business Representative Reklāmas uzņēmējdarbības pakalpojumu pārstāvis</b>
<i>main field of study for the qualification:</i>	Business and Administration
<i>language of instruction/examination:</i>	Latvian

#### **Information on the level of the qualification:**

<i>level of qualification:</i>	The fourth level of professional qualification
<i>official length of programme</i>	3 years (full time); 120 credit points (180 ECTS) 3,5 years (part time); 120 credit points (180 ECTS)
<i>access requirements::</i>	secondary education

#### **Information on the contents and results gained:**

<i>programme requirements:</i>	general compulsory courses - 43 credit points courses of specialisation – 52 credit points; practice – 16 credit points, the program is accomplished by elaboration and defence of a qualification paper - 9 credit points
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#### *programme details:*

<b>Courses</b>	<b>Credit points</b>	<b>ECTS</b>
English/German (basic course)	4	6
English/German	4	6
English/German (second language)	3	4,5
Fundamentals of Sociology	2	3
Psychology	2	3
Economics	5	7,5
Fundamentals of Entrepreneurship	4	6
Labour and Commercial Law	2	3
Economic Statistics	2	3
Business Communication	2	3
Mathematics for Economists	4	6
IT for Economists	4	6
Introduction in the Speciality	1	1,5
Civil Defence	1	1,5
Marketing (basic course)	4	6
Marketing	3	4,5
Accounting (basic course)	3	4,5
Accounting	3	4,5
Microeconomics	3	4,5
Macroeconomics	4	6
Business English / Business German	4	6
Business Law	2	3
Business Organisation and Planning	4	6
Project Management	1	1,5

Quality Management	2	3
European Union Organisation and Functions	2	3
Marketing Planning	3	4,5
Advertising	4	6
Marketing Communications	3	4,5
Consumer Behaviour	2	3
International Marketing	2	3
Services Marketing	2	3
<b><i>Course papers</i></b>		
Economics		
Business Organisation and Planning		
Marketing		
Advertising		
International Marketing		
Training Practice Period	10	15
Pre-Qualification Practise Period	11	16,5
<b><i>Qualification paper</i></b>	9	13,5