

HOTEL SCHOOL
— ★ ★ ★ ★ ★ —
HOTEL MANAGEMENT COLLEGE

First-level professional higher education program
“Hospitality Service Organization”
DESCRIPTION OF THE STUDY PROGRAMME CONTENT AND
IMPLEMENTATION

APPROVED,
“HOTEL SCHOOL” Hotel Management College
meeting of the Council on 29 January 2020

Head of College a.i., Jūlija Pasnaka _ _ _ _ _

Riga 2020

TABLE OF CONTENTS

1. Title of the study programme, professional qualification to be obtained, requirements to prior education	3
2. Content of the study programme and description of the implementation of studies.....	4
2.1. Goals objectives and expected learning outcomes and evaluation criteria of the study programme	4
2.2. Study programme plan.....	8
3. Description of the material and technical resources required to implement the programme	10
4. Annexes to the description of the content and implementation of the study programme	13
4.1. Compliance of the study programme with the national professional higher education standard and professional standard	13
4.2. Costs of the study programme and their calculation	17
4.3. List of the academic staff involved in the implementation of the study programme	18
4.4. List of support staff involved in the implementation of the study programme	22
4.5. Departments involved in the implementation of the study programme.....	23
4.6. Internship organization procedure.....	24
4.7. Descriptions of study courses and study modules	32
4.7.1. General education courses - compulsory part.....	32
4.7.2. Field-specific courses – compulsory part.....	63
4.7.3 Field-specific courses – elective part.....	103
4.7.4. Study Internship.....	128

1. Title of the study programme, professional qualification to be obtained, requirements to prior education

College Name	HOTEL SCHOOL Hotel Management College
Registration certificate number of the register of educational establishments	3347802926
College legal address	3 Smilšu Street, LV-1050, Riga
Phone number	+371 6721 3037
E-mail address	info@hotelschool.lv
Title of study programme	First-level professional higher education programme "Hospitality Service Organization"
Name of the study direction corresponding to the study programme	Hotel and restaurant service, tourism and recreation organization
Study programme code according to Latvian education classification	41811
Scope and duration of the study programme (CP)	2 years and 3 months, 90 CP
Type and form of implementation of the study program	Full-time, intramural studies – 2 years and 3 months
Language for the implementation of the study program	Latvian, English
Admission requirements	Secondary education
Degree or professional qualification, or degree and professional qualification to be obtained (code according to the classification of Latvian education)	Level 4 professional qualification "Hotel Services Organizer". Latvian education classification code - 41811.
Name and code of the profession in the classification of professions, relevant Cabinet regulations	Profession code: 2422 25, Hotel services organizer.
Study programme implementation address	"HOTEL SCHOOL" Hotel Management College, 3 Smilšu Street, LV-1050, Riga
Head of the study programme (given name, surname, degree and/or professional qualification, position, e-mail and contact phone)	Docent, MIB, Olegs Nikadimovs, olegs@hotelschool.lv , 67213037

2. Content of the study programme and description of the implementation of studies

By acquiring the full first-level professional higher education study programme “Hospitality Service Organization” in the amount of 90 credit points, a student will acquire a Level 4 professional qualification “Hotel Service Organizer” in accordance with the correspondent professional standard of the Republic of Latvia (Profession Code - 2422 25). The education acquired corresponds to the Level 5 of the Latvian and European Qualifications Framework.

2.1. Goals objectives and expected learning outcomes and evaluation criteria of the study program

The **goal** of the study program, in line with the College Development Strategy for 2016-2022, is to provide education correspondent to international standards and to prepare competitive hotel management level employees – specialists who are able to participate in the management of hospitality companies, plan and coordinate services, manage staff, promote the sales of products and services and implement budget control - in accordance with the requirements of the professional standard and the requirements of the first level professional higher education.

Objectives of the study program:

1. to ensure the professional training of students to work in hospitality companies in Latvia and abroad, by acquiring theoretical knowledge, professional skills and skills requested in today's global labour market, as well as by promoting the development of students as a mentally and physically developed, free, responsible and creative personalities;
2. to promote the acquisition of knowledge and skills (including independent learning skills), ensuring the acquisition of Level 4 professional qualification and promoting competitiveness in changing socio-economic conditions;
3. to ensure the possibility of acquiring the entire organization of work of the hotel departments in the course of the study, taking into account a certain succession, from the simplest functions to the performance of the duties of staff management, by examining key features, requirements, standards and the job responsibilities of the heads of departments;
4. to encourage the use of theoretical knowledge in real working environment by organizing mandatory two internships for each student;
5. to provide students with an opportunity to have a work experience in leading industry companies, not only in Latvia but also abroad (essentially high-rank hotels in other EU countries);
6. to promote student independent research activities as a basis for participation in the planning and coordination of activities of a hospitality company, monitoring and evaluating performance indicators and promoting company development;

7. to provide students with the opportunity to develop a set of personal qualities, skills and abilities that are necessary for building a successful career in the hospitality industry;
8. to create incentives for promoting continuation of learning in order to obtain second-level professional higher education and Level 5 professional qualification.

The learning outcomes to be achieved by the acquisition of the study programme are defined according to the competencies of the “Hotel Services Organizer” professional standard:

1. Ability to understand the structure and development of the hospitality and tourism sector, hotel operations organization, structure and personnel duties and responsibilities.
2. Ability to participate in the development and implementation of quality management standards for a hospitality company.
3. The ability to describe and achieve the hospitality company's goals and operating plans, and to evaluate and develop the collaborative skills of the company's employees and executives.
4. Ability to identify the marketing concepts of a hospitality company, plan and implement the marketing process by coordinating the activities of hotel departments.
5. Ability to understand human resource management functions, carry out recruitment, training and performance assessment.
6. Ability to assess the demand and quality of the hospitality company's services for improving the supply and quality of services.
7. Ability to organize business operations in line with the aims of a hospitality company.
8. Ability to assess the economic performance of the company, financial indicators and to make proposals to improve key performance indicators of the company.
9. Ability to plan and organize the hospitality company's services in line with the requirements of quality systems and the company's goals.
10. Ability to design, manage and coordinate the development of hospitality company services, analyze and evaluate their profitability.
11. Ability to follow the current trends of the hospitality and tourism industry and the latest technologies through a variety of information sources and information technologies.
12. Ability to cooperate with customers, staff and other stakeholders, to assess the quality of their individual and team work, to take responsibility for the outcomes.
13. Ability to manage and use professional hotel management software, office equipment.
14. Ability to understand, apply and comply with regulatory requirements in the area of hospitality services.
15. Ability to manage the principles of the organization and administration of a hospitality company.
16. Ability to organize and use the guest data base, complying with the requirements of regulatory enactments in the field of personal data protection.
17. Ability to manage documents related to job responsibilities.
18. Ability to create and maintain professional communication complying with the basic principles of hospitality and professional etiquette and general ethic practices.
19. Ability to comply with the requirements of the regulatory enactments on labor and environmental protection, rules on the internal procedures of the undertaking, rules of the food safety self-control system (HACCP).
20. Ability to comply with the rules of employment laws.

21. Ability to ensure the management of the company's housekeeping and resources by ensuring the environmentally friendly and sustainable development of the company.
22. Ability to communicate in the official national language and at least two foreign languages, use professional terminology.
23. Ability to develop professional skills and knowledge independently.
24. Ability to carry out work independently and to take responsibility and control for the outcomes of your work.

Learning outcomes assessment criteria of the study program:

The assessment of the knowledge, skills and competences acquired by students shall be carried out with respect to the following principles:

Aggregation of positive achievements - the acquired education is assessed by summing up the positive achievements;

- **Compulsory assessment** - it is necessary to obtain a successful assessment on the obligatory content of the programme core units;
- **Transparency and clarity of requirements** – regarding the programme aims and objectives as well as the course aims and objectives, there are established core requirements necessary for the evaluation of acquired education;
- **Variety of evaluation methods** - different types of evaluation forms are used to evaluate the academic achievements of the study programme;
- **Grading conformity** – during the evaluation process the students are given a chance to demonstrate their analytical and creative abilities, knowledge, skills and other abilities depending on their knowledge in relevant tasks and situations. The evaluation content and scope correspond to the content specified in the course programme and the skills and knowledge requirements specified in the professional standard.

The acquisition of study programme is evaluated in 10-point scale. Some final assignments of the study courses may be graded with "passed" or "failed". The credit points of the study programme are awarded to the student, if the student has received a grade "passed" or his/her grade is not lower than 4 — "almost satisfactory" according to the 10-point scale.

The evaluation of the study course acquisition is carried out by the Academic staff and, if necessary, by another academic appointed by the College Director. The written assignments are evaluated by academic staff without the presence of the students. The academic staff may reasonably reduce the evaluation of the test if there are significant language deficiencies in a written work which interfere with the reception of the work content.

The final evaluation of the course is calculated according to the evaluation structure defined in the study description, by calculating the weighted average, i.e. the student's evaluation of the interim assignments and the final course exam multiplied by % of the total estimate and summing the obtained figures (10-grade scale).

Internship Report and Qualification Paper Presentations are assessed by a Commission set up by the College Director in accordance with the relevant criteria of the College Regulations.

Assessment of learning outcomes in 10-grade scale:

Grade	Meaning	Explanation
10	With distinction	Knowledge, skills and competences meet and exceeds the requirements of the study course; shows the ability to carry out independent studies, a deep understanding of the problems.
9	Excellent	Knowledge, skills and competences meet the requirements of the study course; fully acquired study course content; capable of addressing relevant problems, justifying and logically arguing the idea, identifying and explaining the correlations.
8	Very good	Knowledge, skills and competences meet the requirements of the study course; basic learning content is mastered, ability of argue issues with more personal attitude than at the high level of analysis.
7	Good	Knowledge, skills and competences meet the requirements of the study course, but sometimes there is a lack of competences to use the knowledge acquired independently for practical purposes.
6	Almost good	Knowledge, skills and competences meet the requirements of the study course; sometimes there is a lack of an in-depth understanding of the problem, a lack of ability to make full use of knowledge in practice, but the ability to use knowledge and skills when shown by example.
5	Satisfactory	Knowledge, skills and competences are partially in line with the requirements of the study course, although there is a lack of understanding of a number of important problems, there are difficulties in the practical usage of the acquired knowledge.
4	Almost satisfactory	Knowledge shall meet minimum course requirements. Might be awarded to students who do their best but still make severe mistakes and are practically just reproducing most of the necessary material.
3	Weak <i>(unsatisfactory)</i>	Superficial knowledge of the major fundamental problems of the study course.
2	very weak <i>(unsatisfactory)</i>	Individual subjects of the course have been superficially learned.
1	very, very weak <i>(unsatisfactory)</i>	Has not fully mastered basic course information. There is no understanding of the basic problems of the course.

2.2. Study programme plan

Study courses	Course instructor	TERM 1	TERM 2	TERM 3	TERM 4	TERM 5	CP	Assessment type
General education courses - compulsory part (23 credits)								
English for Hospitality	Mg. Philol., Mg. Oec. J. Korjuhina	2	2				4	EXAM
Spanish/German for Hospitality	Dr. Philol. N. Poļakova, Mg. Paed. K. Priedīte			4			4	EXAM
Presentation and Formatting Guidelines for Academic Papers	Dr. paed. I. Margeviča-Grīnberga	2					2	TEST
Entrepreneurship	Dr. Oec. A. Vītola, MBA O. Ņikadimovs			3			3	EXAM
Record Keeping and Finance	MIB, Mg. Paed. O. Zvereva		3				3	EXAM
Leadership and Management	Mg. Soc. K. J. Golubeva		2				2	TEST
Human Resource Management	Mg. Soc. K. J. Golubeva		2				2	TEST
Macroeconomics	MIB, Mg. Paed. O. Zvereva			2			2	TEST
Civil Defense	Mg. Philol., Mg. Oec. J. Korjuhina	1					1	TEST
	Total:	5	9	9	0	0	23	
Field-specific courses – compulsory part (35 credits)								
Professional Communication	D. Silarāja	2					2	TEST
The Contemporary Hospitality Industry	Dr. Le Viet Long	3					3	EXAM
The Travel and Tourism Sector	D. Silarāja		2				2	TEST
Rooms Division Operations Management	MBA O. Ņikadimovs, Dz. Priedītis	2	2				4	EXAM
Hotel Management Software	Dz. Priedītis			2			2	TEST
Food and Beverage Operations Management	Mg. Oec. M. Eglīte	3					3	EXAM
Conference and Banqueting Management	Mg. Oec. M. Eglīte			2			2	TEST
Cellar and Bar Operations Management	R. Artamonovs		2				2	TEST
Laws in the Hospitality Industry	MIB, Mg. Paed. O. Zvereva			2			2	TEST
Marketing in Hospitality	MBA O. Ņikadimovs			4			4	EXAM
Sales Development and Merchandising	MBA O. Ņikadimovs			2			2	TEST

Quality Management in Business	Mg. Philol., Mg. Oec. J. Korjuhina				3		3	EXAM
Resource Operations Management	MBA O. Ņikadimovs				2		2	TEST
Sustainable Resource Management in Hospitality	MBA O. Ņikadimovs				2		2	TEST
	Total:	10	6	12	7	0	35	
Field-specific courses – elective part (8 credits)								
Contemporary Gastronomy	R. Artamonovs	2	2				4	EXAM
Food Safety Management	R. Artamonovs	2					2	TEST
Latvian for Hospitality	Mg. Paed. E. Ādmidiņš	2	2				4	EXAM
Employability Skills and Professional Development	MIB, Mg. Paed. O. Zvereva		2				2	TEST
New Hospitality Product Development	MBA O. Ņikadimovs				2		2	TEST
Work in Multicultural Environment	Mg. Oec. Tatjana Titareva				2		2	TEST
Work Specifics in Resorts	Mg. Philol., Mg. Oec. J. Korjuhina				2		2	TEST
	Total:	2	4	0	2	0	8	
Practical training at least 16CP (16 credits)								
Study Internship I	Ā. Dombrovskā, MBA O. Ņikadimovs, MIB, Mg. Paed. O. Zvereva	4					4	TEST
Study Internship II	Ā. Dombrovskā, MBA P. Ņikadimovs, MIB, Mg. Paed. O. Zvereva				10	2	12	TEST
	Total:	4	0	0	10	2	16	
Qualification work at least 8CP (8 credits)								
Development and defence of qualification paper	Mg. Philol., Mg. Oec. J. Korjuhina, MBA O. Ņikadimovs, MIB, Mg. Paed. O. Zvereva					8	8	EXAM
	Total:	0	0	0	0	8	8	EXAM
	TOTAL:	21	19	21	19	10	90	

3. Description of the material and technical resources required to implement the programme

The College building is located in the Old Town of Riga in Smilsu Street 3. It is a unique place of Historical heritage of Latvia and UNESCO, the preservation of which is protected by Law. The premises are managed by the College on the basis of a long-term lease contract; the contract is valid until 2025. The area of the premises currently being used is 480 m², which includes:

- 3 auditoriums for lectures and seminars, each equipped with tables, chairs and multimedia system (portable computer, projector, sound equipment) and whiteboard;
- 1 computer class with 16 computers that are connected to the Internet and have a Microsoft Office PC software package as well as a professional hotel management software (Micros Opera) installed, the usage of which is taught to the students within the framework of study course "Hotel Management Software";
- A training restaurant with tables, chairs, and professional equipment necessary for guest service, such as coffee machine, blenders, shakers, crockery, cutlery, tableware, textiles, decorations, etc., in order to deliver practical classes for the implementation of the courses in "Food and Beverage Operations Management", "Conference and Banqueting Management", "Cellar and Bar Operations Management";
- Professional kitchen with modern equipment, such as convection ovens, induction stoves, cooker hoods, stainless steel kitchen tables and shelves, cold table, dishwashers, etc., in order to deliver practical classes for the implementation of the course "Contemporary Gastronomy";
- Library with a study room and computers with a permanent connection to the internet for students' independent work. It also has got a scanner, a printer and a copier;
- 6 offices for the academic and general staff, equipped with office furniture, computers, printers and scanners;
- Support spaces (wardrobe, corridors, toilets, storages).

The premises of the College are equipped according to the specifics of the study direction "Hotel and Restaurant Services, Tourism and Recreation Organization" and the needs of its study, research, methodical and organizational work. Free Wi-Fi access is available in all spaces.

Furthermore, the College infrastructure adds an area of 517 m², which is the space used for student accommodation. These are apartments that are used to accommodate College students and other guests, located in the heart of Riga, within a walking distance from the College. The apartment management is overseen by a subsidiary of the College - SIA "HS Apartments". The apartments are equipped with all necessary facilities and appliances, including household appliances, bed linen and wireless Internet connection. It should be noted that on the booking site Booking.com College apartments are rated as "very good" (Guest review score of 8+).

The College implements a planned long-term development approach to the infrastructure and the material-technical base. The tasks are set out in the Development Strategy of the College for 2016-2022, and many of them have been fulfilled already:

- In 2016, the College initiated the provision of accommodation services to students by investing in the establishment of the student accommodation;

- In 2017, investments were directed towards the modernization of the College equipment.
- The computers were replaced in the computer room, as well as new furniture was purchased for the library;
- In 2018, investments were directed towards the general onsite cosmetic repairs of the College premises, fitting of the energy efficient lighting, and renewing of the training restaurant inventory;
- In 2019, the necessary construction work of electricity, water, sewer and ventilation systems for the professional training kitchen was carried out at the premises of the College, the procurement and installation of a professional kitchen equipment was completed, thus providing the opportunity to deliver the practical classes of the course onsite;
- "Contemporary Gastronomy" course being delivered at College premises onsite (previously, in order to fulfil the course requirements the co-operation agreements with other companies were signed and the practical training was held outside of the College premises), moreover, in the future it is planned to start the development, licensing, accreditation and implementation of a new study programme "Culinary Arts".

The College has also implemented a targeted approach to ensuring high-quality information and methodological tools to the study programs implemented by the College. Firstly, the College library (Reg. No. in Library Register: BLB2053) gives access to the most recent specialized literature in the hospitality industry, as well as 2 subscribed online databases Emerald Insight and e-Lanbook (in both cases, the specialized literature and periodicals of the tourism and hospitality sector are subscribed). For example, the College library provides access to the following journals:

- International Journal of Contemporary Hospitality Management;
- International Journal of Culture, Tourism and Hospitality Research;
- International Journal of Event and Festival Management;
- The International Journal of Tourism Cities;
- Journal of Hospitality and Tourism Technology;
- The Tourism Review;
- Worldwide Hospitality and Tourism Themes.

In January 2020, 1331 items of literature and periodicals were recorded in the stock of the College Library, most of which are the most up-to-date publications released after year 2015, including the valuable publications of AHLEI (The American Hotel & Lodging Educational Institute). A new literature procurement is conducted twice a year (in August and January before the start of the new semester), based on information prepared by Academic staff and periodic updates on the acquisition of books for study and research.

Secondly, the College has its own publishing house (acting as a structural unit of the College). During the period 2014 to 2017, it has implemented a large project on developing teaching and methodological tools for the implementation of the College curriculum.

As a result of the project, the College Academic staff developed 72 teaching and methodological materials. These are the learning tools for most courses in study programme "Hospitality Service Organization", the professional terminology dictionaries as well as methodological guidelines for the design of the study papers and the elaboration and presentation of the qualification papers in the College. The methodology

carried out by the Academic staff is very important for the hospitality industry in Latvia, as no other study literature of the same importance is available in Latvian language.

Given the fact that the goal of the College is to attract foreign students, the College has translated the elaborated materials also in English and Russian. The prepared educational materials are available in both printed and digital format. It is possible to download them. Some books come with instructional videos that were filmed in hotels and restaurants in Latvia – Radisson Blu, Semarah, Kalku Varti, etc.

Thirdly, the College is actively exploiting the opportunities offered by the online environment. Since 2018 College has been using LSM Moodle to maintain an online study platform (previously Docebo platform was used). The platform is used by the College Academic staff to publish educational materials, including the previously mentioned educational materials that were designed by the College staff, for each course as well as independent work tasks. In some courses Moodle is used for student knowledge assessment. Moreover, Moodle has a link to the College Library's collection, and the online information databases, both subscribed and open access ones.

In line with the College Development Strategy 2016 - 2022, the College will continue to develop a methodological and informative basis for the College Academic staff and students so that they can implement a research work that is based on current scientific knowledge and professional field requirements. In addition, the College will ensure that the mandatory literature in its library is available in sufficient quantity for the growing number of the College students.

4. Annexes to the description of the content and implementation of the study programme

4.1. Compliance of the study programme with the national professional higher education standard and professional standard

The content of the study programme complies with the requirements set out in Cabinet Regulation No. 141 from 20 March 2001, Regulations regarding the State Standard for First Level Professional Higher Education. Compliance is explained in the following table:

Regulations Regarding the State Standard for Professional Higher Education	Study programme “Hospitality Service Organization”
The scope of the programme shall be from 80 to 120 credit points	90 CP
Study courses - total amount – not less than 56 credit points but not exceeding 75% of the total amount of the programme	68 CP
General education training courses – not less than 20 credit points	23 CP
Sector training courses – not less than 36 credit points	43 CP
Practical training – not less than 16 credit points	16 CP
Qualification paper – not less than 8 credit points but not exceeding 10% of the total scope of the programme	8 CP
The mandatory content shall include a module for the development of professional entrepreneurship competencies - not less than 6 credit points	The minimum content includes the following study courses: “Entrepreneurship” at 3 CP; “Record Keeping and Finance” at 3 CP; “Leadership and Management” at 2 CP; “Marketing in Hospitality” at 4 CP; “Sales Development and Merchandising” at 2 CP, “Human Resource Management” at 2 CP; “Quality Management in Business” 3 CP volume. Total - 19 CP

The “Organising hospitality services” study programme complies with the standard requirements of the “Hotel service organiser” profession (profession code: 2422 25). A representative of HOTEL SCHOOL Hotel Management College has also participated in the national professional standard development work group. The compliance is explained in the following table:

Competences provided in the professional standard	Study courses intended for the acquisition of these competencies
Ability to understand the structure and development of the hospitality and tourism sector, hotel work organisation, structure and personnel responsibilities and responsibilities.	<ul style="list-style-type: none"> • The Contemporary Hospitality Industry • The Travel and Tourism Sector • Rooms Division Operations Management
Ability to participate in the development and implementation of quality management standards for hospitality companies	<ul style="list-style-type: none"> • Quality Management in Business
The ability to describe and implement the hospitality company's goals and operating plans, and to evaluate and develop the collaborative skills of the company's employees and executives.	<ul style="list-style-type: none"> • Entrepreneurship • Human Resource Management • Leadership and Management
The ability to identify the marketing concepts of a hospitality company, plan and implement the marketing process by coordinating the activities of hotel departments.	<ul style="list-style-type: none"> • Marketing in Hospitality • Sales Development and Merchandising
Ability to understand personnel management functions, carry out recruitment, training and performance assessment.	<ul style="list-style-type: none"> • Human Resource Management • Leadership and Management
Ability to assess the demand and quality of the hospitality company's services for improving the supply and quality of services.	<ul style="list-style-type: none"> • Quality Management in Business • Rooms Division Operations Management
Ability to organize business in line with the aims of a hospitality company.	<ul style="list-style-type: none"> • Entrepreneurship • Rooms Division Operations Management • Food and Beverage Operations Management • Conference and Banqueting Management • Resource Operations Management • Sustainable Resource Management in Hospitality • Cellar and Bar Operations Management
The ability to assess the economic performance of the company, financial	<ul style="list-style-type: none"> • Record Keeping and Finance

indicators and to make proposals to improve the business of the company.	
The ability to plan and organize the hospitality company's services in line with the requirements of quality systems and the company's goals.	<ul style="list-style-type: none"> • Quality Management in Business • Rooms Division Operations Management
The ability to design, manage and coordinate the development of hospitality company services, analyze and evaluate their profitability.	<ul style="list-style-type: none"> • New Hospitality Product Development • Entrepreneurship
The ability to follow the current trends of the hospitality and tourism industry and the latest technologies through a variety of information sources and information technologies.	<ul style="list-style-type: none"> • The Travel and Tourism Sector • The Contemporary Hospitality Industry • Contemporary Gastronomy • Presentation and Formatting Guidelines for Academic Papers
The ability to cooperate with customers, staff and stakeholders, to assess the quality of their and team work, to respond to the outcome.	<ul style="list-style-type: none"> • Professional Communication • Human Resource Management • Leadership and Management
Ability to manage and use professional hotel management programs, office equipment.	<ul style="list-style-type: none"> • Hotel Management Software
Ability to understand, apply and comply with regulatory requirements in the area of hospitality services.	<ul style="list-style-type: none"> • Laws in the Hospitality Industry
The ability to manage the principles of the organisation and administration of a hospitality company.	<ul style="list-style-type: none"> • Rooms Division Operations Management • Food and Beverage Operations Management • Conference and Banqueting Management • Resource Operations Management • Sustainable Resource Management in Hospitality • Cellar and Bar Operations Management
Capacity to form and use a Guest Data Bank, observing the requirements of regulatory enactments in the field of personal data protection.	<ul style="list-style-type: none"> • Laws in the Hospitality Industry • Rooms Division Operations Management
Ability to manage documents related to job responsibilities.	<ul style="list-style-type: none"> • Record Keeping and Finance • Resource Operations Management • Sustainable Resource Management in Hospitality • Rooms Division Operations Management
The ability to create and maintain positive contact with the basic principles of	<ul style="list-style-type: none"> • Professional Communication • Work in Multicultural Environment

hospitality and applied labelling, professional and general ethics.	<ul style="list-style-type: none"> • Study Internship I & II
Ability to comply with the requirements of the regulatory enactments on labour and environmental protection, rules on the internal procedures of the undertaking, rules of the self-control system (HACCP) specified in the undertaking.	<ul style="list-style-type: none"> • Laws in the Hospitality Industry • Sustainable Resource Management in Hospitality • Civil Defence • Contemporary Gastronomy • Food Safety Management • Study Internship I & II
Ability to comply with the rules of employment law.	<ul style="list-style-type: none"> • Human Resource Management • Study Internship I & II
The ability to ensure the management of the company's holdings and resources by ensuring the environmentally friendly and sustainable development of the company.	<ul style="list-style-type: none"> • Resource Operations Management • Sustainable Resource Management in Hospitality
Ability to communicate in the official language and at least two foreign languages, use professional terminology.	<ul style="list-style-type: none"> • English for Hospitality • Spanish for Hospitality • German for Hospitality • Latvian for Hospitality (for foreigners)
Capacity to develop professional skills and knowledge independently.	<ul style="list-style-type: none"> • Employability Skills and Professional Development
The ability to carry out work independently and to take responsibility and control for your own the outcome of the job.	<ul style="list-style-type: none"> • Study Internship I & II

4.2. Costs of the study programme and their calculation

No. p.k.	Items of expenditure	Monthly costs in EUR	Annual costs in EUR
1.	Employee payroll costs		96 104
1.1.	Remuneration of academic staff	2 520	30 240
1.2.	Remuneration of support staff	3 060	36 720
1.3.	Remuneration of administrative staff	650	7 800
1.4.	Remuneration of facilities service staff	250	3 000
1.5.	Social tax on employees (total)	1 529	18 344
2	Material and informative base costs		32 760
2.1.	Costs of premises rent	2 125	25 500
2.2.	Costs of upgrading equipment and facilities	245	2 940
2.3.	Cost of study literature and scientific databases	300	3 600
2.4.	Purchase of stationery goods	60	720
2.5.	Purchase of food ingredients for practical studies	130	1 560
3	Service costs		2 750
3.1.	Organizing practical training outside College		400
3.2.	IT Services costs		1 650
3.3.	Costs of communication services		700
4	Marketing costs		5 500
4.1.	Internet ads and social media		3 000
4.2.	Local marketing activities - exhibition "SCHOOL 2019"		1800
4.3.	Production of advertising materials (booklets, banks, etc.)		700
Total annual costs:			137 114

4.3. List of the academic staff involved in the implementation of the study programme

"HOTEL SCHOOL" Hotel Management College - Academic Staff							
Nr.	Name, Surname	Degree/professional qualification	Election status in the assessed higher education establishment or college (Elected - Yes/No)	Position in the higher education establishment/college as elected academic staff or another academic staff status	Study programmes delivered by the academic staff in the relevant branches of studies, indicating the branch of study and the corresponding study programmes	Compliance with regulatory acts:	
						Latvian language skills of academic staff	Level of knowledge of English of academic staff
1.	Oļegs Nikadimovs	Professional Master's degree in International Business Administration, qualification - Manager of Companies and Institutions (Management of the International Tourism and Hospitality Business); Professional higher education qualification - Technical Interpreter Consultant.	Yes	Docent	Branch of study - "Hotel and Restaurant Service, Tourism and Recreation Organization". Study programme - Hospitality Service Organization.	C2	C2
2.	Olga Zvereva	Professional Master's degree, qualification - English language teacher; Professional Master's degree in International Business Administration, qualification - Manager of Companies and Institutions.	Yes	Lecturer	Branch of study - "Hotel and Restaurant Service, Tourism and Recreation Organization". Study programme - Hospitality Service Organization.	C2	C2
3	Jekaterina Korjuhina	Master of Human Sciences in English Philology; Bachelor of Human Sciences in Philology; Master of Social Sciences in Economics;	Yes (until 20.12.2020.)	Lecturer	Branch of study - "Hotel and Restaurant Service, Tourism and Recreation	C1	C2

		Bachelor of Economic Sciences; Qualification of the Economist in Business Economics.			Organization". Study programme - Hospitality Service Organization.		
4	Kristīne Joanna Golubeva	Master of Social Sciences in Management; Bachelor of Social Sciences in Economics.	Yes	Lecturer	Branch of study - "Hotel and Restaurant Service, Tourism and Recreation Organization". Study programme - Hospitality Service Organization.	C2	C1
5	Dzintars Priedītis	Bachelor's degree in Arts, Musical Composition speciality; Professional qualification - Teacher of Theoretical Subjects of Music, Piano Teacher. Professional qualification - Hospitality Services Specialist.	Yes	Lecturer	Branch of study - "Hotel and Restaurant Service, Tourism and Recreation Organization". Study programme - Hospitality Service Organization.	C2	C1
6	Marta Eglīte	Professional Master's degree, qualification - Manager of Companies and Institutions; Professional Bachelor's degree, qualification - Manager of Companies and Institutions; Bachelor's degree in International Hospitality Management.	Yes	Lecturer	Branch of study - "Hotel and Restaurant Service, Tourism and Recreation Organization". Study programme - Hospitality Service Organization.	C2	C2
7	Anita Strazdiņa Kulikovska	Master's degree in Academic Pedagogy; Bachelor of Social Sciences degree in Management; First-level professional higher education, qualification - Sign Language Interpreter.	Yes	Lecturer	Branch of study - "Hotel and Restaurant Service, Tourism and Recreation Organization". Study programme - Hospitality	C2	C1

					Service Organization.		
8	Natalja Poļakova	PhD of Philology in the History of Foreign Literature; Master's Degree in German Philology.	Yes	Docent	Branch of study - "Hotel and Restaurant Service, Tourism and Recreation Organization". Study programme - Hospitality Service Organization.	C2	B2
9	Le Viet Long	PhD in Corporate Administration and Master's degree in Business Administration (Hospitality and Tourism).	No	Guest Docent	Branch of study - "Hotel and Restaurant Service, Tourism and Recreation Organization". Study programme - Hospitality Service Organization.	A1	C2
10	Ieva Margēviča Grīnberga	PhD in Pedagogy; Master of Education Sciences in pedagogy; Bachelor's degree Education Sciences.	No	Guest Docent	Branch of study - "Hotel and Restaurant Service, Tourism and Recreation Organization". Study programme - Hospitality Service Organization.	C2	B2
11	Alise Vītola	PhD in Economics; Professional Master's degree in Economics; Professional Bachelor's degree in Business Administration; First-level professional higher education in Economics and Entrepreneurship.	No	Guest Docent	Branch of study - "Hotel and Restaurant Service, Tourism and Recreation Organization". Study programme - Hospitality Service Organization.	C2	C2

12	Tatjana Titareva	International Master's degree in Public Administration; Bachelor's degree in Business Administration.	No	Guest Lecturer	Branch of study - "Hotel and Restaurant Service, Tourism and Recreation Organization". Study programme - Hospitality Service Organization.	C2	C2
13	Diāna Silarāja	Professional Bachelor's degree in Business, qualification of Restaurant and Hotel Manager.	No	Guest Lecturer	Branch of study - "Hotel and Restaurant Service, Tourism and Recreation Organization". Study programme - Hospitality Service Organization.	C2	C2
14	Romāns Artamonovs	Professional Bachelor's degree, qualification - Business Manager; Vocational secondary education, qualification - Employee of Commercial Restaurant Service.	No	Guest Lecturer	Branch of study - "Hotel and Restaurant Service, Tourism and Recreation Organization". Study programme - Hospitality Service Organization.	B2	B2
15	Eduards Ādmidiņš	Qualification of the Economist in Business Administration; Professional Master's Degree, Qualification - Philologist, Latvian Language and Literature Teacher.	No	Guest Lecturer	Branch of study - "Hotel and Restaurant Service, Tourism and Recreation Organization". Study programme - Hospitality Service Organization.	C2	C1

4.4. List of support staff involved in the implementation of the study programme

Functions of College Academic Support and General Staff	
Name, surname, position	Duties
Paed. Inga Zule, Head of Academic Department	Organization of class consultations and lecturers, planning and organization of the national final examination, etc.
MIB Oļegs Nikadimovs, Director of the Study Program	Coordination of study course updates, preparation and amendments to study programs, elaboration of self-assessment reports of study programs, etc.
Ārija Dombrovska, Internship Coordinator	Management of cooperation with employers providing internships for students, harmonization of internship deadlines, internship reports, etc.
Mg. Paed., Mg. Oec. Jekaterina Korjuhina, internal quality auditor	Internal quality audit of inspections and evaluations
Jekaterina Sadovaja, Study Methodologist	Organization of study process and study records, counseling
Anita Brutane, Student Service Specialist	Preparation of study contracts, student counselling on financial aid opportunities, student fee discounts, student accommodation, public transport discounts, etc.
Linda Snore, Librarian	Library services for students
Dr. Oec. Konstantīns Savenkovs, Computer System Administrator	Operations related to Moodle platform, registration of users for study courses
Irina Koņkova, Accountant	invoicing, payment procedures, salary calculations, etc.
Konstantīns Špakovs, Advertising manager	Development of promotional materials, planning and organization of promotional campaigns, representation of College at education fairs

4.5. Departments involved in the implementation of the study programme

The Functions of the College Department	
Department Name	Department Tasks
Academic Department	Planning of the study and methodical work, control of the organization and implementation, organization of student records, internal audit of the study process, student counselling on issues related to the study process
Research and Project Department	Planning, organization and monitoring the academic staff and the study process, organization of research reporting activities (seminars and conferences), implementation of transnational cooperation projects
Student Services	Advising students on crediting opportunities, tuition fees, student accommodation, public transport discounts, etc., which do not fall under the academic matters.
Student Parliament	Representation of students' interests in and outside the College, the organization of cultural and entertainment activities aimed for the students
Library	Library Services for students
Publishing	Publishing of study and methodological resources
Accounting	Financial accounting, payroll calculations and payment
Marketing	Promotion of educational programs offered by the College, publication of up -to- date information on the College website and its profiles on social networks

4.6. Internship organization procedure

APPROVED
"HOTEL SCHOOL" Hotel Management College
Council Meeting October 25, 2019
Protocol 4-16/1

Riga, November 1, 2019

No 4-3/3

INTERNSHIP ORGANIZATION PROCEDURE AT "HOTEL SCHOOL" HOTEL MANAGEMENT COLLEGE

Developed in accordance with
Vocational Education Law
Article 7, Paragraph 4 and Article 31, Paragraph Six, and
Regulations of the Cabinet of Ministers of 20 November 2012 No. 785

I GENERAL PROVISIONS

1. Terms:
 - 1.1. **Internship:** the acquisition of the practical part of the corresponding vocational education programme outside the premises of the educational institution;
 - 1.2. **Intern:** a student who takes part in the internship within an institution, business or an association (hereinafter – internship placement) in accordance with the practical part of the corresponding vocational education programme.
2. This procedure (hereinafter – the Procedure) is designed to assist the parties involved in the organization of study internships by setting out each internship stage. The Procedure outlines the criteria that students must fulfil in order to receive a permission to undertake the internship, it defines the internship placement and determines the arrangements for organizing the internship placements and the rights and duties for each involved party, it provides guidance in emergency situations, as well as defines the requirements for the development and advocacy of an internship report. The Procedure also contains the examples of documents that are necessary for the internship organization process.
3. The Procedure states the organization of the 1st level higher professional education study programme “Hospitality Service Organization” implemented by "HOTEL SCHOOL" Hotel Management College (hereinafter - HOTEL SCHOOL)

II. INTERNSHIP REQUIREMENTS

4. College grants admission to an internship to a student who meets following requirements:
 - 4.1. student **has no financial debt** regarding the tuition fees and other services provided by the educational institution;
 - 4.2. student follows the Internal Rules and Regulations of College;
 - 4.3. student has fulfilled the requirements of the study programme within the agreed deadlines and **has no academic debt** for the previous study period.

III INTERNSHIP PLACEMENT

5. The internship placement can only be an institution, business or association whose **main activity is the organization of hospitality services** (accommodation, catering, and recreation organization) or an equivalent institution, business or association.
6. College provides students with placements that meet the necessary requirements from among the number of College business partners. The College Internship Placement Coordinator is responsible for establishing and maintaining the cooperation with businesses who may become the potential internship placement partners.
7. The student has the right to offer his or her internship placement, thus the compliance with the requirements is assessed and approved by the Internship Supervisor.

IV. INTERNSHIP ORGANIZATION PROCEDURE

8. The educational institution, the internship placement and the intern take part in the internship organization process.
9. The start and the end dates of the internship, including the date of the internship report presentation date is set out in the class schedule, that is approved by the College Director.
10. The College Director shall no later than 30 days prior to the commencement of the internship issue a **statement on internship admission results** according to the requirements set out in Section 2 of this Procedure, as well as appoint an **Internship Supervisor** for each student from among the College Academic staff.
11. The Internship Placement Coordinator shall no later than 30 days prior to the commencement of the internship update the **list of potential internship placements** from the College partners and publish it on the College e-learning environment, including the placement contact details and availability/requirements, thus informing the students of the offered internship requirements and conditions.
12. The Internship Placement Coordinator shall no later than 20 days before the commencement of the internship **coordinate student placements individually**, by informing about the allocations of the student internship placements, either chosen by the student or College assigned. After the placement confirmation, the **student is required to arrange the necessary documentation** (see Section 5) for the start of

the internship and to submit a signed Internship Contract to the College Academic Department (Office No 43).

13. After receiving the Internship Contract, the College Director issues a statement on **student internship placement** according to the contracted placement details. The student may not be admitted to the internship if he/she does not meet the internship admission requirements (see Section 2).
14. The Internship Supervisor shall **inform the student about the internship procedure, objectives, tasks and evaluation criteria** no later than 10 days before the commencement of the internship.
15. The student performs the internship according to previously approved start and end dates, by undertaking the tasks outlined by internship programme (see Appendix 2).

V. INTERNSHIP DOCUMENTATION

16. The following core documents (hereinafter – Internship documents) are required for the Internship organization process:
 - 16.1. **Internship Programme** (see Appendixes 1 and 2);
 - 16.2. **Internship Contract** (see Appendix 3)- the representative of the educational establishment, the representative of the internship placement and the intern shall conclude a tripartite internship agreement, setting out the rights and obligations of the educational establishment, the internship placement and the intern, the duration of the internship and the internship termination conditions. In case the intern is a minor, his/her legal representative shall sign the Internship Contract;
 - 16.3. **Intern's Profile** (see Appendix 4);
 - 16.4. **Internship Report**
17. In order to carry out an internship in Latvia it is necessary to have following additional documents (hereinafter - additional documents):
 - 17.1. **a certificate** on the " "Minimum Hygiene Requirements in Food Establishments" (in accordance with Cabinet Regulation No. 545 of 29.09.2015 "Procedure for the Training of Food Handling in the Field of Food Hygiene");
 - 17.2. **a form** No 027/u (according to the Cabinet of Ministers Regulations No. 447 of July 24, 2018 "Regulations on Work related Potential Risks to the Health of Other People and Procedures for Performing Mandatory Health Checks")
18. In order to carry out an internship abroad it is necessary to have following additional documents (hereinafter - additional documents):
 - 18.1. An entry **visa** and/or a residence and work permit issued by the Embassy of the relevant country;
 - 18.2. Health **Insurance**;
19. Before the intern has been approved, the placement may request an intern's **CV** (in English or in other foreign languages in case of an internship abroad) or a specific internship application form (hereinafter - the application documents). The student

who qualifies for an internship offered by the educational institution is obliged to prepare the application documents in accordance with the requirements and deadlines (not later than the previously set deadline) by submitting them to the College Internship Placement Coordinator. Otherwise, the student may not be allocated to the internship within the planned timeline and might be transferred to the next study semester or might be asked to extend the study duration in order to meet the requirements of the study programme. In this case a recurring tuition fee will be applied.

20. Before the intern has been approved, the internship placement may arrange **interviews** with the prospective candidate (in person or via Skype etc.). A student applying for a placement offered by an educational institution is obliged to attend the interview or to notify in advance the College Internship Placement Coordinator about the circumstances that prevent the student from attending the interview at the agreed time. Otherwise, the student may not be allocated to the internship within the planned timeline and might be transferred to the next study semester or might be asked to extend the study duration in order to meet the requirements of the study programme. In this case a recurring tuition fee will be applied.

VI. RIGHTS AND OBLIGATIONS OF THE EDUCATIONAL INSTITUTION:

21. Rights:

- 21.1. Upon the order of the Director of the educational institution to withdraw the student from the internship, if:
- 21.2. the criteria on internship admission requirements are not met (see Section 2);
- 21.3. the student does not prepare the required documentation (see Section 5);
- 21.4. the student does not follow the internship instructions, internal rules and regulations, work safety or protection requirements set by the internship placement;
- 21.5. the internship placement present life or health hazards, or other violations (inappropriate work, etc.) to the student (intern).

22. Obligations:

- 22.1. to provide students with the internship placements;
- 22.2. to appoint the academic staff representative of the educational institution as an Internship Supervisor who coordinates internship process and provides support to the intern during the internship, in accordance with the approved internship programme;
- 22.3. to introduce the students with the objectives, tasks and evaluation criteria of the internship, as well as with his rights and duties during the performance of the internship;
- 22.4. to assess student's learning outcomes achieved during the internship.

VII INTERN'S RIGHTS AND OBLIGATIONS:

23. Rights

- 23.1. to receive information from the College Internship Placement Coordinator;
- 23.2. to receive information from the Internship Supervisor on intern's performance, objectives, tasks, evaluation criteria and the rights and obligations;
- 23.3. to refuse to carry out the work in the internship placement, if working conditions present a threat to health and life of the intern and other people, by informing the educational institution immediately;
- 23.4. to receive consultations on matters related to the internship from Internship Supervisor.

24. Obligations:

- 24.1.1. to get acquainted with this Procedure and its Appendixes;
- 24.1.2. prior to the start of the internship, to prepare and submit internship application documents, to take part in the meetings and to complete the additional documentation necessary for the organization and performance of the internship (see Section 5);
- 24.1.3. to submit a signed internship contract to the educational institution within the deadline (see Section 4);
- 24.1.4. prior to the start of the internship, to get acquainted with and to follow the internal and labour protection regulations of the internship placement;
- 24.1.5. To fulfil the tasks specified in the internship programme and to follow the instructions of the Placement Supervisor.

VIII EMERGENCY RESPONSE

- 25. In case of absence, the intern is obliged to notify the internship placement and the Internship Placement Coordinator and state the reasons of the absence.
- 26. The intern is entitled to refuse to carry out work in the internship placement, if working conditions present a threat to health and life of the intern and other people, by informing the educational institution immediately;
- 27. In case of the internship placement changes, the intern must submit a motivated application in two copies, one addressing the current internship placement, and the other addressing the College Internship Placement Coordinator
- 28. An educational institution has the right to withdraw interns from the internship placement, in case the conditions that might threaten their lives or health are detected in the internship placement.
- 29. The internship placement holds the rights to suspend the intern from fulfilling internship tasks in case the intern does not follow the internship instructions, internal rules and regulations, work safety or protection requirements set by the internship placement, by informing the educational institution immediately.

IX INTERNSHIP REPORT SUBMISSION REQUIREMENTS

- 30. The practice report should be a body:

- 30.1. **Title page;**
- 30.2. **Table of Contents;**

- 30.3. **Introduction;**
 - 30.4. **Chapters and Subchapters** (According to the Internship Programme tasks);
 - 30.5. **Summary;**
 - 30.6. **Information Resources;**
 - 30.7. **Appendixes.**
31. The intern must provide information on the **aim, objectives** (according to the internship programme), **duration** and **place of the internship**, as well as the name, surname and job role of the Placement Supervisor.
 32. The contents **of the chapters and subchapters of the internship report must match the internship programme**. They should reflect the particularities of the hospitality company and its internal rules as well as describe the work organization of the structural units of the hospitality company, including the sub-topics mentioned in the internship programme. Attention should be paid also **to self-reflection of the performed tasks and gained knowledge**. If some of the programme requirements cannot be ascertained at the internship placement, they must be described in theory, indicating the information resources.
 33. In the summary, the intern should list the professional competencies acquired as a result of the internship, assess the quality of work that was carried out, and include **proposals** for further development of professional skills and personal growth.
 34. **It is recommended to include images** that demonstrate the working environment and how intern performs the assigned internship tasks. It is also advisable to add documentation examples that were used during the internship, as well as some promotional materials. However, the internship report cannot consist only of copies of various documents. It should be added as illustrative or explanatory material **in the Appendix**.
 35. **The minimum volume of the Internship Report is 20 pages.**
 36. The Internship report must include a **sample Title Page** (see Appendix 5), the rest of the report should be presented in accordance with the requirements set out by the College methodological material "The Presentation of Study Papers".
 37. The complete internship report must be **submitted to the Internship Supervisor within one week (7 days) after the internship end date** electronically and in one copy, printed and spiral-typed, along with a completed intern's profile that is signed by the Placement Supervisor.

X PRESENTATION AND ASSESSMENT PROCEDURE OF THE INTERNSHIP REPORT

38. The students who have received a successful assessment from the Internship Supervisor are granted access to the Internship Report Presentation
39. The **Academic Department of the College** oversees the organization of the Internship Report Presentation. It can be carried out in a variety of forms, either as a traditional presentation in front of an audience, or as an exhibition - a stand created by the intern. The day of the internship presentation is indicated in the academic

calendar of the current academic year. The internship supervisor introduces a planned presentation process to the intern, as well as informs about the different forms of presentations and the timings.

40. The internship presentation is **assessed by a commission consisting of 3 people** from among the College Academic and Administration staff that is approved by the Director of an educational institution. In addition, the industry professionals from hospitality companies may also be invited to the internship presentation. The statement on Internship Result Assessment Commission issued by the College Director determines the Head of the Commission.
41. Minutes shall be drawn up during the internship presentation tracking the evaluation given by the commission (on the 10-point scoring scale);
42. The evaluation of the internship **is subject to the following criteria** (see Appendix 6):
 - 42.1. The content, structure and presentation of the internship report meet the requirements;
 - 42.2. The content of the internship report confirms that the student has fulfilled the tasks of the internship programme;
 - 42.3. During the Internship defense presentation, the student uses appropriate visual aids, persuasive speech, including professional terminology;
 - 42.4. During the presentation the student describes the main study aspects and is able to carry out analysis of his/her professional performance;
 - 42.5. The student is able to answer additional questions regarding the performance of the Internship programme;
 - 42.6. The Intern's Profile (feedback) provided by the Placement Supervisor, confirming that the intern has demonstrated his/her personal skills and professional competences to work in the hospitality industry. (high achievement - 7 to 10 points; a reasonable achievement - 4 - 6 points, a low achievement - 1 - 3 points);
 - 42.7. The intern did not present any work discipline offences during the internship (high achievement - 7 to 10 points; a reasonable achievement - 4 - 6 points, a low achievement - 1 - 3 points);
43. The final assessment of the internship is obtained by calculating the arithmetic mean of all evaluation criteria requirements. The decision to round the resulting figure is taken by the Head of the Internship Result Evaluation Commission.
44. **The internship is considered successful if a student is given a successful assessment.**

APPENDIXES XI

Appendix 1 – Internship Programme I

Appendix 2 – Internship Programme II

Appendix 3 – Internship Contract Sample

Appendix 4 - Intern's Profile Sample

Appendix 5 – Internship Report Title Page Sample

Appendix 6 – Internship Evaluation Criteria

Published November 1, 2019

"HOTEL SCHOOL" Hotel Management College

Director V. Ponciusa

4.7. Descriptions of study courses and study modules

4.7.1. General education courses - compulsory part

“HOTEL SCHOOL” Hotel Management College

Study programme’s “Hospitality Services Organization” study course

" English for Hospitality"

Main attributes

Study course title	English for Hospitality
Study course status	General education course - compulsory part
Study course level	First level professional higher education
Course instructor	Lecturer, Mg.oec., Mg.Philol., Jekaterina Korjuhina
Course volume in Parts and Credit Points	2 parts, 4 credit points, 6 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	The course promotes the acquisition of the hospitality-related vocabulary and skills required for study and further professional development. It aims at specialty text reading; develops listening and writing skills, comprehension skills, speaking skills in different contexts: meetings, presentations, guest relations; develops lexical competence, providing students with the opportunity to express, paraphrase business concepts, synthesize, analyze and discuss various issues, and develops students' communication skills in the framework of their profession.
Aim and objectives, defined in competences and skills	<p>The aim of the course is to develop students' knowledge of English in hospitality areas, to teach how to provide hospitality services in English to clients in hospitality-related organizations.</p> <p>Tasks of the study course:</p> <ul style="list-style-type: none">• to teach professional vocabulary;• to urge students to use their speaking and listening skills;• to develop students' reading skills;• to teach students to perceive and understand information, to answer questions, to give explanations. <p>Upon successful completion of this course the student will be able to:</p> <ul style="list-style-type: none">• use professional vocabulary;• communicate in English;• read texts related to hospitality;• to perceive and understand information, to answer questions, to provide explanations;• use professional terminology in English;• gain proficiency in English;• use professional English at practice and at work.

Students' individual work; structure and tasks	The course includes practical tasks, homework, case studies and group work. Practical tasks are performed individually and in groups. Students participate in discussions.
Literature	<p>Compulsory:</p> <ul style="list-style-type: none"> - Strutt P. (2017). <i>English for International Tourism</i>. Upper-Intermediate Student'sbook. Pearson Education Limited, England; - Tanji, H. (2014). <i>Professional Spoken English for Hotel & Restaurant Workers</i>, 1st ed., Create space Independent Publishing Platform; - Mol H. (2009). <i>English for Tourism and Hospitality</i>. Student'sbook. Garnet Publishing, Lebanon. <p>Recommended:</p> <ol style="list-style-type: none"> 1. Murhpy R. (2015) <i>English Grammar in Use</i>. Cambridge University Press, UK; 2. English Dictionary, Translations&Thesaurus. Cambridge Dictionary. [Apskatīts 12.09.2019], pieejams:https://dictionary.cambridge.org/
Required technical equipment for the delivery of a study course	Study room, suitable for group work, equipped with desks and chairs for learners, whiteboard and multimedia equipment (computer, projector, speakers), Wi-Fi wireless Internet access.
Study course prerequisites	Knowledge of the English language at secondary school level
Required preliminary knowledge and study courses	No

Description of topics

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	Trends in tourism.	2	0
2	Advertising and publicity.	8	8
3	Hotel branding.	4	8
4	Sustainability.	4	8
5	At the airport. Airport security procedures.	4	6
6	Grammar: the verb.	12	18
7	Mid-term grammar test.	2	0
8	Heritage. Guest familiarization with the country and its recreational facilities.	2	8
9	Event planning.	2	4
10	Applying for a job. CV and application letter. Job interview.	4	4
11	Food. Gastronomy. Culinary tourism.	2	4
12	Crisis management. Risk prevention. Dealing with crisis.	4	8
13	Giving information. Incoming calls. Booking requests.	4	8
14	Client needs. Guest check-in/check-out.	4	8
15	Review and consolidation.	4	4
16	Final exam.	2	0
Total:		64	96

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
Students are able to describe the graphic image, know the language and use various language tools to express their ideas in a clear and logical way. Students understand a variety of thematically and stylistically written texts, including lengthy documents, factual material, commentary and reports; are able to articulate their thoughts clearly and logically in essays on complex issues, choosing the appropriate emotionally expressive style of expression; are able to express themselves fluently and spontaneously, to express and defend one's opinion clearly and clearly. Students are familiar with idiomatic expressions and colloquial language. Extensive vocabulary is learnt, allowing replacing unknown words with others.	<p>Individual work:</p> <p>-Written homework:</p> <p>Use of visual materials. Essay "How your country has changed".</p> <p>Tailoring a package tour. A proposal: "10-day trip to Japan".</p> <p>Website maintenance. WEB designer instructions. Improving a media profile. Essays "Social media". Creating a business plan.</p> <p>Project "Tourism object / amusement park renovation".</p> <p>Investment in a hotel. Essay: "Hotels of the future". Sustainability. Report: "Eco-resort development". Development of airport infrastructure. Writing the minutes of the meeting.</p> <p>While working as a guide. Description of the UNESCO site.</p> <p>Understanding the contracts. Report: "Details of Event planning".</p> <p>Applying for a job. Writing CV and application letter. Providing feedback. Restaurant review.</p> <p>Risk management. Written work: "Crisis management plan".</p> <p>- Active participation in workshops (group work / discussions / role plays, presentations).</p>
The student uses grammatical forms accurately and correctly.	Mid-term grammar test
Students are familiar with the basic rules of language in speech and writing, which allow constructing meaningful, content-specific and grammatically correct statements. They can correctly use terminology and idiomatic expressions.	At the end of the course, a written examination (completion of listening, reading and writing tests). The written part of the exam examines the understanding of terminology and the use of written language.

Course structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	I	2	3	16	16	48	*		
2.	II	2	3	16	16	48		*	

Course assessment structure

Assessment	% of the total grade
Submitted in time home tasks	20
Active participation in workshops	10
Mid-term grammar test	30
Final exam	40
Total:	100

“HOTEL SCHOOL” Hotel Management College

Study programme’s “Hospitality Services Organization” study course

" Spanish for Hospitality"

Main attributes

Study course title	Spanish for Hospitality
Study course status	<i>General education courses - compulsory part</i>
Study course level	First level professional higher education
Course instructor	<i>Mg. Paed. K. Priedite</i>
Course volume in Parts and Credit Points	1 part, 4 credit points, 6 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	<i>To get acquainted with Spanish language and culture, built up professional vocabulary and get to know main grammar rules.</i>
Aim and objectives, defined in competences and skills	<ul style="list-style-type: none"> • <i>Built up professional vocabulary</i> • <i>Develop speaking and listening skills</i> • <i>Develop reading and writing skills</i> • <i>Learn to comprehend and understand information, answer the questions, provide explanations</i> • <i>Gain understanding of Spanish language, culture and history</i>
Students' individual work; structure and tasks	<p><i>The students attend lectures, participate in seminars, write examinations, performs practical work with presentations and take the final exam.</i></p> <p><i>Final exam is expected in the end of the course. It consists of two parts: written and oral.</i></p>
Literature	<p>Bibliography:</p> <ol style="list-style-type: none"> 1. Martinez A.A (2015) Nuevo Sueno Espanol Lengua Extranjera. Libro del alumno. Anaya. 2. Martinez A.A (2015) Nuevo Sueno Espanol Lengua Extranjera. Cuaderno de ejercicios. Anaya 3. Rozenberga M., Spāņu valodas grāmata. Jumava: Apgads, 1996.
Required technical equipment for the delivery of a study course	<p>Study room, equipped with desks and chairs for learners, whiteboard and multimedia equipment (computer, projector, and speakers), Wi-Fi wireless internet access.</p> <p>Computer class equipped with computers running Microsoft Office, Internet browsers - Google Chrome, Internet Explorer, Wi-Fi wireless internet access, computer desks, chairs, whiteboard, multimedia devices (computer, projector, speakers). Classrooms are suitable for group work.</p>
Study course prerequisites	<i>Not required</i>
Required preliminary knowledge and study courses	<i>Not required</i>

Description of topics

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	Introduction to the subject “Spanish for Hospitality”	2	0

2	Grammar: verbs: llamarse y ser. Personal pronouns. Lexis: Nations. Jobs. Days, months, seasons. Speaking: Providing and getting information. Greetings. Figures. Phonetics: Alphabet	6	12
3	Grammar: Nouns and adjectives, sex, singular and plural. Articles. Verb: tener Lexis: Colours, body, adjectives to describe appearance and objects. Objects in the hotel. Speaking: Politeness	6	10
4	Grammar: verbs: estar vs. ser and haber (hay). Irregular verbs: I (ir, seguir). Prepositions. Mucho y muy. Present tenses (regular verbs) Lexis: Places in the city, ordinal numbers Speaking: How give information about location and address in the city Phonetics: Word and sentence stress. Grammar: irregular verbs. Belonging: adjectives and pronouns.	6	10
5	Lexis: Everyday activities, daily routine, family, weather conditions Speaking: Time, how to make an appointment. Special statements + infinitive: ir a, pensar, querer	6	10
6	Grammar: Comparison, verbs: gustar and parecer. Quantity: demasiado, mucho, poco. Demonstrative pronouns and articles. Personal pronouns followed by prepositions. Direct prepositions. Lexis: Products and beverages. Clothes. In the restaurant and hotel. Speaking: Expressing the opinion: like or dislike. Expressions on "Sales"	6	10
7	Grammar: impersonal forms. Present Continuous. Future. Lexis: Trips, transport, booking. Tourism. Speaking: telephone conversations. How to make a booking. Writing a formal letter.	6	9
8	Grammar: Past tenses: regular and irregular. Pretérito indefinido. Regular and irregular. Indirect pronouns. Past Imperfect: regular tenses and soler. Lexis: Stages in your life. Jobs in the world. Museums and history in Spain Speaking: Work, agreement, CV, job interview. Applying for a job.	6	9
9	Repeating the information from previous lectures	4	8
10	Grammar: Modal verbs. Hay que / tener que/. Conditional. Me duele / me molesta Lexis: Suggestions in the hotel. Speaking: how to demand and order in the polite way. Request, permission.	6	9
11	REVISION - Revision of all themes and grammar	6	9
12	Final exam	4	0
Total:		64	96

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
<ul style="list-style-type: none"> be able to apply main grammar rules be able to use professional vocabulary be able to develop speaking and listening skills be able to develop reading and writing skills learn how to comprehend the information, answer questions, provide explanations get an understanding about Spanish culture, history and language 	<ol style="list-style-type: none"> Participation in lectures / practical training Writing reports and tests Participating in discussions Final exam

Course structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	III	4	6	32	32	96		*	

Course assessment structure

Assessment	% of the total grade
<i>Ability to collaborate in a group, presentation skills</i>	10
<i>Individual work and participation in the course</i>	10
<i>Tests</i>	30
<i>Final written exam</i>	50
Total:	100

“HOTEL SCHOOL” Hotel Management College

Study programme’s “Hospitality Services Organization” study course

" German for Hospitality"

Main attributes

Study course title	German for Hospitality
Study course status	<i>General education courses - compulsory part</i>
Study course level	First level professional higher education
Course instructor	<i>Dr. philol. N. Pojakova</i>
Course volume in Parts and Credit Points	1 part, 4 credit points, 6 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	The aim of the course is to improve students’ knowledge of German, teach them communicate with customers in German in hospitality related enterprises.
Aim and objectives, defined in competences and skills	<p>On successful completion of this unit a student will:</p> <ul style="list-style-type: none"> • <i>use professional terminology;</i> • <i>read professional hospitality related texts and acquire necessary writing skills;</i> • <i>comprehend information. answer the phone, provide necessary explanations;</i> • <i>use professional German at internship placement and at work.</i>
Students' individual work; structure and tasks	<p>The students attend lectures, participate in seminars, write examinations, performs practical work with presentations and take the final exam.</p> <p>Final exam is expected in the end of the course. It consists of two parts: written and oral.</p>
Literature	<p>Bibliography:</p> <ol style="list-style-type: none"> 1. Autorenkollektiv, 2000: Deutsch im Hotel. Gespräche führen. Max Hueber, Verlag; 2. Beckert, N., Brauert J., 2009: Alltag, Beruf & Co.1, Hueber Verlag; 3. Beckert, N., Brauert J., 2009: Alltag, Beruf & Co.1 Wörterlernheft 1, Hueber Verlag. <p>Recommended literature:</p> <ol style="list-style-type: none"> 1. Bosch, G., Dahmen, K., Haas, U., 2010: Hueber Schritte International im Beruf. Verlag; 2. Namuth, K., Lüthi, Th., 2000: Gesprächstraining. Deutsch für den Beruf. Max Hueber Verlag. 3. Hueber, A., 2009: Deutsch für den Beruf. Kommunikation am Arbeitsplatz. Höffgen, Verlag; 4. Hueber, A., 2002: Deutsch für den Beruf. Fingerhut, M. Max Verlag.
Required technical equipment for the delivery of a study course	<p>Study room, equipped with desks and chairs for learners, whiteboard and multimedia equipment (computer, projector, and speakers), Wi-Fi wireless internet access.</p> <p>Computer class equipped with computers running Microsoft Office, Internet browsers - Google Chrome, Internet Explorer, Wi-Fi wireless internet access, computer desks,</p>

	chairs, whiteboard, multimedia devices (computer, projector, speakers). Classrooms are suitable for group work.
Study course prerequisites	<i>Not required</i>
Required preliminary knowledge and study courses	<i>Not required</i>

Description of topics

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	Introduction to the course content	2	0
2	DEALING WITH INCOMING CALLS - Receiving incoming calls; Taking messages; Dealing with requests; Providing necessary information; Answering questions about hotel facilities and service; Grammar and phonetics	6	12
3	TAKING RESERVATIONS - Taking room reservations; Confirming details of reservations; Changing and cancelling reservations; Correspondence; Inviting guests; Suggesting an alternative	6	12
4	WELCOMING GUESTS AND DEALING WITH CHECK-IN PROBLEMS - Dealing with complaints, Solving problems. Offering help, suggestions, Instructions, explanations, Grammar and phonetics	8	12
5	FOOD SERVICE - Service in the bar and restaurant, Taking customer's orders, Explaining menus and dishes, Talking about food, explanations, Complaints, Menus and Beverage Cards, Grammar and phonetics	8	12
6	KNOW YOUR REGION - Giving information on visitor attractions, Advising guests about local transport and tickets, Giving directions, Grammar and phonetics	8	12
7	Interim test	2	0
8	MEETING CUSTOMERS NEEDS - Dealing with customers' needs, Customer care and customer service, Mistakes, problems, Suggestions and offering help, Offering compensation, Grammar and phonetics	6	12
9	WORKING LIFE - Working in Housekeeping, Work safety and hygiene, Talking about job routine, responsibilities, Applying for job, Writing CV and motivation letter, Job interview, Grammar and phonetics	8	12
10	CHECK-OUT - Paying the bills, Complaints, Check out procedure, Grammar and phonetics	6	12
11	Final exam	4	0
Total:		64	96

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
<p>The students will:</p> <ul style="list-style-type: none"> • know basic grammar • develop reading, writing skills; • improve speaking and listening skills • use professional lexics; • comprehend information. answer the phone, provide necessary explanations; 	<ol style="list-style-type: none"> 1. Participation in lectures / practical training 2. Writing reports and tests 3. Participating in discussions 4. Final exam

<ul style="list-style-type: none"> use professional German at internship placement and at work. 	
--	--

Course structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	III	4	6	32	32	96		*	

Course assessment structure

Assessment	% of the total grade
<i>Ability to collaborate in a group, presentation skills</i>	10
<i>Individual work and participation in the course</i>	10
<i>Tests</i>	30
<i>Final written exam</i>	50
Total:	100

"HOTEL SCHOOL" Hotel Management College

Study programme's "Hospitality Services Organization" study course

" Presentation and Formatting Guidelines for Academic Papers"

Main attributes

Study course title	Presentation and Formatting Guidelines for Academic Papers
Study course status	<i>General education courses - compulsory part</i>
Study course level	First level professional higher education
Course instructor	<i>Dr. paed. I. Margeviča- Grīnberga</i>
Course volume in Parts and Credit Points	1 part, 2 credit points, 3 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	<i>This study course aims to teach students HOTEL SCHOOL presentation and formatting guidelines for academic papers; to develop students' MS Office knowledge, skills and competences (MS Word, MS Excel, MS Power Point); to teach students use online data bases and resources</i>
Aim and objectives, defined in competences and skills	<p><i>By successful completion of this course, the student will:</i></p> <ul style="list-style-type: none"> <i>• know how to use IT, working in different and ever-changing conditions</i> <i>• be able to use a computer as a communication tool and a tool for getting and processing information;</i> <i>• be able to prepare materials, using visualisation, sound, colours, audio and video.</i> <i>• prepare independent study papers in accordance with HOTEL SCHOOL RIGA technical rules.</i>
Students' individual work; structure and tasks	<i>Students attend lectures, complete the mid-term test and final exam.</i>
Literature	<p>Recommended literature:</p> <ul style="list-style-type: none"> Ezeriņa Z. (2016). Studiju darbu noformēšana. Metodiskie noteikumi. HOTEL SCHOOL, HOTEL SCHOOL Viesnīcu biznesa koledža, Rīga, Latvija; Bailey M (2011). Academic Writing: A Handbook for International Students (3rd ed.). Routledge. Bredberijs, E. (2008). Izcilas prezentācijas prasmes. Zvaigzne ABC. <p>Supplementary literature:</p> <ul style="list-style-type: none"> Microsoft Office training [online]. http://office.microsoft.com/lv-lv/training/default.aspx (Reviewed on 20.01.2020)
Required technical equipment for the delivery of a study course	<p>Study room, equipped with desks and chairs for learners, whiteboard and multimedia equipment (computer, projector, and speakers), Wi-Fi wireless internet access.</p> <p>Computer class equipped with computers running Microsoft Office, Google Chrome, Internet Explorer, Wi-Fi wireless internet access, computer desks, chairs, whiteboard, multimedia devices (computer, projector, speakers). Classrooms are suitable for group work.</p>
Study course prerequisites	<i>Not required</i>

Required preliminary knowledge and study courses	<i>Not required</i>
--	---------------------

Description of topics

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	<i>Introduction: the aim of the course, study results, the plan of the study work</i>	2	0
2	Information technologies in the world and in hospitality industry	4	6
3	Computer hardware and software: Word processing applications- creating, editing, and presentation of documents; Website browser information for viewing and searching on the Internet; Copyright. Copyright law; Microsoft Office Business	4	6
4	Text processing for academic and business purposes:	4	6
5	Preparing presentations for the defence: Presentation methods	2	6
6	Presentation of academic paper: Script preparation	2	6
	Electronic resource and database management systems: Subscription to e-resources, search for information; Online databases and eBooks. Search engines, saving the information; Complete text databases. Search engines, saving e-journals	4	6
7	Interim test	2	0
8	Adding references to the texts: Citing, types of references, adding references; Social media (blogs, social networks, video, etc.); Work with different sources of information; References in the text and in the end of academic papers. Bibliography	4	6
9	Statistical data description: Tables, graphs, charts; Basic principles of essay writing.	2	6
10	Final test	2	0
Total:		32	48

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
<ul style="list-style-type: none"> <i>Students are able to prepare independent study papers in accordance with HOTEL SCHOOL technical rules.</i> <i>Students can format the document and references according to the requirements.</i> <i>Students can format the document and statistic data according to the requirements.</i> <i>Students can format the document, statistic data according to the requirements and student can prepare a Power Point presentation about the content of the document.</i> 	<ul style="list-style-type: none"> Students attend lectures Complete the mid-term test Participate in class presentations and discussions Write the final test

Course structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	I	2	3	16	16	48		*	

Course assessment structure

Assessment	% of the total grade
<i>Performing practical tasks in the computer class</i>	30
<i>Performance of own-initiative works using electronic databases and other resources</i>	20
<i>Final test – Development and presentation of study work to the audience in accordance with the requirements</i>	50
Total:	100

“HOTEL SCHOOL” Hotel Management College

Study programme’s “Hospitality Services Organization” study course

" Entrepreneurship"

Main attributes

Study course title	Entrepreneurship
Study course status	<i>General education courses - compulsory part</i>
Study course level	First level professional higher education
Course instructor	<i>Dr. Oec. A. Vītola, MIB O. Ņikadimovs</i>
Course volume in Parts and Credit Points	1 part, 3 credit points, 4,5 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	<p>Entrepreneurship is at the heart of every business. Every large company started out as a small business, led by an entrepreneur. As our economy becomes more volatile, having the skills and knowledge to start a new business may mean the difference between prosperity and poverty. Entrepreneurial skills are also in demand in established companies. Every business, large or small, must be entrepreneurial just to survive. Innovative thinking has replaced "do it our way" as the rallying cry of the corporation. Students who learn to think independently flourish in chaotic environments and to keep cool under pressure are in high demand.</p>
Aim and objectives, defined in competences and skills	<p>This study course provides students with an understanding of the definition and scope of entrepreneurship and an understanding of the enablers and barriers to business start-up. Students will learn about the influence of national culture and economy on entrepreneurship and will explore the personal characteristics of entrepreneurs and the impact of personal situational factors, including education and background. Students will also learn about the role and importance of small firms to the economy, and about social enterprise and the social economy. Students will also be expected to understand the balance of risk and reward in starting a new venture and they will investigate and reflect on their own entrepreneurial and enterprising characteristics.</p> <p>By successfully finishing this course the students will be able to:</p> <ul style="list-style-type: none"> • explore and illustrate the range of venture types that might be considered entrepreneurial • assess the impact of small businesses on the economy • determine and assess the key aspects of an entrepreneurial mindset • examine the different environments that foster or hinder entrepreneurship.
Students' individual work; structure and tasks	<p>During the course students perform practical tasks, which are organized individually and in groups. Students participate in discussions.</p> <p>The following activities are planned:</p> <ol style="list-style-type: none"> 1. <i>Students will have to come up with their original entrepreneurial / start-up business idea</i> 2. <i>Students have to create a website for this new business</i> 3. <i>After creating the idea and the website, the student will have to write a business plan to present to an investor in order to get funding for their start-up</i>
Literature	<ul style="list-style-type: none"> • Ezeriņa, Z. (2016). <i>Small Business Enterprise</i>. Special Issue. Volume 1. Latvija. "HOTEL SCHOOL" Viesnīcu biznesa koledža. • Ezeriņa, Z. (2016). <i>Small Business Enterprise</i>. Special Issue. Volume 2. Latvija. "HOTEL SCHOOL" Viesnīcu biznesa koledža. • https://www.entrepreneur.com, <i>Entrepreneur Magazine</i> (Reviewed on 30.01.2020) <p><i>Recommended literature:</i></p>

	<ul style="list-style-type: none"> • Deakins, D., Freel, M. (2009). <i>Entrepreneurship and Small Firms</i>, 5th Edition. McGraw-Hill. • Lee-Ross, D., Lashley, D. (2009). <i>Entrepreneurship & Small Business Management</i>. USA. Butterworth Heinemann. • Parker, K. (2007). <i>How to Buy & Run a Small Hotel</i>. The complete guide to setting up and managing your own hotel, guesthouse or B&B. UK. Bell&Bain Ltd.
Required technical equipment for the delivery of a study course	<p>Study room, equipped with desks and chairs for learners, whiteboard and multimedia equipment (computer, projector, and speakers), Wi-Fi wireless internet access.</p> <p>Computer class equipped with computers running Microsoft Office and Internet browsers - Google Chrome, Internet Explorer, Wi-Fi wireless internet access, computer desks, chairs, whiteboard, multimedia devices (computer, projector, speakers). Classrooms are suitable for group work.</p>
Study course prerequisites	English language, skills to work with your computer and use the Internet, the skill of debating and arguing your views, presentation skills.
Required preliminary knowledge and study courses	Not required

Description of topics

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	Introduction to the study course "Entrepreneurship"	2	0
2	Entrepreneurship in a corporate or public sector context; roles and characteristics of micro, small and medium-sized organisations	4	6
3	Definitions of creativity and innovation; the main sources of generating business and entrepreneurial ideas	4	6
4	The role and importance of small firms; factors to consider: size, turnover, profit, rate of growth, innovation, sustainability and adaptability	4	6
5	Website design building principles - aesthetic, user-friendly, effective, and engaging	6	8
6	Entrepreneurial characteristics and mindset; skills set of the entrepreneur	4	8
7	Entrepreneurial characteristics and situational factors in a personal context, including family upbringing, lifestyle, cultural differences and personal motivation and drivers	6	8
8	The factors that influence the decision to start a business	4	6
9	The risks and rewards of business start-up; the potential rewards of business start-up	4	8
10	Company's purpose and vision, guide to the business's operations, the foundation of a financing proposal	4	8
11	An introduction to business plans, cover letters to investors	4	8
12	Final exam	2	0
Total:		48	72

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
Students are able to explore and illustrate the range of venture types that might be considered entrepreneurial and can assess the impact of small businesses on the economy.	<ol style="list-style-type: none"> 1. Students will create and present their original entrepreneurial / start-up business idea 2. Written report 3. Students will create and present a website for this new business

	4. Group discussion
Students are able to determine and assess the key aspects of an entrepreneurial mindset and examine the different environments that foster or hinder entrepreneurship.	<ol style="list-style-type: none"> 1. After creating the idea and the website, the student will have to write a business plan to present to an investor in order to get funding for their start-up 2. Written paper - Key aspects of an entrepreneurial mindset – developing a business plan. 3. Presentation and discussion
Students are fully familiar with the content of the course. Students have the skills and knowledge about entrepreneurship, different types of start-ups, variety of entrepreneurial mindsets and business plan structure.	<ol style="list-style-type: none"> 1. Group discussions on the results achieved 2. Written exam

Course structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	III	3	4,5	24	24	72		*	

Course assessment structure

Assessment	% of the total grade
Presentation of the original entrepreneurial / start-up business idea and a built website for this new business	30
Key aspects of an entrepreneurial mindset – developing a business plan	20
Application of creativity and innovation, generating new ideas	10
Individual work and participation in the course	10
Final exam	30
Total:	100

“HOTEL SCHOOL” Hotel Management College

Study programme’s “Hospitality Services Organization” study course

" Record Keeping and Finance"

Main attributes

Study course title	Record Keeping and Finance
Study course status	General education courses - compulsory part
Study course level	First level professional higher education
Course instructor	Master of IB, Mg.paed., Olga Zvereva
Course volume in Parts and Credit Points	1 part, 3 credit points, 4.5 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	Within the course, the students acquire knowledge and skills for keeping the company records, evaluating economic activities, financial indicators and making suggestions for improvement of the hospitality company.
Aim and objectives, defined in competences and skills	<p>The aim of the course is to develop the student's competence in document management according to regulatory requirements, financial reporting and budgeting for effective planning and control of the hospitality business.</p> <p>The objectives of the course are:</p> <ul style="list-style-type: none"> • understand the accounting principles, structure and components of an annual report; • analyze sources of funding, types of revenue, costs, accounts; • Interpret business results on the basis of the calculation of financial ratios; • design a financial plan for the hospitality company with proposals for starting or improving the hospitality business; • apply regulatory requirements for business activities and documentation management • ensure accounting and management of company resources for sustainable business development;
Students' individual work; structure and tasks	<p>The student attends lectures, participates in seminars, writes examinations, performs practical work with defense and presentations, and takes the final exam:</p> <p>Lectures, final written exam (2 hours), guest lectures, role play in groups.</p> <p>Seminars, discussions, project work online, case studies, excursions and field trips. Preparation and presentation of individual work individually and in groups.</p> <p>Studies in libraries, with online resources, independent study, group and individual research.</p>
Literature	<p>Obligatory Literature:</p> <ul style="list-style-type: none"> - Bragg, S.M. (2018). Hospitality Accounting: Second Edition: A Financial and Managerial Accounting Reference. Accounting tools Inc. Viesmīlības grāmatvedība.. Colorado. - Sidorenko, E. (2014). Finance in the Hospitality Industry. Introducing Accounting. Finances viesmīlības nozarē. Iepazīšanās ar grāmatvedību. Rīga, Latvia: HOTEL SCHOOL, Viesnīcu biznesa koledža. - Sidorenko E, (2014). Finance in the Hospitality Industry. Financial Management for Start-Ups. Finances viesmīlības nozarē. Starta uzņēmējdarbības finanšu pārvaldība. Rīga, Latvia: HOTEL SCHOOL, Viesnīcu biznesa koledža. - Papildus literatūra: - Guilding C.(2014) Accounting Essentials for Hospitality Managers.Routledge. - Guilding C.(2009) Accounting Essentials for Hospitality Managers. Routledge.

	- (2013) Juridisko dokumentu paraugi.Zvaigzne ABC.
Required technical equipment for the delivery of a study course	Study room, equipped with desks and chairs for learners, whiteboard and multimedia equipment (computer, projector, and speakers), Wi-Fi wireless internet access. Computer class equipped with computers running Microsoft Office and Micros Opera programs, Internet browsers - Google Chrome, Internet Explorer, Wi-Fi wireless internet access, computer desks, chairs, whiteboard, multimedia devices (computer, projector, speakers). Classrooms are suitable for group work.
Study course prerequisites	Not required
Required preliminary knowledge and study courses	No

Description of topics

No.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	Introduction to the course - Record Keeping and Finance. Accounting. Sources of funding and income generation in the hospitality industry.	4	0
2	Cost structure. Fixed and variable costs. Selling prices. Pricing and methods to increase profit in the hospitality industry.	4	8
3	Document management requirements and rules.	4	8
4	Cash systems and documentation.	4	8
5	Cash and stock control methods. Inventory and analysis of inventory results.	4	6
6	Taxes in the hospitality industry.	4	6
7	Business accounts. Trial balance. General Ledger.	4	6
8	Profit and loss statement. Balance sheet. Annual report.	4	6
9	Cash Flow Statement. Annual balance sheet.	4	6
10	Business ratio analysis. Coefficients.	4	6
11	Financial plan. Budgets, financial scenario modelling and control.	4	6
12	Review of Learning Outcomes, preparing to final exam	2	6
13	Final written exam	2	0
Total:		48	72

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
Students are able to prepare a financial plan for a hospitality company, profit and loss statement, balance sheet, performance ratio calculation and analysis	Individual work "Financial Plan for a Hospitality Company"
Students are able to demonstrate their research with a presentation on tax requirements at the seminar "Taxes in the Hospitality Industry"	Presentation at the seminar "Taxes in the Hospitality Industry"
Students are able to demonstrate knowledge of the document management procedures of a hospitality company	Individual work "Financial Plan for a Hospitality Company"
Students are able to design proposals with calculations on optimization of hospitality company resource management for sustainable development of the company	Individual work "Financial Plan for a Hospitality Company"

Course structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	II	3	4,5	24	24	72		*	

Course assessment structure

Assessment	% of the total grade
Independent Work 1, "Financial plan for hospitality company", group work, report with presentation	50
Presentation at the seminar "Taxes in the Hospitality Industry"	10
Mid-term Test 1, individually	5
Mid-term Test 2, individually	5
Final Written Exam	30
Total:	100

"HOTEL SCHOOL" Hotel Management College

Study programme's "Hospitality Services Organization" study course

" Leadership and Management for Service Industries"

Main attributes

Study course title	Leadership and Management for Service Industries
Study course status	General education courses - compulsory part
Study course level	First level professional higher education
Course instructor	Mg. Oec. Kristīne Joanna Golubeva
Course volume in Parts and Credit Points	1 part, 2 credit points, 3 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	The course provides an insight into the subject of management and leadership. The course covers topics on leadership styles, organizational culture, managerial competencies, managerial development tools. The course covers an overview of globalization, the future of leadership and the environment of a multicultural organization.
Aim and objectives, defined in competences and skills	<p>The course will allow students to explore various aspects of management theories and practices, as well as to use practical tools to develop and enhance managerial competencies. The course content also enables students to gain an understanding of management and leadership principles and to review students' potential careers in the service industry. By exploring organizational structures and cultures, they will learn classical leadership theory and leadership styles as well as that.</p> <p>Learning outcomes:</p> <ol style="list-style-type: none"> 1. Knows classical management theory and management styles 2. Understand and apply the factors affecting different management styles and structures in the context of the service industry 3. Assess current and future management skills in the service industry 4. Demonstrate management skills in the service industry context.
Students' individual work; structure and tasks	<p>During the course the practical work is carried out, which facilitates the acquisition of practical skills and practices:</p> <ul style="list-style-type: none"> - Data collection and analysis. Work in groups that build skills in team building and collaboration. Groups of up to 4 people. - Case study - both individual and group work to develop analytical skills and expression of opinion, to form conscious actions and decisions.
Literature	<ul style="list-style-type: none"> • Ezeriņa Z.(2016) The Developing Manager.Sia "HOTEL SCHOOL" Viesnīcu biznesa koledža. • Walker J.R. (2017) Introduction to Hospitality.Pearson. • Dessler G. (2015) <i>Human Resource Management</i>, Florida International University • David K. Hayes, Jack D. Ninemeier (2009) <i>Human Resources Management in the Hospitality Industry</i>, John Wiley & Sons, Inc., Hoboken, New Jersey <p>Recommended sources:</p> <ul style="list-style-type: none"> • Robbins S.P.,Judge T.A.(2018).Organizational Behavior.18th ed. Pearson. • Hellriegel D.(2005).Management.A Competency-Based Approach.10th ed.Thomson.South-Western.

	<ul style="list-style-type: none"> • Woods R.H.,Johanson M.M.(2012)Managing Hospitality Human Resources.5th ed. American Hotel&Lodging Association. • Stettner M.(2014). Skills for New Managers. McGraw-Hill Higher Education. • Gomez-Mejia L.R.,Balkin D.B.(2012) Managing Human Resources.Pearson:New Jersey. • Fisher W.P.(2011)Executive Decisions.Hospitality case studies in leadership ,ethics,employee relations, and external relations. Amer Hotel & Motel Assn.
Required technical equipment for the delivery of a study course	<p>Study room, equipped with desks and chairs for learners, whiteboard and multimedia equipment (computer, projector, speakers), Wi-Fi wireless internet access.</p> <p>Stationery - felt-tip pens, sheets, notebooks, pencils, stickers, etc.</p> <p>Classrooms are suitable for group work.</p>
Study course prerequisites	Not needed
Required preliminary knowledge and study courses	Not required

Description of topics

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	Organization structure - vertical, horizontal, mixed, centralized, etc.	1	0
2	Organizational culture - theory review, managerial levels	2	4
3	Leader - leader, common, different, modern trends, future requirements for a good leader	1	6
4	Theories of management styles, different styles of management	2	6
5	Factors influencing management styles - internal and external	2	6
6	Manager development - coaching, mentoring, coaching	4	4
7	Leadership as a future profession - requirements, competencies, knowledge, values, behavior	4	4
8	Globalization in enterprise management processes	3	4
9	Diversity in the workplace - culture, behavior, ethics, experience, generations	3	4
10	Management Skills - A set of managerial competencies: time planning, delegation, communication, feedback, motivation, work planning, conflict resolution.	6	8
11	Change management	4	0
Total:		32	48

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
Students are able to recognize different organizational structures and to analyze organizational culture.	<p>1) Individual work- Develop your own organizational structure and describe how it affects the organizational culture.</p> <p>2) Group discussion.</p>
Students understand the theories of management style and are able to apply it in practical situations by choosing the appropriate management style	<p>1) Individual work- case study to analyze the given practical cases, give their own assessment and analysis of situations.</p> <p>2) Group work - Educational game "Driver situations".</p>

Students are able to create, explain and apply a matrix of competences for managers at different levels in practice.	1) Individual work- to make a matrix of managerial competences for present and future from different sources of literature. 2) Group work, debate
Students have the skills to synthesize information to create the image of their leader - the future leader. Students demonstrate presentation skills, teamwork and collaboration.	1) Final work is a presentation - group work - A model of managerial skills, knowledge and development. 2) Feedback and evaluation between groups.

Course structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	II	2	3	16	16	48	*		

Course assessment structure

Assessment	% of the total grade
<i>Individual work - Develop your own organizational structure and describe how it affects the organizational culture. Group discussion.</i>	15%
<i>Individual work - case study to analyze the given practical cases, to give their own assessment and analysis of situations Group work - Educational game "Manager situations".</i>	25%
<i>Independent work - to make a matrix of managerial competences for present and future from different sources of literature. Group work, debate</i>	25%
<i>Test work is a presentation - group work - a model of managerial skills, knowledge and individual progress. Feedback and evaluation between groups.</i>	30%
<i>Individual activity and participation in the course</i>	5%
Total:	100

“HOTEL SCHOOL” Hotel Management College

Study programme’s “Hospitality Services Organization” study course

" Human Resource Management"

Main attributes

Study course title	Human Resource Management
Study course status	General education courses - compulsory part
Study course level	First level professional higher education
Course instructor	Mg. Oec. Kristīne Joanna Golubeva
Course volume in Parts and Credit Points	2 parts, 3 credit points, 4,5 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	The course provides an insight into HRM functions, various HRM tools and methods, incl. recruiting, planning, appraising, teaching, developing, motivating, rewarding, etc. The course covers topics such as the latest HR trends, future forecasts, design thinking approaches and the development of individual abilities and skills.
Aim and objectives, defined in competences and skills	<p>The aim of the course is to enable students to evaluate and apply the principles of effective human resource management (HRM). The course will explore the tools and techniques HRM uses to:</p> <p>maximize employee input. Students will learn how to use human resources (HR), methods to gain competitive advantage. Students will analyze and learn about training, its role in building and expanding the organisation's skills base, and make sure that training is appropriate to the changing business environment. Students will develop their own perceptions and learn how to become flexible, how to help an organization be flexible in managing human resources in a changing business environment.</p> <p>Students will gain an understanding of the laws governing human resource management processes as well as best practices that enable an employer to become a "good employer" in their labor market.</p> <p>Finally of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Explain the goals, functions and role of human resource management in the company and management processes. 2. Understand the importance of the workforce and understand organizational talent management processes, both individually and systematically, to achieve business goals. 2. Evaluate the efficiency of human resource management in the company. 3. Analyze internal and external factors that influence human resource management decision making, including labor law 4. Use HRM practices in a work-related context
Students' individual work; structure and tasks	<p>During the course the practical work is carried out, which facilitates the acquisition of practical skills and practices:</p> <ul style="list-style-type: none"> - Data collection and analysis. Work in groups that build skills in team building and collaboration. Groups of up to 4 people. - Case study - both individual and group work to develop analytical skills and expression of opinion, to form conscious actions and decisions.
Literature	Dessler G. (2015) Human Resource Management, Florida International University

	<p>David K. Hayes, Jack D. Ninemeier (2009) Human Resources Management in the Hospitality Industry, John Wiley & Sons, Inc., Hoboken, New Jersey</p> <p>Ezerina,Z.(2016) Human Resource Management, HOTEL SCHOOL, Riga</p> <p>Papildus literatūra:</p> <p>Robbins S.P.,Judge T.A.(2018).Organizational Behavior.18th ed. Pearson.</p> <p>Hellriegel D.(2005).Mamagement.A Competency-Based Approach.10th ed.Thomson.South-Western.</p> <p>Woods R.H.,Johanson M.M.(2012)Managing Hospitality Human Resources.5th ed. American Hotel&Lodging Association.</p> <p>Stettner M.(2014). Skills for New Managers. McGraw-Hill Higher Education.</p> <p>Gomez-Mejia L.R.,Balkin D.B.(2012) Managing Human Resources.Pearson:New Jersey.</p> <p>Fisher W.P.(2011)Executive Decisions.Hospitality case studies in leadership, ethics,employee relations, and external relations. Amer Hotel & Motel Assn.</p>
Required technical equipment for the delivery of a study course	<p>Study room, equipped with desks and chairs for learners, whiteboard and multimedia equipment (computer, projector, speakers), Wi-Fi wireless internet access.</p> <p>Stationery - felt-tip pens, sheets, notebooks, pencils, stickers, etc.</p> <p>Classrooms are suitable for group work.</p>
Study course prerequisites	Not needed
Required preliminary knowledge and study courses	Not needed

Description of topics

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	Key Functions of HR Management - Definitions, Terms, Role and Role of HR Management in a Company	1	2
2	Labour market trends and future prospects (labour market requirements, skills and knowledge change, workforce planning)	1	2
3	Personnel analytics - statistics, criteria, amount of data	2	3
4	Workforce planning - by function, number of employees, number of hours, full time equivalent	2	3
5	Employee life cycle in the organization (from selection to termination of employment)	2	3
6	Competences - analysis of soft skills and hard skills, approaches, competencies	2	4
7	Recruitment (job planning, advertisement, selection process)	2	3
8	Staff Training and Development - Definitions, Training Process in Human Resources Management), Flexible organization - examples of flexible organization, practical use	2	3
9	1 part test	2	3
10	Types of trainings. Training in organisations - different approach.	2	3
11	Performance management - role in the company, different types of performance management, motivation.	2	3
12	Remuneration system	2	3
13	Employee motivation - theory and practice	2	3

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
14	Employee and organizational communication and relationship building - internal and external factors, ethics, organizational culture.	2	3
15	Impact of labour legislation on organizational life	2	3
16	Differences in labour legislation and experience across the world, Design thinking in personnel management	2	4
17	Final exam	2	0
Total:		32	48

Learning outcomes and assessment methods

Results of studies to be achieved	Methods for evaluating results
<p>Students are able to characterize personnel-management scores and perform their analysis, comparison.</p> <p>Students understand the basic principles of workforce planning – time, resources, people. Students can calculate the amount of work they need.</p>	<p>Independent work 1 — Staff management indicators and labour planning</p> <ol style="list-style-type: none"> 1. Find HR data publicly, copy to one document, and perform data comparison and analysis. Theory and practice. 2. Create a work schedule and timesheet for at least three posts. To lay down the criteria for calculating the amount of work, to calculate the amount of work for at least three posts for one month, for one year 3. Working in groups – self-assessment, analysis, drawing conclusions. 4. Discussion of the groups.
<p>Students are familiar with an employee's life cycle, able to distinguish it and choose to suit a practical life situation.</p> <p>Students are familiar with the competencies, are able to choose the appropriate competencies for specific posts, assess their impact and development opportunities.</p> <p>Students are able to prepare job advertisements based on both the employee's HR cycle in the company and the Competencies.</p> <p>Students understand the learning process and its criteria in the company. Students are able to carry out their own learning analysis and present the results achieved.</p>	<p>Independent work 2 – Employee life cycle, job advertisements and job training process</p> <ol style="list-style-type: none"> 1) Create a life cycle for employees of your company. 2) Exploring competencies and describing themselves at a good level and needing to be improved in the light of different positions 3) Preparing a job advertisement. Preparation of selection criteria 4) Preparation of training criteria for two different positions. 5) Preparation and presentation of the curriculum 6) Research and analysis of training criteria for different companies 7) Role games – conducting a selection interview 8) Group debate/seminar on the competence approach 9) Moodle LSM test work
<p>Students demonstrate basic knowledge of the principles of the reimbursement system, familiar with the definitions. Students understand the management and application of job performance in the company. Students are aware of their motivation and are able to link it to motivational theories.</p> <p>Students have knowledge of world practices. Students demonstrate their practical knowledge of the laws of different countries, based on their practices abroad, combined with theory.</p>	<p>Independent work 3 — Principles of the compensation system and motivation of employees</p> <ol style="list-style-type: none"> 1. Create a performance system 2. Development of remuneration criteria for two posts and analysis 3. Defining criteria for your job motivation and discussing this topic 4. Individual assessment of their motivation 5. Study of labour law in at least 5 countries around the world, presentation 6. Presentation through comparison of information 7. Group debate
<p>Students have the skills to synthesize information by building their own personnel-management system. Students demonstrate presentation skills, teamwork and collaboration.</p>	<ol style="list-style-type: none"> 1. The test work is a presentation – group work - New view of staff management - your ideas on THE function OF HRM and how it should be. Design a completely new staff management system. 2. Feedback and evaluation between groups.

Course structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work				
1.	II	2	3	16	16	48	*		

Course assessment structure

Assessment	% of total grade
Independent work 1 — Staff management indicators and labour planning	20
Independent work 2 – Employee life cycle, job advertisements and job training process	20
Independent work 3 — Principles of the compensation system and motivation of employees	20
Test work - presentation/group work	35
Individual activities and participation in the course/seminars	5

“HOTEL SCHOOL” Hotel Management College

Study programme’s “Hospitality Services Organization” study course

" Macroeconomics"

Main attributes

Study course title	Macroeconomics
Study course status	General education courses - compulsory part
Study course level	First level professional higher education
Course instructor	Master of IB, Mg.paed., Olga Zvereva
Course volume in Parts and Credit Points	1 part, 2 credit points, 3 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	Within the course, students will gain an understanding of the macro environment of the hospitality industry, its impact on hospitality companies, including socio-economic, political-legal, as well as the impact of statutory requirements for starting and running a hospitality business.
<i>Aim and objectives, defined in competences and skills</i>	<p>The aim of the course is to develop the student's competence in analyzing the macroeconomic environment of a hospitality company for efficient decision making in starting a new business or improving performance of the hospitality company.</p> <p>The objectives of the course are:</p> <ul style="list-style-type: none"> • understand the macroeconomic fundamentals and the external environment of the hospitality industry; • evaluate the economic structure of the EU and the Republic of Latvia, the legal environment in business, the economic policy of government, the role and impact of the EU; • prepare the review of the external environment of the hospitality business, including the socio-economic and political legal environment in the hospitality business; • apply regulatory requirements for business start-ups, development and service provision; • follow the current trends and latest technologies in the hospitality and tourism industry through the use of various sources of information and information technology for operational and decision making purposes;
Students' individual work; structure and tasks	<p>The student attends lectures, participates in seminars, writes examinations, performs practical work with defense and presentations, and takes the final exam:</p> <p>Lectures, final written exam (2 hours), guest lectures, role play in groups.</p> <p>Seminars, discussions, project work online, case studies, excursions and field trips. Preparation and presentation of individual work individually and in groups.</p> <p>Studies in libraries, with online resources, independent study, group and individual research.</p>
Literature	<p>Obligatory Literature:</p> <ul style="list-style-type: none"> - Melissen, F., Sauer, L. (2018). Improving Sustainability in the Hospitality Industry (Hospitality Essentials Series). 1st Edition. Routledge. - Pasnaka, I. (2014). The Contemporary Hospitality Industry: Development Trends. Mūdienu viesmīlības industrija: attīstības tendences. Latvija. SIA "HOTEL SCHOOL" - Pasnaka, I. (2014). The Contemporary Hospitality Industry: professional world without borders professional world without borders professional world without borders. Mūdienu viesmīlības industrija: profesionālā pasaule bez robežām. Latvija. SIA "HOTEL SCHOOL"

	<ul style="list-style-type: none"> - Pasnaka, I. (2014). The Contemporary Hospitality Industry: scale and structure. Mūsdienu viesmīlības industrija: mērogs un struktūra. Latvija. SIA "HOTEL SCHOOL" - https://www.unwto.org/ - https://www.wttc.org/ <p>Additional Recommended Literature:</p> <ul style="list-style-type: none"> - Latvijas Banka. (2018). Macroeconomic Developments Report 2018. Makroekonomiskās attīstības pārskats 2018. - LR Ekonomikas ministrija. (2018). Latvijas Ekonomikas Attīstības Pārskats. Economic Development Review of Latvia. - LR Ekonomikas ministrija. Centrālā statistikas pārvalde (2019). Ministry of Economics of the Republic of Latvia. Central Statistical Bureau of Latvia. Latvijas makroekonomiskais apskats. Macroeconomic Review of Latvia. - OECD. (2019). Economic Surveys. Latvia.
Required technical equipment for the delivery of a study course	Study room, equipped with desks and chairs for learners, whiteboard and multimedia equipment (computer, projector, and speakers), Wi-Fi wireless internet access. Computer class equipped with computers running Microsoft Office and Micros Opera programs, Internet browsers - Google Chrome, Internet Explorer, Wi-Fi wireless internet access, computer desks, chairs, whiteboard, multimedia devices (computer, projector, speakers). Classrooms are suitable for group work.
Study course prerequisites	Not required
Required preliminary knowledge and study courses	No

Description of topics

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	Introduction to the course - Macroeconomics. External Business Environment. Free market economy. Economic models. Porter's Five Forces Analysis.	2	0
2	Economic environment. Trends in economic development. Structure of Latvian economy. Structure of the world economy.	2	4
3	Socio-cultural environment. Demographic trends. Labor market. Employment and unemployment, wages and salaries. Impact of socio-economic change.	2	3
4	Economic stability and competitiveness. Productivity. Prices. Balance of payments. Monetary indicators. Foreign direct investment. Macroeconomic indicators.	4	6
5	Factors influencing economy and the hospitality industry. External factors. PESTEL analysis. Sustainability factors and indicators. Technological, ecological environment	3	4
6	Politically legal environment. Structure and functions of municipal institutions. Role and influence of the EU. Pressure groups. Impact of legal and political environment.	3	4
7	The legislative process. Structure of the legal system.	2	4
8	LR Legislation. Legal regulation of the hospitality industry.	3	4
9	Starting a hospitality business. Business goals, business plans, business scenario modelling. Regulatory requirements for business formation and development.	2	5
10	Company trademark, brand. Business form, type, classification. Company registration, changes, reorganization, insolvency, liquidation.	2	5
11	Memorandum of association, founding treaty. Articles of association. Equity. Folio of the shareholders' register. Power of attorney. Proxy voting. Co-funding and support.	3	5
12	Review of Learning Outcomes, preparing to final exam	2	4
13	Final written exam	2	0

		Total:	32	48
--	--	--------	----	----

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
Students are able to provide an overview of the hospitality industry macroeconomic developments.	Independent work 1, "Hospitality industry macroeconomic developments", group work. Presentation at the seminar "External Environment of Hospitality Business"
Students are able to propose improvements in the hospitality business by analyzing external factors in the hospitality industry.	Case studies, discussions, group work. Presentation at the seminar "External Environment of Hospitality Business"
Students are able to explain the economic structure and legal environment of the EU and the Republic of Latvia in hospitality business, the economic governmental policy, the role of the EU and its impact on hospitality business.	Independent work 1, "Hospitality industry macroeconomic developments", group work.
Students are able to present the requirements of the company formation procedure and documentation.	Presentation at the seminar "Requirements for Establishing a Hospitality Company in Different Countries"

Course structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	I	2	3	16	16	48	*		

Course assessment structure

Assessment	% of the total grade
Independent Work 1, "Hospitality Industry Macroeconomic Review", group work, report, presentation	30
Case studies, discussions, group work.	10
Presentation at the seminar "External Environment of Hospitality Business"	10
Presentation at the seminar "Requirements for Establishing a Hospitality Company in Different Countries"	10
Mid-term Test 1, individually	5
Mid-term Test 2, individually	5
Final Written Exam	30
Total:	100

“HOTEL SCHOOL” Hotel Management College

Study programme’s “Hospitality Services Organization” study course

" Civil Defence "

Main attributes

Study course title	Civil Defence
Study course status	<i>General education course - compulsory part</i>
Study course level	First level professional higher education
Course instructor	<i>Lecturer, Mg.oec., Mg.Philol., Jekaterina Korjuhina</i>
Course volume in Parts and Credit Points	1 part, 1 credit point, 1.5 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	The course provides students with basic knowledge of civil defence issues, introduces students to environmental protection and its legal regulation in the world, EU and Latvia, hazardous chemicals and other dangers, risk identification and control, actions, including communication in the event of a disaster and first aid skills.
Aim and objectives, defined in competences and skills	<p>The aim of the course is to provide knowledge of the basic principles of civil protection and fire safety and to prepare for action in the event of fire and other possible emergencies.</p> <p>As a result of studies:</p> <ul style="list-style-type: none"> - Students understand the principles of civil protection and disaster management and know how the system works. - They understand the dangerous impact of nature pollution and have mastered the basic principles of environmental protection. - Students are able to provide first aid and plan activities in the field of fire safety and occupational safety.
Students' individual work; structure and tasks	During the course students perform practical tasks, which are organized individually and in groups. Students participate in discussions.
Literature	<p>Compulsory:</p> <ul style="list-style-type: none"> ○ LR laws and standards in force in the relevant fields (including environmental protection, labour protection, fire safety, civil and disaster management); ○ EU laws (directives, according to the directories of EU legislation) - in the respective fields; ○ https://likumi.lv/ta/id/282333-civilas-aizsardzibas-un-katastrofas-parvaldisanas-likums <p>Recommended:</p> <ul style="list-style-type: none"> – Matisāne.L. (2011). <i>Civilā aizsardzība: minimālās prasības civilās aizsardzības kursa saturam vispārējā un profesionālajā izglītībā</i>. VISC, 81.lpp.; https://visc.gov.lv/vispizglitiba/saturs/dokumenti/metmat/civila_aizsardziba.pdf

Required technical equipment for the delivery of a study course	Study room, suitable for group work, equipped with desks and chairs for learners, whiteboard and multimedia equipment (computer, projector, speakers), Wi-Fi wireless Internet access.
Study course prerequisites	Natural studies and English at secondary school level
Required preliminary knowledge and study courses	No

Description of topics

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	Introduction to the subject. Role and tasks of civil defence in the country. Organization and regulatory documents of the civil defence system. Civil defence functions in emergency situations.	2	0
2	Communication in crisis situations. Early warning systems. Hazardous chemicals and dangerous products. High-risk objects. Radiation safety.	2	6
3	Definition and management of risk. Disaster management. Planning of civil defence measures depending on the type, extent and object of the disaster.	2	6
4	Individual and collective protection of the population, first aid in life-critical situations.	2	4
5	Environment protection.	4	4
6	Safe working environment, labour protection requirements. Basic principles of fire safety.	2	4
7	Final exam.	2	0
Total:		16	24

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
Students know the main elements of the civil defence system in the country, its tasks, organizational principles and structure. Students understand the essence of the national civil defence plan, the implementation of prerequisites and the structure of the plan. Students are able to identify objects of increased danger, potential threats in the country, their types, characteristics, consequences, as well as apply the acquired knowledge in case of a disaster.	Group work - Power Point presentation on disaster management. Aim: to develop students' skills to apply their knowledge to disaster response. Students in groups present the results of a teamwork on the task of developing crisis management plan and informing the public.
Students are able to assess potential hazards in everyday life, are familiar with the principles of safe behaviour and action in a variety of hazards and disaster situations. They are provided with general knowledge on labour protection, organization and carrying out of rescue and other emergency work in enterprises, first aid and fire safety.	Group work - Case study, discussion.
Students are aware of environmental hazards and environmental impacts on humans. They understand the need for environmental protection and are able to apply their knowledge at the hospitality related enterprise and in society.	Individual task - Power Point presentation on the topic: "Nature pollution. Environmental protection options".
Students are familiar with the structure, legal framework, organization and management of the civil protection system, risk assessment. They understand work safety and basic principles of	Test.

fire safety as well as the necessary theoretical knowledge for first aid.	
---	--

Course structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	I	1	1,5	8	8	24	*		

Course assessment structure

Assessment	% of the total grade
Individual activity and participation in the course	10
Group work, discussion	20
Individual task - Power Point presentation	40
Test	30
Total:	100

4.7.2. Field-specific courses – compulsory part

“HOTEL SCHOOL” Hotel Management College

Study programme’s “Hospitality Services Organization” study course

" Professional Communication"

Main attributes

Study course title	Professional Communication
Study course status	<i>Field-specific courses – compulsory part</i>
Study course level	First level professional higher education
Course instructor	<i>D. Silarāja</i>
Course volume in Parts and Credit Points	1 part, 2 credit points, 3 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	Creating memories and joyous experiences for consumers is a key dimension affecting the profitability and growth of any hospitality organisation. To understand the factors that influence customers’ decisions is invaluable in marketing and hospitality operations.
Aim and objectives, defined in competences and skills	<p>The aim of this study course is to provide students with background knowledge and understanding of how hospitality businesses manage the customer experience from the initial needs analysis through to after sales follow-up. To enhance students’ knowledge and understanding of the consumer’s decision-making processes, from needs recognition through research, the evaluation of alternatives, purchase and post-purchase evaluation. While students will learn the underpinning theories and frameworks, they will also be expected to relate these to real-world examples, including their own personal experiences.</p> <p>By the end of this unit a student will be able to:</p> <ol style="list-style-type: none"> <i>1. understand the needs and expectations of market segments for the service industry</i> <i>2. examine the factors that influence hospitality consumer behaviour and consumer decision-making process</i> <i>3. know the customer experience map to create business opportunities and optimise customer touch points</i> <i>4. investigate the impacts of digital technology in customer relationship management</i> <i>5. apply effective customer experience management within a service sector business to maximise customer engagement.</i>
Students' individual work; structure and tasks	<p>During the study course students perform practical tasks, which are organized individually and in groups. Students participate in discussions, review case studies and participate in the final test.</p> <p>The students will also submit individually written papers on the following topics:</p> <ol style="list-style-type: none"> <i>1. Managing the Customer Experience and Business Opportunities</i> <i>2. Hospitality Consumer Behaviour and Effective Customer Experience Management</i>
Literature	<ul style="list-style-type: none"> • Pasnaka I. (2014), “Klientu apkalpošana – Darba kultūra, kas vērsta uz klientu”, HOTEL SCHOOL Viesnīcu biznesa koledža, Rīga

	<ul style="list-style-type: none"> Pasnaka I. (2014), <i>"Klientu apkalpošana – Kvalitātes nozīme un vadība"</i>, HOTEL SCHOOL Viesnīcu biznesa koledža, Rīga Pasnaka I. (2014), <i>"Klientu apkalpošana – Prasību uzzināšana un piepildīšana"</i>, HOTEL SCHOOL Viesnīcu biznesa koledža, Rīga Pasnaka I. (2014), <i>"Klientu apkalpošana – Profesionālā terminoloģija angļu valodā"</i>, HOTEL SCHOOL Viesnīcu biznesa koledža, Rīga Gary S. Goodman (2010), <i>"Monitoring, Measuring, & Managing Customer Service"</i>, Jossey-Bass www.opentext.com - Global Customer Service Ebook (Reviewed on 20.01.2020)
Required technical equipment for the delivery of a study course	<p>Study room, equipped with desks and chairs for learners, whiteboard and multimedia equipment (computer, projector, and speakers), Wi-Fi wireless internet access.</p> <p>Computer class equipped with computers running Microsoft Office, Google Chrome, Internet Explorer, Wi-Fi wireless internet access, computer desks, chairs, whiteboard, multimedia devices (computer, projector, speakers). Classrooms are suitable for group work.</p>
Study course prerequisites	<i>Not required</i>
Required preliminary knowledge and study courses	<i>Not required</i>

Description of topics

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	Introduction to the course "Professional Communication"	2	0
2	Fundamentals of professional communication Characteristics, functions and structure of the communication	4	6
3	Perceptions. The formation of a communication concept. Perception mechanisms and types.	4	8
4	The impacts of digital technology in customer relationship management, communication methods	2	6
5	Effective customer experience management within a service sector. Communication or exchange of information	4	8
6	Interim test	2	0
7	Factors that influence hospitality consumer behaviour and attitudes. Different type of interactions between people.	4	8
8	Customer decision-making process. The various stages of the hospitality consumer decision-making process.	4	6
9	Conflicts in communication and resolutions.	4	6
10	Final test	2	0
Total:		32	48

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
The students understand the needs and expectations of market segments for the service industry and are able to examine the factors that influence hospitality consumer behaviour and	<ol style="list-style-type: none"> Students attend lectures Complete the mid-term test Participate in class presentations and discussions

consumer decision-making process. The students know the customer experience map to create business opportunities and optimise customer touch points, are able to investigate the impacts of digital technology in customer relationship management; and to apply effective customer experience management within a service sector business to maximise customer engagement.	4. Submit two written papers 5. Write the final test
---	---

Course structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	I	2	3	16	16	48	*		

Course assessment structure

Assessment	% of the total grade
Ability to collaborate in a group, presentation skills, individual work and participation in the course	5
Interim test	15
Written paper - Managing the Customer Experience and Business Opportunities	20
Written paper - Hospitality Consumer Behaviour and Effective Customer Experience Management	20
Final test	40
Total:	100

“HOTEL SCHOOL” Hotel Management College

Study programme’s “Hospitality Services Organization” study course

" The Contemporary Hospitality Industry"

Main attributes

Study course title	The Contemporary Hospitality Industry
Study course status	<i>Field-specific courses – compulsory part</i>
Study course level	First level professional higher education
Course instructor	Dr. Le Viet Long
Course volume in Parts and Credit Points	1 part, 3 credit points, 4.5 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	Within the course, students will get an insight into the structure of the contemporary hospitality industry, types and segments of businesses, statistics of the local and foreign hospitality market. Students study trends, internal and external factors affecting the industry and particular companies, make suggestions for improving the performance of hospitality companies.
Aim and objectives, defined in competences and skills	<p>The aim of the course is to provide theoretical and practical knowledge and skills for analyzing and recognizing the hospitality industry, how hospitality organizations operate in the broader business environment, for effective decision making in the planning and management of hospitality businesses.</p> <p>The objectives of the course are:</p> <ul style="list-style-type: none"> • develop understanding of the current structure, scope, size and importance of the hospitality industry in the Latvian, European and global economy; • identify current and anticipated hospitality skills, types of staff and job roles; • recognize the internal and external factors affecting the hospitality industry; • critically evaluate current and potential trends and developments affecting the hospitality industry;
Students' individual work; structure and tasks	<p>The student attends lectures, participates in seminars, writes examinations, performs practical work with defense and presentations, and takes the final exam:</p> <p>Lectures, final written exam (2 hours), guest lectures, role play in groups.</p> <p>Seminars, discussions, project work online, case studies, excursions and field trips. Preparation and presentation of individual work individually and in groups.</p> <p>Studies in libraries, with online resources, independent study, group and individual research.</p>
Literature	<p>Obligatory Literature:</p> <ul style="list-style-type: none"> - Melissen, F., Sauer, L. (2018). <i>Improving Sustainability in the Hospitality Industry (Hospitality Essentials Series)</i>. 1st Edition. Routledge. 1 - Walker, J.R. (2017). <i>Introduction to Hospitality</i>. Global Edition. Pearson Education Limited. England. - Tanji H.(2014) <i>Hospitality Career Opportunities: Learn Secrets to Get Jobs in Hotel, Restaurant & Cruise Industry</i>. CreateSpace Independent Publishing Platform - <p>Additional Recommended Literature:</p> <ul style="list-style-type: none"> - <i>Hotel YearBook</i>. (2019). Retrieved from https://www.hotel-yearbook.com/editions.html [Accessed September 05, 2019]

	<ul style="list-style-type: none"> - Pasnaka, I. (2014). <i>The Contemporary Hospitality Industry: Development Trends. Mūdienu viesmīlības industrija: attīstības tendences.</i> Latvija. SIA "HOTEL SCHOOL" - Pasnaka, I. (2014). <i>The Contemporary Hospitality Industry: professional world without borders professional world without borders.</i> Mūdienu viesmīlības industrija: profesionālā pasaule bez robežām. Latvija. SIA "HOTEL SCHOOL" - Pasnaka, I. (2014). <i>The Contemporary Hospitality Industry: scale and structure. Mūdienu viesmīlības industrija: mērogs un struktūra.</i> Latvija. SIA "HOTEL SCHOOL" - Wood, Roy.C (ed.), (2018). <i>Hotel Accomodation Management. Viesnīcu izmitināšanas pārvaldība.</i> Routledge, NY 170 <i>Hotel Management Training Tutorials. Hotelier Tanji.</i> - Brothers L., Gisler A.(2005) <i>Careers in Travel, Tourism, & Hospitality.</i> McGraw-Hill
Required technical equipment for the delivery of a study course	<p>Study room, equipped with desks and chairs for learners, whiteboard and multimedia equipment (computer, projector, and speakers), Wi-Fi wireless internet access.</p> <p>Computer class equipped with computers running Microsoft Office and Micros Opera programs, Internet browsers - Google Chrome, Internet Explorer, Wi-Fi wireless internet access, computer desks, chairs, whiteboard, multimedia devices (computer, projector, speakers). Classrooms are suitable for group work.</p>
Study course prerequisites	Not required
Required preliminary knowledge and study courses	No

Description of topics

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	Introduction to the unit. Hospitality and tourism industry structure, segmentation, classifications, brands and companies, products and services. Sustainable hospitality.	4	0
2	Lodging Industry. Classification, standards and certification process of tourist accommodation. Hotel development, planning, work organization.	4	8
3	Catering industry. Classification of catering businesses. Start-up, organization and management of a catering company.	4	8
4	Games and gambling. Organization, operation and management of casinos. Tourism industry. Tourism destinations. Cruise line business.	4	8
5	Types of clubs. Organization and management of the club. Organization of conferences, banquets and other events. Types of events and planning process.	4	6
6	Hospitality business organization and coordination, organizational structure, staff duties, responsibilities, skills, employment and career in the Industry.	4	6
7	Hospitality industry: global growth and development, growth drivers, trends and processes, hospitality business chains and brands.	4	6
8	Franchise, concession and license. Franchise, concession and licensing agreements.	4	6
9	The external and internal environment of the hospitality business. Drivers of current trends and developments, factors affecting the hospitality industry, supply and demand.	4	6
10	Consumer behaviour trends, sustainability and ethical considerations, the impact of the digital revolution, emerging markets and brand development. Impact of socio-economic changes.	4	6
11	Development of hospitality products and services. Innovation and designs. Management according to the latest technologies.	4	6

12	Review of Learning Outcomes, preparing to final exam	2	6
13	Final written exam	2	0
	Total:	48	72

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
Students are able to explore the current structure, scale and size of the hospitality industry, products and services, contribution of the concession and licensing activities in the industry by producing an overview of hospitality business practices.	Independent work 1, 2-3 people in groups. Report, presentation, presentation in the classroom "Hospitality insights with staff skills gap risk management plan", group work.
Students are able to describe the organizational structure and coordination of a hospitality company, current and anticipated skills in the hospitality industry, by developing Staff Skill Gap Risk Management Plan for the hospitality company.	Independent work 1, 2-3 people in groups. Report, presentation, presentation in the classroom "Hospitality insights with staff skills gap risk management plan", group work.
Students are able to critically evaluate trends, internal and external factors affecting the hospitality industry, the development of a hospitality company by performing SWOT and PESTEL analyses and providing examples of impact on the decision making process.	Independent work 2, individually, participation in a seminar with report in the format of a presentation "Current and Possible Trends and Developments Affecting the Hospitality Industry". Discussions at the seminar.
Students are able to propose services and products to the hospitality company that are in line with current trends based on their research, assessing the company's ability to develop the proposed products or services.	Independent work 2, individually, participation in a seminar with report in the format of a presentation "Current and Possible Trends and Developments Affecting the Hospitality Industry".

Course structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	I	3	4,5	24	24	72		*	

Course assessment structure

Assessment	% of the total grade
Independent Work 1 "The Hospitality Industry Insights with Staff Skill Gap Risk Management Plan"	30
Independent Work 2 "The Current and Potential Trends and Developments Affecting the Hospitality Industry"	20
Mid-term Test 1, topics 1-6	5
Mid-term Test 2, topics 7-11	5
Final Written Exam	40
Total:	100

“HOTEL SCHOOL” Hotel Management College

Study programme’s “Hospitality Services Organization” study course

" The Travel and Tourism Sector"

Main attributes

Study course title	The Travel and Tourism Sector
Study course status	Field-specific courses - compulsory content
Study course level	First level professional higher education
Course instructor	Diāna Silarāja
Course volume in Parts and Credit Points	1 part, 2 credit points, 3 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	This course provides an insight into the history and structure of tourism and travel: what is tourism, its development history and evolution of travel habit change over the centuries. About types of tourism, products, organizations and the guiding principles for product development and promotion. It gives an insight into tourism management and the factors affecting it, as well as the impact of the travel and tourism industry on the national economy and development of country.
Aim and objectives, defined in competences and skills	<p>Main aim of this course is to deliver basic knowledge about travel and tourism industry, sectors, organization, product development and industry influence on countries economy.</p> <p>Main objectives are:</p> <ul style="list-style-type: none"> • to develop an understanding of the history and structure of the travel and tourism sector; • identify types of tourism, products / services and key industry organizations; • be able to see future trends and perspectives and be creative in the process of developing new products / services; • to acquire knowledge and skills on how to design a tourism and travel product - what it consists of and how to market it; • to get an idea of the impact of tourism on the national economy
Students' individual work; structure and tasks	<p>The course includes practical and group work, case studies, which includes literature research, static and mass media analysis, summarization and conclusions. Several practical workshops are planned in groups and pairs as well as 2 individual workshops, the results of which will be presented to all students.</p> <p>Tasks of workshops:</p> <ul style="list-style-type: none"> • Create a tourism product by choosing a particular type of tourism, make description for potential tourists - what is purchased, what does it include, who are the partner organizations, present the full path of the product, explaining in detail analysis, justification of the product / service outlook and potential; • A country case study: Students will select one specific country to analyse. Their task will be to make research of the impact of tourism on the economy, the development and potential of tourism in this country, the analysis of tourists and the development potential of the tourism industry, taking into account national resources, traditions, politics, economics, nature, etc. Countries will be selected from a list provided by the lecturer.
Literature	<ul style="list-style-type: none"> - Hsu C., Cook L.T.R. (2017), Tourism: The Business Of Hospitality And Travel, Global Edition, 6Th Edition. USA: Pearson Higher Ed. - Walker J.R. (2017) Introduction to Hospitality.Pearson. - Clayton W.Barrows, Powers T.(2009)Introduction in the Hospitality Industry.Wiley.

	<p>Recommended sources:</p> <ul style="list-style-type: none"> - Hall.M.C.,Page S.J. (2006).The Geography of Tourism&Recreation. Routledge - -Bradshaw M.,White G.W.(2007). Essentials of World Regional Geography.McGraw-Hill Higher Education. - - Dale G. (2010).BTEC Level National Travel and Tourism Student Book: Book (Level BTEC National Travel and Tourism).Pearson. - The World Tourism Organization (UNWTO) official webpage www2.unwto.org. (reviewed on 10.09.2019)
Required technical equipment for the delivery of a study course	<p>Study room, equipped with desks and chairs for learners, whiteboard and multimedia equipment (computer, projector, speakers), Wi-Fi wireless internet access.</p> <p>Computer class equipped with computers running Microsoft Office and Micros Opera programs, Internet browsers - Google Chrome, Internet Explorer, Wi-Fi wireless internet access, computer desks, chairs, whiteboard, multimedia devices (computer, projector, speakers). Classrooms are suitable for group work.</p>
Study course prerequisites	Not needed
Required preliminary knowledge and study courses	Not needed

Description of topics

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	Travel and Tourism history and structure	8	6
2	Travel and Tourism types, products, organisations and future potential	10	16
3	Travel and Tourism industry future trends and perspectives	4	6
4	Travel and Tourism influence on national economy and development	8	20
5	Final test	2	0
Total:		32	48

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
Students understand the types of tourism and factors of influence. Able to see product / service opportunities and creatively approach new product creation, analysing all product supply cycles, potential tourist path to physical use of product / service. Able to evaluate the best opportunities for partner selection and potential. Students create a new tourism product offer for a specific group of tourists, in chosen type of tourism, and produce presentation for other students.	<p>1) Teamwork - ability to collaborate, agree and share responsibilities;</p> <p>2) Creative approach of developing and offering tourism product - the ability to think outside the usual frames and existing products on the market - to come up with something new;</p> <p>3) Presentation</p> <p>4) Evaluation of other students and discussion of the product's suitability for the chosen type of tourism, future potential and recommendations.</p>
Students can assess the resources, perspectives and untapped potential of a country. Using the recommended literature and other sources of information, make an analysis of the current travel and tourism industry in the specific country - main trends and the country's potential and future prospects for the development of the tourism industry, which can positively impact the national economy and development. Students can substantiate their conclusions with concrete facts.	<p>Test work:</p> <p>1) Teamwork - ability to collaborate, agree and share responsibilities;</p> <p>2) Ability to work with information, literature, publications, etc.;</p> <p>3) Ability to analyse and see travel and tourism industry prospects in a particular country;</p>

	4) Presentation; 5) Assessment and discussion of other students.
--	---

Course structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	II	2	3	16	16	48	*		

Course assessment structure

Assessment	% of the total grade
Individual task 1	20
Individual task 2	20
Stages of the construction of a tourism product – conformity with the content of the course training and work tasks	25
Final evaluation work	30
Individual activity and participation in pair and group work and participating in at least 80% of lectures	5
Total:	100

“HOTEL SCHOOL” Hotel Management College

Study programme’s “Hospitality Services Organization” study course

" Rooms Division Operations Management"

Main attributes

Study course title	Rooms Division Operations Management
Study course status	<i>Field-specific courses – compulsory part</i>
Study course level	First level professional higher education
Course instructor	MIB, Oļegs Ņikadimovs, Dzintars Priedītis
Course volume in Parts and Credit Points	1 part, 4 credit points, 6 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	The course will introduce students to the operating organization of the room division; students will learn about the day-to-day management of the guest reception service, front office operations. Students will get an understanding of what is involved in every stage of the guest experience, as well as an understanding of room sales revenue and the importance of human resource management in maximizing revenue.
Aim and objectives, defined in competences and skills	<p>The aim of the course is to ensure a comprehensive understanding of the modern principles for the organisation of work and the management of revenue of the room division.</p> <p>In successful learning of this course, the students will be able:</p> <ul style="list-style-type: none"> • to explain the role the room department in different accommodation businesses • to organize a reservation process to optimize hotel income • to analyze the functioning of the room department throughout the guest cycle • to evaluate the quality of guest service in the day-to-day operation of the room department
Students' individual work; structure and tasks	<p>The student attends lectures, participates in seminars, practical sessions/master classes, performs individual work and takes a written exam at the end of the study course.</p> <p>As part of the course, practical works shall be carried out providing for the compilation, analysis and evaluation of additional recommended literature studies, statistical information, materials published in mass media. The results of the works are presented and students participate in the discussions.</p> <ul style="list-style-type: none"> • Practical works are organised individually and in groups (2-3 students in each).
Literature	<ul style="list-style-type: none"> • Priedītis D. (2014). VIESU UZŅĒMŠANAS DIENESTS: FUNKCIJAS UN DARBA PROCEDŪRAS, “HOTEL SCHOOL” Viesnīcu biznesa koledža • Priedītis D. (2014). VIESU UZŅĒMŠANAS DIENESTS: DARBA PLĀNOŠANA UN ORGANIZĒŠANA, “HOTEL SCHOOL” Viesnīcu biznesa koledža • Kasavana M. L. (2013), Managing Front Office Operations. Ninth Edition, ISBN 978-0-86612-413-3 • Forgacs G., (2010). Revenue Management: Maximizing Revenue in Hospitality Operations. American Hotel & Motel Association (AH&MA) <p><i>Suggested literature:</i></p> <ul style="list-style-type: none"> • Casado, M. (2014). Front Office Management in Hospitality Lodging Operations. CreateSpace Independent Publishing Platform. 2014 • Hotelier Tanji (2013). Hotel Front Office Training Manual with 231 SOP • Roy C. Wood, (2018). Hotel Accommodation <i>Management. Hospitality Essentials Series.</i>

Required technical equipment for the delivery of a study course	Study room, equipped with desks and chairs for learners, whiteboard and multimedia equipment (computer, projector, and speakers), Wi-Fi wireless internet access. Computer class equipped with computers running Microsoft Office and Micros Opera programs, Internet browsers - Google Chrome, Internet Explorer, Wi-Fi wireless internet access, computer desks, chairs, whiteboard, multimedia devices (computer, projector, speakers). Classrooms are suitable for group work.
Study course prerequisites	English language, skills to work with your computer and use the Internet, the skill of debating and arguing your views, presentation skills.
Required preliminary knowledge and study courses	Not required

Description of topics

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	Introduction to the heading "Rooms Division Operations Management"	2	0
2	Strategic management of the Rooms Division	5	8
3	Innovations in the works of the Rooms Division; technological developments	5	8
4	The importance of communication in the work of the Rooms Division	4	7
5	Role of Rooms Division in providing accommodation services, comparison between different hospitality companies	5	8
6	Hotel reservation - types of reservation, reservation systems, sales channels, Internet role in reservation process	4	8
7	Reservation process management - reservation process, reservation reports	4	6
8	Reservation process management - accepting reservation, standard operating procedures (SOP). Legal requirements - data protection and consumer law	4	6
9	Interim test	2	0
10	Revenue management components - Discount limitation, Rate Control, Occupancy Control	4	8
11	Revenue management calculations and their meaning - Revenue management formulae, Revenue management for accommodation services	4	6
12	Stages of the guest cycle - pre-arrival, arrival, stay, departure	3	5
13	Hotel visit or hotel representative lecture	4	6
14	Quality management of hospitality services	3	4
15	Service quality models. Introduction to key service quality management models - SERVQUAL, Nordic Model	4	10
16	Evaluating progress in learning outcomes. Questions and answers. Test works - student performance assessment and summary.	3	6
17	Final exam	4	0
Total:		64	96

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
----------------------------------	-------------------------------------

Students understand the types of services in different accommodation facilities, understand the differences between the different accommodation facilities and their impact on the range of services offered, the technological solutions used by different accommodation facilities. Students are able to analyze the requirement of an accommodation for services, depending on the level and type of facility.	1) Independent work - report on different types of accommodation services and on the role of Front Office - presentation and participation in group discussions. 2) Test work.
Students shall be able to understand the basic obligations of the housekeeping department, the criteria for their quality performance, the principles and importance of interaction between different services. Are able to make realistic recommendations to improve the performance of employees and to develop the necessary skills and competences.	1) Independent work - a report regarding the contribution of housekeeping department service to the provision of efficient accommodation services. Presentation and participation in group discussions. 2) Test work.
Students are able to analyze the functioning of the Rooms Division at different accommodation companies, assess how in-use technologies are used to improve guest experience in different accommodation companies, assess the importance of interleaving communication between Rooms Division and different departments in a particular accommodation company.	1) Independent work - a report on the role of Front Office in providing accommodation services and maximising the revenues. Presentation and participation in group discussions. 2) Test work.
Students are able to describe the booking process at different accommodation companies, assess the importance of loads and revenue forecasts in the management work of the Rooms Division. Apply revenue management techniques in different situations. Can characterise all 4 stages of the guest cycle and can optimize business and sales results. Students are able to explain how processes can improve the quality of hotel service delivery. How to assess the results of applying service quality models.	1) Independent work - a report on the quality management of Front Office and services, guest cycle in the hotel. Presentation and participation in group discussions. 2) Final exam

Course structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	I	2	3	16	16	48	*		
2.	II	2	3	16	16	48		*	

Course assessment structure

Assessment	% of the total grade
Individual work — Report on different types of accommodation services	15
Individual work - report on the contribution of housekeeping department to the provision of efficient accommodation services	15
Individual work - Report on the role of Front Office in providing accommodation services and maximising revenues	15
Individual work - report on quality management of Front Office and services, guests' cycle at the hotel	15
Interim test	10
Final exam	30
Total:	100

“HOTEL SCHOOL” Hotel Management College

Study programme’s “Hospitality Services Organization” study course

" Hotel management software"

Main attributes

Study course title	Hotel management software
Study course status	Field-specific courses – compulsory part
Study course level	First level professional higher education
Course instructor	Dzintars Prieditis
Course volume in Parts and Credit Points	1 part, 2 credit points, 3 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	The course gives an insight into the use of management property systems in hospitality companies, describes their differences, the functions of the main module and their compatibility with other auxiliary systems. The main course is dedicated to practical learning of Micros Opera PMS, and the course takes advantage of the opportunities provided by computer programs for the successful management of the company and the efficient sale of services.
Aim and objectives, defined in competences and skills	<p>The aim of the study course is to provide a general pretext on property management systems and to acquire practical skills in working with Opera PMS.</p> <p>Study course tasks:</p> <ul style="list-style-type: none"> • acquire knowledge and raise awareness of the role and use of property management systems in hospitality companies • being able to apply the main functions of the Opera PMS (creating a profile, making a reservation, check-in/check-out, working with invoices, reports)
Students' individual work; structure and tasks	<p>As part of the course, individual practical works with Opera PMS are performed. A computer class is provided with the hotel's management system, Micros Opera. Students work individually in the management of the lecturer with both individual and group assignments:</p> <ul style="list-style-type: none"> • Self-acquiring Micros Opera Guide/Manual section • Learn about creating different types of profiles, selecting search data, guest segmentation • make individual and group reservations, complete the registration and check-out process • familiarity with the principles of price management and practical application of Micros Opera • Overtakes pay types and invoicing • Creates approval letters, registration card, reports.
Literature	<p>Recommended literature:</p> <p>Web resources:</p> <ul style="list-style-type: none"> • http://bhrrs.info - Company “Baltic Hotel Restaurant Systems” - “Micros Fidelio” representatives in Baltic states • http://www.portje.lt - Company “Labbis” - “Portje” system provider • http://www.briosys.lv - Company “Brio Engineering” - “Porte” representatives in Latvia • http://www.hogatex.com/index_e.html - Company “Hogatex Optimis” • http://www.libra-russia.com/about/news/71-80/ - Company “Libra International”

Required technical equipment for the delivery of a study course	<p>Training room, equipped with desks and chairs for learners, blackboards and multimedia equipment (computers, projectors, speakers), Wi-Fi wireless Internet access.</p> <p>Computer class equipped with computers running Microsoft Office and Micros Opera programs, Internet browsers: Google Chrome, Internet Explorer, Wi-Fi Wireless Internet access, desks, chairs, blackboards, multimedia equipment (computer, projector, speakers)</p> <p>Classrooms are suitable for group work.</p>
Study course prerequisites	Not required
Required preliminary knowledge and study courses	Not required

Description of topics

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	Information Technology in Hospitality and their strategic importance	2	0
2	Opera PMS functionality	2	6
3	Profiles	2	4
4	Using opera PMS in communication with guests	2	4
5	Booking, check-in, check-out	4	6
6	Rate management	4	4
7	Manage hotel rooms	4	4
8	Accounts and settlements	2	4
9	Accounting and control	2	5
10	Integration with external systems	2	6
11	Overview of other Property Management Systems	2	5
12	Final test	4	0
Total:		32	48

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
Students have gained an idea of the functionality of other hotel management systems represented on the Latvian market.	Test work. Student work in groups and presentation in class.
Students will be able to understand the strategic importance of information technology in the hotel.	<p>1) Group discussion – the strategic importance of technology in the hotel.</p> <p>2) Test work.</p>
Students can use the Micros Opera PMS at the beginner level.	Final Test with practical tasks at Micros Opera.

Course structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	III	2	3	16	16	48	*		

Course assessment structure

Assessment	% of the total grade
Individual activity and participation in the course	10
Test work (according to the Learning outcomes and assessment methods)	25
Test work (according to the Learning outcomes and assessment methods)	25
Final Test	40
Total:	100

“HOTEL SCHOOL” Hotel Management College

Study programme’s “Hospitality Services Organization” study course

" Food and Beverage Operations Management"

Main attributes

Study course title	Food and Beverage Operations Management
Study course status	<i>Field-specific courses – compulsory part</i>
Study course level	First level professional higher education
Course instructor	<i>Mg. Oec. M. Eglīte</i>
Course volume in Parts and Credit Points	1 part, 3 credit points, 4,5 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	Food and Beverage Operations Management is a most important element in any of the hospitality industry as it provides a wide scope of earning good profits. It is a major sector and thus is important to focus on its excellence and quality. The organizations of hospitality industry such as hotels and restaurants are mainly focusing on the production of food and beverages and their operations. This sector involves a multitude of activities which engage the staff right from purchasing raw material, preparing food and beverage, keeping the inventory of material, maintaining service quality continuously, managing various catered events, and most importantly, analyzing the business outcomes to decide future policies.
Aim and objectives, defined in competences and skills	<p>The aim of this study course is to provide students with background and operational knowledge of the food and beverage industry. Students will examine the different kind of businesses found within the hospitality sector and the standards associated with them. Students will be expected to learn the operational skills required to work within the food and beverage sector and gain an appreciation for the equipment and technology used in operations. Students will learn how they can gain commercial advantage both operationally and from a marketing perspective. Students will be able to use this knowledge as a foundation to develop a career in food and beverage management.</p> <p><i>By successfully finishing this study course, student will be able to:</i></p> <ul style="list-style-type: none"> • explore the food and beverage industry including different styles of food and beverage service outlets, rating systems and current industry trends • demonstrate professional food and beverage service standards in a real working environment • compare the ways that different food and beverage operations use technology to improve operational efficiency • analyse customer motivations and behaviour and how food service outlets use this information to maximise business success
Students' individual work; structure and tasks	<p>The students attend lectures, participate in seminars, write examinations, performs practical work with presentations and take the final exam. As a part of the study course discussions, case study analyses and field trips will take place.</p> <p><i>Two activities / written reports are planned:</i></p> <ol style="list-style-type: none"> 1. <i>The students will participate in practical training / event organizing – where they will be able to demonstrate professional food and beverage service standards in a real working environment. The students will produce a report reflecting on their experience and skills gained during this task.</i> 2. <i>Technology in Food and Beverage sector and customer motivations and behaviour analysis to improved business profitability</i>
Literature	<ul style="list-style-type: none"> • Rubene T. (2015). “ĒDINĀŠANA VIESMĪLĪBĀ: PASĀKUMA PLĀNOŠANA – ĒDIENKARTE, GALDU KLĀJUMS UN IZMAKSAS”, “HOTEL SCHOOL” Viesnīcu biznesa koledža

	<ul style="list-style-type: none"> • Rubene T. (2015). "ĒDINĀŠANA VIESMĪLĪBĀ: PAKALPOJUMI, APKALPOŠANA UN TELPAS", "HOTEL SCHOOL" Viesnīcu biznesa koledža • Rubene T. (2015). "ПИТАНИЕ В СФЕРЕ ГОСТЕПРИИМСТВА ОРГАНИЗАЦИЯ МЕРОПРИЯТИЯ – МЕНЮ, НАКРЫВАНИЕ СТОЛА И РАСХОДЫ", "HOTEL SCHOOL" Viesnīcu biznesa koledža • Rubene T. (2015). "ПИТАНИЕ В СФЕРЕ ГОСТЕПРИИМСТВА УСЛУГИ, ОБСЛУЖИВАНИЕ И ПОМЕЩЕНИЯ", "HOTEL SCHOOL" Viesnīcu biznesa koledža • Davis B., Lockwood A., Alcott P., Pantelidis I.S. (2018). "Food and Beverage Management", Sixth Edition, Routledge Taylor & Francis Group, UK • Ninemeier J.D. (2010). "Management of Food and Beverage Operations", Fifth Edition, American Hotel & Lodging Educational Institute • Hotelier Tanji (2016). "Food and Beverage Service Training Manual with 225 SOP", Practical Food and Beverage Service Training Guide for Hoteliers and Hospitality Management Students <p>Supplementary literature:</p> <ul style="list-style-type: none"> • www.foodservicedirector.com Food Service Director Magazine, Industry trends, news and business. (Reviewed on 20.01.2020) • www.foodserviceequipmentjournal.com, "Food Service Equipment Journal". (Reviewed on 20.01.2020) • www.foodnewsfeed.com, "FSR Magazine" (Reviewed on 20.01.2020)
Required technical equipment for the delivery of a study course	<p>Study room, equipped with desks and chairs for learners, whiteboard and multimedia equipment (computer, projector, and speakers), Wi-Fi wireless internet access.</p> <p>Computer class equipped with computers running Microsoft Office and Micros Opera programs, Internet browsers - Google Chrome, Internet Explorer, Wi-Fi wireless internet access, computer desks, chairs, whiteboard, multimedia devices (computer, projector, speakers). Classrooms are suitable for group work.</p> <p>Training restaurant and bar professional facilities includes equipment and utilities, such as coffee apparatus, blender, shakers, dishes, glasses, cutlery, textiles, decors, etc.;</p>
Study course prerequisites	English language, skills to work with your computer and use the Internet, the skill of debating and arguing your views, presentation skills.
Required preliminary knowledge and study courses	Not required

Description of topics

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	Introduction to the study course "Food and Beverage Operations Management"	2	0
2	Different types of food and beverage service outlets, rating and classification systems	4	8
3	Current trends and digital technology in Food and beverage industry	4	6
4	Food service skills - the preparing, resourcing and setting up of food service, monitoring and evaluating food organisation and service, dealing and resolving complaints and issues.	4	8
5	Beverage service skills - different types of service encounters for the serving of alcoholic and non-alcoholic beverages. Pre-service duties including selecting, ordering and stocking of supplies and post-service duties such as cashing up and cleaning equipment	4	8
6	Efficient equipment managing. The legal and regulatory requirements for food and beverage service e.g. Food Safety; Health and Safety; alcohol licensing and responsible service of alcohol	4	6
7	Field trip / Training session – demonstration of professional food and beverage service standards in a real working environment	4	6

8	The impact of digital technologies on the customer service encounter - use of Point of Sale Systems, Payment technology, Touch screen Technology (e.g. self-service screen) and mobile technology	4	8
9	Customer motivations and behaviour - the hospitality consumer decision-making process	6	8
10	The importance of marketing planning and strategies to achieve overall business objectives - use of social media and multi-media platforms to promote products and services, capture customer feedback and support customer database management, display advertising and promotion online	6	8
11	Business strategy - use of market research, product selection, staff recruitment and training	4	6
12	Final exam	2	0
Total:		48	72

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
Students have participated in practical training / event organizing and were able to demonstrate professional food and beverage service standards in a real working environment. The students have produced a report reflecting on their experience and skills gained during this task. Students have understanding of technology in Food and beverage sector and customer motivations and behaviour analysis to improved business profitability	<ol style="list-style-type: none"> 1. Participation in practical training / event organizing 2. Report - reflecting on their experience and skills gained during this task. 3. Group discussion
Students are able to compare the ways that different food and beverage operations use technology to improve operational efficiency. Students can analyse customer motivations and behaviour and how food service outlets use this information to maximise business success.	<ol style="list-style-type: none"> 1. Written report - Technology in Food and Beverage sector and customer motivations and behaviour analysis to improved business profitability 2. PowerPoint presentation in class 3. Group discussion
Students are fully familiar with the content of the course. Students have the skills and knowledge about food and beverage management processes, different types of service standards, variety of technologies and the type of equipment and resources required.	<ol style="list-style-type: none"> 1. Group discussions on the results achieved 2. Written exam

Course structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	I	3	4,5	24	24	72		*	

Course assessment structure

Assessment	% of the total grade
<i>Participation in practical training / event organizing – demonstration of professional food and beverage service standards in a real working environment. Report on their experience and skills gained during this task.</i>	30
<i>Written report - Technology in Food and Beverage sector and customer motivations and behaviour analysis to improved business profitability</i>	30

<i>Ability to collaborate in a group, presentation skills, Individual work and participation in the course</i>	10
<i>Final written exam</i>	30
Total:	100

“HOTEL SCHOOL” Hotel Management College

Study programme’s “Hospitality Services Organization” study course

" Conference and Banqueting Management"

Main attributes

Study course title	Conference and Banqueting Management
Study course status	<i>Field-specific courses – compulsory part</i>
Study course level	First level professional higher education
Course instructor	<i>Mg. Oec. M. Eglite</i>
Course volume in Parts and Credit Points	1 part, 2 credit points, 3 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	This study course will give students a background knowledge and understanding of the events and conferencing industry. Students will discover the different job roles in the events industry and the skills required for the roles. Students will evaluate their own skills to identify what they need to improve on to gain their desired roles.
Aim and objectives, defined in competences and skills	<p>The aim of the course is to provide the knowledge about conference and banqueting management processes, different types of events, variety of conferences and the type of equipment and resources required to set up conferences and events.</p> <p>By successfully completing this course, the student will be able to:</p> <ul style="list-style-type: none"> • understand the different categories and dimensions of events within the events sector • design conference and event room set ups defining the professional standards required • explore the management skills required to work within the events environment and successfully deal with stakeholders • explain the measures required to manage a secure and safe events environment for staff and guests.
Students' individual work; structure and tasks	<p>The course includes practical and group work, which includes literature research, statistics and mass media analysis, summarization and conclusions. Several practical workshops and training sessions are planned in groups and pairs as well as 2 individual written works, the results of which will be presented to all students.</p> <p>Written individual work / workshop topics:</p> <ol style="list-style-type: none"> 1. <i>Different categories of events and event room set ups within the events sector</i> 2. <i>Required management skills and secure and safe events environment for staff and guests</i>
Literature	<ul style="list-style-type: none"> • Rubene. T., (2015), <i>Konferenču un banketu organizācijas vadība. Banketu plānošana, apkalpošana un kvalitātes vadība</i>. "HOTEL SCHOOL" Viesnīcu biznesa koledža, Rīga • Allen J., (2009), <i>Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions</i>, John Wiley & sons, USA • Conway D. G., (2009), <i>The Event Manager's Bible: The Complete Guide to Planning and Organising a Voluntary or Public Event</i>, How To Books

	<ul style="list-style-type: none"> • Schüßler, E., Müller-Seitz, G., (2013). <i>From Event Management to Managing Events. Managementforschung</i>. 23. 193–226. 10.1007/978-3-658-02998-2_6. (Reviewed on 20.12.2019) https://www.researchgate.net/publication/259117550_From_Event_Management_to_Managing_Events • Dubrikow K.M, Jaeckel, U., Schmidt-Räntsch, A., Hans-Hermann, E., Dagmar, H., (2015), <i>Guidelines for the Sustainable Organisation of Events</i>, Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB), (Reviewed on 20.12.2019) https://www.umweltbundesamt.de/sites/default/files/medien/376/publikationen/guidelines_for_the_sustainable_organisation_of_events_bf.pdf <p>Supplementary literature:</p> <ul style="list-style-type: none"> • Astroff M.T.(2011) <i>Convention Management and Service</i>. Amer Hotel&Lodg Educ Inst. • Torkildsen.G.(2005) <i>Leisure and Recreation Management</i>.Routledge. • Baranov S.I. (2009)<i>MICE.Opitnoje Projektirovanije</i>.Pablik Pro.
Required technical equipment for the delivery of a study course	<p>Study room, equipped with desks and chairs for learners, whiteboard and multimedia equipment (computer, projector, speakers), Wi-Fi wireless internet access.</p> <p>Computer class equipped with computers running Microsoft Office and Micros Opera programs, Internet browsers - Google Chrome, Internet Explorer, Wi-Fi wireless internet access, computer desks, chairs, whiteboard, multimedia devices (computer, projector, speakers). Classrooms are suitable for group work.</p>
Study course prerequisites	English language, skills to work with your computer and use the Internet, the skill of debating and arguing your views, presentation skills.
Required preliminary knowledge and study courses	Not required

Description of topics

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	Introduction to subject. Different categories of events within the events sector	4	0
2	The impact of digital technology in the events sector, for example, use of events apps, live streaming, visual animation walls, interactive technology	4	6
3	Conference and event room set ups defining the professional standards required	4	8
4	Equipment requirements - audio-visual requirements e.g. Wi-Fi connectivity, facilities for conference, calling and video calling	4	8
5	Additional services and added value - catering and specific requirements, business centre facilities	4	8
6	Management skills required to work within the events environment - different job roles and responsibilities; key management responsibilities; personal attributes and skills	6	10
7	Measures required to manage a secure and safe events environment - safe environment for guests and employees	4	8
8	Final test	2	0
Total:		32	48

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
----------------------------------	-------------------------------------

Students have an understanding of Different categories of events within the leisure, travel and tourism sector. Students are to evaluate economic contribution of the events sector, as well as analyse the purpose, type of client, type of guest, size, influences the choice of location, venues, budgets, duration and entertainment provision. Students are able to assess the current trends within the event industry and to design conference and event room set ups defining the professional standards required.	1) Written work – <i>Different categories of events and event room set ups within the events sector</i> . The hospitality company's analysis of how conference and banquet management can contribute to successful hospitality organization management and revenue growth. 2) Presentation and participation in group discussion 3) Workshop
Students are able to explore the management skills required to work within the events environment and successfully deal with stakeholders. Students are able to discuss different job roles and responsibilities and key management responsibilities. Students are able to explain the measures required to manage a secure and safe events environment for staff and guests.	1) Written work - <i>Required management skills and secure and safe events environment for staff and guests</i> . Students will analyse crucial managerial skill for event management and planning as well as safety and security measures. 2) Presentation and discussion of the results. 3) Workshop
Students are fully familiar with the content of the course. Students have the skills and knowledge about conference and banqueting management processes, different types of events, variety of conferences and the type of equipment and resources required.	1) Group discussions on the results achieved 2) Written test

Course structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	I	2	3	16	16	48	*		

Course assessment structure

Assessment	% of the total grade
Presentation skills / participation in seminars	10
Written work – <i>Different categories of events and event room set ups within the events sector</i>	25
Written work - <i>Required management skills and secure and safe events environment for staff and guests</i>	25
Final test	40
Total:	100

“HOTEL SCHOOL” Hotel Management College

Study programme’s “Hospitality Services Organization” study course

" Barista to Bar Management"

Main attributes

Study course title	Barista to Bar Management
Study course status	<i>Field-specific courses – compulsory part</i>
Study course level	First level professional higher education
Course instructor	Romāns Artamonovs,
Course volume in Parts and Credit Points	1 part, 2 credit points, 3 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	This course will enable students to manage various drinks-focused establishments such as coffee shops, pubs, bars and clubs effectively. Students will explore various sectors to gain an understanding of the broader context of drinks industries.
Aim and objectives, defined in competences and skills	<p>Provide an understanding of the practical aspects of storage management and bar organization that should be considered when marketing beverages.</p> <p>Tasks:</p> <ul style="list-style-type: none"> • Understand the working methods of the bar and management; • apply methods for managing bars and storages; • Understand the importance and benefits of introducing new technologies for bar organization; • Understand the impact of ethical issues on bar organization. <p>After successfully completing this course, the student will know:</p> <ul style="list-style-type: none"> • Compare and contrast the differing structures and make-up of the beverage industry and licensed sectors; • Investigate storage, maintenance and safety practices within drinks organisations; • Evaluate beverage management practices that lead to business success in a drinks-led organisation; • Analyse legislative responsibilities with the drinks and licensed trade industries.
Students' individual work; structure and tasks	<ul style="list-style-type: none"> • practical work - work in the kitchen, cooking different dishes, each student learns to work independently; • group work organized in groups; • lectures.
Literature	<ol style="list-style-type: none"> 1. Rubene T. (2015). “ĒDINĀŠANA VIESMĪLĪBĀ: PASĀKUMA PLĀNOŠANA – ĒDIENKARTE, GALDU KLĀJUMS UN IZMAKSAS”, “HOTEL SCHOOL” Viesnīcu biznesa koledža 2. Rubene T. (2015). “ĒDINĀŠANA VIESMĪLĪBĀ: PAKALPOJUMI, APKALPOŠANA UN TELPAS”, “HOTEL SCHOOL” Viesnīcu biznesa koledža 3. Rubene T. (2015). “ПИТАНИЕ В СФЕРЕ ГОСТЕПРИИМСТВА ОРГАНИЗАЦИЯ МЕРОПРИЯТИЯ – МЕНЮ, НАКРЫВАНИЕ СТОЛА И РАСХОДЫ”, “HOTEL SCHOOL” Viesnīcu biznesa koledža 4. Rubene T. (2015). “ПИТАНИЕ В СФЕРЕ ГОСТЕПРИИМСТВА УСЛУГИ, ОБСЛУЖИВАНИЕ И ПОМЕЩЕНИЯ”, “HOTEL SCHOOL” Viesnīcu biznesa koledža 5. Delstra E. (2009). “Kitchen guide for hotel management”. Lexmedia,

	<p>Leeuwarden</p> <p>Traster D. (2017). "Foundations of Menu Planning". (2nd Edition), Pearson</p> <p>6. McVety P.J., Ware B.J., Ware C.L., "Fundamentals of Menu Planning". 2nd Edition, Wiley & Sons, Incorporated, John</p> <p>7. Davis B., Lockwood A., Alcott P., Pantelidis I.S. (2018). Food and Beverage Management, Sixth Edition, Routledge Taylor & Francis Group, UK</p> <p>8. Ninemeier J.D. (2010). Management of Food and Beverage Operations, Fifth Edition, American Hotel & Lodging Educational Institute</p> <p>9. Hotelier Tanji (2016). Food and Beverage Service Training Manual with 225 SOP, Practical Food and Beverage Service Training Guide for Hoteliers and Hospitality Management Students</p>
Required technical equipment for the delivery of a study course	<p>A study room equipped with chairs for students, TV, Wi-Fi wireless Internet access, bar equipment (coffee machine, blender, coffee grinder, glasses and cups).</p> <p>Training rooms are suitable for group work.</p>
Study course prerequisites	Not necessary
Required preliminary knowledge and study courses	No

Description of topics

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	First lecture "Bar organisation"	1	0
2	Bar definition and meaning, nowadays trends and tendency.	1	2
3	Different kinds of bars and their differences exist.	1	4
4	Role of a bartender and his duties.	2	1
5	Manufacturing technology and process of different drinks.	2	4
6	Fair Trade coffee sources, craft drinks (What is a craft drink?).	2	1
7	How to combine drinks with dishes?	2	4
8	Bar equipment and accessories, equipment repair, maintenance.	2	4
9	Hygiene and safety requirements at the bar. Beverage storage. Types and methods of storage.	2	4
10	The success of an institution depends on the use of quality raw materials. Product order and delivery.	2	2
11	What is an inventurisation. The FIFO system.	2	4
12	Bar services. Conflict management.	2	4
13	Bar licences and documentation.	2	1
14	Alcohol service weights and measures. Standardization and specification of beverages.	2	2
15	Impact of institution location on the success of the entire business.	2	5
16	Innovative approach to beverage presentation.	2	6
17	National legislation governing the specific sector. Employees and guests code of conduct.	1	1

18	Final exam.	2	0
	Total:	32	48

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
Types of institutions with drinks, their differences.	Students are divided into groups. Each group gets its own institution, which has drinks. The task is to tell others what the differences and features are in front of other institutions. Each group gives its presentation at Power Point.
Understanding what an institution with drinks is.	Each student expresses his views on what is a place for drinks and where is the main advantage over restaurants or places where food is the most important.
Getting information about various drinks in combination with food.	Perform a video analysis and express your opinion.
Beverage menu planning skills.	The challenge is to create your own drinks menu.
Knowledge of national drinks in different countries.	Presentation at Power Point "Alcoholic and non-alcoholic drinks of different countries." Each student receives a specific country and makes a presentation on the topic.
Conflict resolution.	Students are divided into groups. The challenge is to come up with a conflict situation that may arise in the bar. Divide the roles and solve the situation.
Soft drinks (milkshakes, coffee drinks).	Each student receives one drink, analyzes what equipment and inventory will be needed to prepare it.
Knowledge of bar equipment and inventory.	Each student receives one drink, analyzes what equipment and inventory will be needed to prepare it.
The joint work of the bar and the kitchen.	Seminar.
General knowledge of the organization of the bar.	Test

Course structure

Course assessment structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	II	2	3	16	16	48	*		
Assessment									% of the total grade
Practical test									40
Final test									40
Independent work									15
Individual activity and participation in the course									5
Total:									100

“HOTEL SCHOOL” Hotel Management College

Study programme’s “Hospitality Services Organization” study course

" Law in the Hospitality Industry"

Main attributes

Study course title	Law in the Hospitality Industry
Study course status	<i>Field-specific courses – compulsory part</i>
Study course level	First level professional higher education
Course instructor	Master of IB, Mg.paed., Olga Zvereva
Course volume in Parts and Credit Points	1 part, 2 credit points, 3 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	Within the course, students gain an insight into the contemporary hospitality industry legislation and regulations. During the course, the students will study hospitality legislation of Latvia and the European Union, practice presentations of researched regulatory requirements, design a regulatory risk management plan for a hospitality company and analyze legislation impact on hospitality business, community and environment to ensure conscious and responsible activities.
Aim and objectives, defined in competences and skills	<p>The aim of the course is to develop students' competence to apply theoretical, practical knowledge of the regulatory requirements in the hospitality industry for business organization and performance.</p> <p>The objectives of the course are:</p> <ul style="list-style-type: none"> • Explore regulatory requirements for hospitality services, including labor and environmental regulatory requirements, company internal regulations, company self-regulatory system (HACCP) rules; • identify the risks related to regulations for the hospitality company; • develop a regulatory risk management plan for the hospitality company; • evaluate the impact of legislation on the hospitality industry and the hospitality business.
Students' individual work; structure and tasks	<p>The student attends lectures, participates in seminars, writes mid-term test, performs practical work with defense and presentations, and takes the final test:</p> <p>Lectures, final test (2 hours), guest lectures, role play in groups.</p> <p>Seminars, discussions, project work online, case studies, excursions and field trips. Preparation and presentation of individual work individually and in groups.</p> <p>Studies in libraries, with online resources, independent study, group and individual research.</p>
Literature	<p>Obligatory Literature:</p> <ul style="list-style-type: none"> - LR Saeima. (19.02.1998.).Pārtikas aprites uzraudzības likums. Law On the Supervision of the Handling of Food. Entry into force 06.03.1998. - LR Saeima. (13.04.2000.). Komerclikums. The Commercial Law. Entry into force 01.01.2002. - LR Saeima. (20.06.2001.). Darba aizsardzības likums. Labour Protection Law. Entry into force 01.01.2002. - LR Saeima. (20.06.2001.). Darba likums. Labour Law. Entry into force 01.06.2002. - LR Saeima. (07.04.2004.). Preču un pakalpojumu drošuma likums. Law On the Safety of Goods and Services. Entry into force 07.04.2004. <p>Recommended literature:</p> <ul style="list-style-type: none"> - The European Parliament and the Council. Regulation (EC) No 852/2004 on the hygiene of foodstuffs (29.04.2004.)

	<ul style="list-style-type: none"> - LR Saeima. (17.09.1998.). Tūrisma likums. Tourism Law. Entry into force 01.01.1999. - LR Saeima. (20.12.1999.). Reklāmas likums. Advertising Law. Entry into force 24.01.2000. - Rācenāja, N. (2009). Darba līgums kā tiesību avots. Employment contract as a source of rights. SIA "Biznesa augstskola Turība". Rīga. - Slaidiņa, V., Skultāne, I. (2011). Darba tiesības. Labour rights. Zvaigzne ABC. Rīga.
Required technical equipment for the delivery of a study course	Study room, equipped with desks and chairs for learners, whiteboard and multimedia equipment (computer, projector, and speakers), Wi-Fi wireless internet access. Computer class equipped with computers running Microsoft Office and Micros Opera programs, Internet browsers - Google Chrome, Internet Explorer, Wi-Fi wireless internet access, computer desks, chairs, whiteboard, multimedia devices (computer, projector, speakers). Classrooms are suitable for group work.
Study course prerequisites	Not required
Required preliminary knowledge and study courses	No

Description of topics

		Full-time studies	
No.	Topic	Contact hours	Indiv. work hours
1	Introduction to the course 'Laws in the hospitality industry'. Regulatory requirements in the hospitality industry. Guidelines. Risk management plan.	4	0
2	Regulatory requirements for starting and developing business activities in the hospitality industry. Document management requirements and rules.	4	8
3	Licenses for hospitality business activities. Licensing, certification and control. Product certification.	4	8
4	Labor law and labor relations. Labor legal relations norms. Duties and responsibilities of employees. Rules of Internal Order. Occupational standards.	4	8
5	Requirements of labor and environmental protection, electrical and fire safety regulations. Sanitary, general and personal hygiene norms and requirements.	4	6
6	Personal data protection requirements. Legal framework for consumer protection. Bidding and advertising. Distance selling. Contracts with consumers.	4	6
7	Hospitality company environmental management systems and quality management standards. Basic principles of professional, general ethics and confidentiality.	4	6
8	Review of Learning Outcomes, preparing to final test	2	6
9	Final Test	2	0
Total:		32	48

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
Students are able to develop and present a regulatory risk management plan for a hospitality company, identifying, assessing risks and making suggestions to prevent or mitigate risks	Independent work 1, group work, review and presentation "Regulatory risk management plan for a hospitality company"
Students are able to explore and prepare a presentation on the regulatory requirements in the hospitality industry	Speaking at the seminar: 'Regulatory requirements in the hospitality industry', PowerPoint presentation; individually;

Students are able to demonstrate an understanding of the duties and responsibilities of hospitality employees, and employment relationships according to the norms;	Discussion, case studies. Work in groups.
Students are able to prepare and present a review in the presentation format of environmental and quality management standards with suggestions for improving the performance of the hospitality company;	Presentation the seminar: "Implementing Environmental and Quality Management Standards in a Hospitality Company", PowerPoint presentation;

Course structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	III	2	3	16	16	48	*		

Course assessment structure

Assessment	% of the total grade
Independent work 1, group work, report and presentation "Regulatory risk management plan for a hospitality business"	40
Presentation at the seminar: "Regulatory requirements for a hospitality business in different countries", individually	10
Presentation at the seminar: "Implementing environmental and quality management standards in a hospitality company", group work	10
Mid-term Test 1, individually	10
Final Test, individually	30
Total:	100

“HOTEL SCHOOL” Hotel Management College

Study programme’s “Hospitality Services Organization” study course

" Hospitality services marketing"

Main attributes

Study course title	Hospitality services marketing
Study course status	<i>Field-specific courses – compulsory part</i>
Study course level	First level professional higher education
Course instructor	MIB, Oļegs Ņikadimovs
Course volume in Parts and Credit Points	1 part, 4 credit points, 6 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	The course provides an insight into marketing methods and tools for hospitality marketing, their practical uses, analysis and results assessment. The course's content covers hospitality marketing segmentation, development and positioning of hospitality products and services, development of price policies, distribution and promotion of products and services. The content of the course also includes external and internal environmental, marketing research, international/global hospitality and tourism marketing topics related to cultural differences, the impact of ethical and technological progress on marketing and market promotion aspects.
Aim and objectives, defined in competences and skills	<p>The study course aims to provide practical and theoretical knowledge of the nature of hospitality marketing and to look at major marketing trends in the hospitality industry. Provide knowledge and understanding of the development of marketing strategies binding on hospitality companies, the realisation of which contributes to meeting the needs of the hospitality segment and building a long-term relationship.</p> <p>Study course tasks:</p> <ul style="list-style-type: none"> • raise awareness of the concept of marketing in the context of the service sector • get an understanding of the importance of marketing mix and advertising mix • understand the marketing cycle and the internal and external marketing environment of hospitality companies • acquire skills to perform marketing situation and research analysis • get an idea and the necessary expertise to develop/apply a marketing plan in a hospitality company
Students' individual work; structure and tasks	<p>As part of the course, practical works shall be carried out providing for the compilation, analysis and evaluation of additional recommended literature studies, statistical information, materials published in mass media. The results of the works are presented and students participate in the discussions.</p> <p>Practical works are organised individually and in groups (2-3 students in each).</p> <p>Analysis of situations/case studies: Students analyse and assess the situation in the implementation of the IMC strategy, base their views and develop proposals to improve the situation. The results are presented and students participate in the discussions.</p>
Literature	<ul style="list-style-type: none"> - Ņikadimovs, O. (2016). <i>Marketing in Hospitality</i>. “HOTEL SCHOOL” Viesnīcu biznesa koledža, Rīga. - Ņikadimovs, O. (2016). <i>Sales Development and Merchandising</i>. “HOTEL SCHOOL” Viesnīcu biznesa koledža, Rīga. - Horner, S., Swarbrooke J. (2016). <i>Consumer Behaviour in Tourism</i>. Routledge, London. - Walker, J. R. (2016). <i>Introduction to Hospitality</i>. Pearson.

	<p>Suggested literature:</p> <ul style="list-style-type: none"> - Bowie D.,Buttle F.(2017)Hospitality Marketing.Routledge. - Bowie D.,Buttle F.(2004) Hospitality Marketing.Elsevier. - Zarei E.(2014) Hotel Marketing.DMA4U Publishing. - Hamadache.A.(2015) More Direct Bookings.WGHM.
Required technical equipment for the delivery of a study course	<p>Study room, equipped with desks and chairs for learners, whiteboard and multimedia equipment (computer, projector, and speakers), Wi-Fi wireless internet access.</p> <p>Computer class equipped with computers running Microsoft Office and Micros Opera programs, Internet browsers - Google Chrome, Internet Explorer, Wi-Fi wireless internet access, computer desks, chairs, whiteboard, multimedia devices (computer, projector, speakers). Classrooms are suitable for group work.</p>
Study course prerequisites	Not required
Required preliminary knowledge and study courses	No

Description of topics

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	Introduction to "Marketing of Hospitality Companies"	2	0
2	Marketing in the context of the services sector	6	8
3	Marketing environment	6	10
4	Marketing Environment Analysis Instruments	6	8
5	Hospitality services market	4	8
6	Marketing mix	5	10
7	Advertising mix / Promotional mix	6	7
8	Promotion of sales	4	8
9	Marketing cycle in the hospitality sector	4	8
10	Collection and analysis of marketing research data	6	8
11	Marketing communications in the hospitality sector	6	9
12	Marketing plan development, implementation, deadlines, evaluation	5	12
13	Final exam	4	0
Total:		64	96

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
Students are able to describe marketing theories and principles in the context of the services sector, to use acquired knowledge to identify guests' needs, desires and requirements, to apply different methods in a typical hospitality-sector environment – SWOT analysis, PEST analysis, Porter's five-strength analysis.	<p>1) Independent work - marketing theories and principles in the context of the services sector. SWOT analysis, PEST analysis, Porter's five-strength analysis - presentation and membership of the group discussions.</p> <p>2) Test</p>
Students understand the importance of marketing mix and promotional mix and gain awareness of the hospitality market: customer culture, models and types, behaviour, consumer orientation (internal and external), competitor orientation, value	1) independent work - the application of marketing mix and advertising mix in a hospitality company. Presentation and discussion of the results.

and satisfaction, long-term relationships, market segmentation, ethics and social responsibility - sustainability social audit, public relations. Students are able to apply acquired knowledge to both the hospitality organisation and society.	2) Test
Students are able to evaluate the marketing cycle in the hospitality industry and analyze marketing research data - primary studies/secondary studies. Students can use acquired knowledge and skills in marketing communications analysis and assessment.	1) Case Study - Integrated Marketing Communication (IMC) in hospitality. An analysis of IMC studies of the past five years. Presentation of results and participation in group discussions. 2) Group discussion - analysis of IMC strategy. 3) Test
Students are familiar with key marketing communication tools to create a marketing plan, taking into account factors that influence marketing plan development and digital marketing trends, social responsibility, as well as eligibility for specific products, services and markets.	1) Group work - establishing a marketing plan/strategy for the Latvian hospitality company. Presentation, analysis and evaluation of results. 2) Exam

Course structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	III	4	6	32	32	96		*	

Course assessment structure

Assessment	% of the total grade
Case Study - Integrated Marketing Communications (IMC) in Hospitality	10
Individual work – marketing theories and principles in the context of the services sector	20
individual work - Marketing mix and advertising mix in hospitality company	20
Group work - Creating a marketing plan/strategy for the Latvian hospitality company	15
Individual work and participation in the course	5
Final exam	30
Total:	100

“HOTEL SCHOOL” Hotel Management College

Study programme’s “Hospitality Services Organization” study course

" Sales Development and Merchandising"

Main attributes

Study course title	Sales Development and Merchandising
Study course status	<i>Field-specific courses – compulsory part</i>
Study course level	First level professional higher education
Course instructor	<i>MIB, Oļegs Nikadimovs</i>
Course volume in Parts and Credit Points	1 part, 2 credit points, 3 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	<p>Sales and merchandising are a vital part of the hospitality industry and play a significant role within each of the different sectors. From hotel sales departments to the barman behind a bar, it is critical that all employees within the industry are equipped with the knowledge of how to sell.</p> <p>This study course gives a comprehensive overview of sales management within each of the different sectors of hospitality and equips students with the tools and knowledge they need to succeed in today’s fast-paced hospitality sales environment.</p>
Aim and objectives, defined in competences and skills	<p>This study course introduces students to the discipline of sales management for the 21st century, in today’s highly competitive hospitality market, it is vital to have an understanding of sales. Changing dynamics between buyers and sellers, driven by the fast-paced evolution of e-commerce and globalisation, has led organisations to review and adapt their sales management approach in response to a customer-driven culture. In this course students will get the knowledge and understanding of the importance of sales management and possible opportunities, main sales management principles.</p> <p>By completing this study course students will be able to:</p> <ol style="list-style-type: none"> 1. demonstrate an understanding of the principles of sales management and merchandising within the hospitality industry 2. evaluate the merits of how sales structures are organised within the hospitality industry and recognise the importance of having sales orientated staff 3. analyse and apply principles of successful selling within the hospitality industry 4. demonstrate an understanding of the finance of selling.
Students' individual work; structure and tasks	<p>The students will attend lectures, participates in discussions, write tests, perform practical work and presentations.</p> <p>Seminars, discussions, project work online, case studies, excursions and field trips. Preparation and presentation of individual work individually and in groups.</p> <p>Studies in libraries, with online resources, independent study, group and individual research.</p> <p>Students will submit 2 individually written papers with presentations on the following topics:</p> <ol style="list-style-type: none"> 1. <i>The principles of sales and merchandising management within the hospitality industry and the importance of having sales orientated staff</i> 2. <i>Application of principles of successful selling within the hospitality industry and understanding of the finance of selling</i>
Literature	<ul style="list-style-type: none"> • <i>Nikadimovs, O. (2016). Sales Development and Merchandising. “HOTEL SCHOOL” Viesnīcu biznesa koledža, Rīga.</i>

	<ul style="list-style-type: none"> • <i>Nikadimovs, O. (2016). Marketing in Hospitality. "HOTEL SCHOOL" Viesnīcu biznesa koledža, Rīga.</i> • <i>Horner, S., Swarbrooke J. (2016). Consumer Behaviour in Tourism. Routledge, London.</i> <p>Supplementary literature:</p> <ul style="list-style-type: none"> • <i>Lindstrom M.(2009) Buy-ology: How Everything We Believe About Why We Buy is Wrong. RH Books</i> • <i>Marks.R.(2010)Chempion prodazh.Jurait.</i> • <i>Vintere K. (2007)Pārdošana pa telefonu.LID.</i> • <i>Kimeiša L.(2013)Pardotspējīgi teksti interneta mājaslapām.Zvaigzne ABC.</i>
Required technical equipment for the delivery of a study course	<p>Study room, equipped with desks and chairs for learners, whiteboard and multimedia equipment (computer, projector, and speakers), Wi-Fi wireless internet access.</p> <p>Computer class equipped with computers running Microsoft Office and Micros Opera programs, Internet browsers - Google Chrome, Internet Explorer, Wi-Fi wireless internet access, computer desks, chairs, whiteboard, multimedia devices (computer, projector, speakers). Classrooms are suitable for group work.</p>
Study course prerequisites	English language, skills to work with your computer and use the Internet, the skill of debating and arguing your views, presentation skills.
Required preliminary knowledge and study courses	Not required

Description of topics

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	Introduction to the course. Introduction and scope of sales management and merchandising. Definition of sales management and the key aspects of sales management, including planning, selling and reporting.	4	0
2	Different modes of selling (Business to Business B2B and Business to Consumer B2C) and their impact upon buyer and seller roles and dynamics. Consumer buying behaviour process. Business buying behaviour process.	4	8
3	The impact of new technology on the sales management environment - the use of Skype, video conferencing on tablet devices for improved communication; online events and sales training to improve sales skills and productivity and cloud computing to improve information access	4	8
4	<i>Guest lecture</i> - The structure of sales departments within the hospitality industry and how they differ from traditional sales departments.	4	8
5	The different sales distribution channels hotels can use – individual property websites, social media, global distribution systems, online travel agents.	4	8
6	Classification of sales leads: hot, warm and cold. The cold versus warm approach. Successful pitching and positioning. Negotiation techniques and tactics: closing sale, handling objections, when to say 'no', ethics of behaviour and overpromising	6	8
7	Internal sales techniques: upgrading hotel rooms, suggestive selling and employee incentive programmes. The sales cycle. Sector specific sales cycle management	4	8
8	Final test	2	0
Total:		32	48

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
Students are able to demonstrate an understanding of the principles of sales management and merchandising within the hospitality industry. Students can evaluate the merits of how sales structures are organised within the hospitality industry and recognise the importance of having sales orientated staff.	<ol style="list-style-type: none"> 1. Group discussion on principles of sales management and merchandising and sales structures. 2. Discussion of a case study
Students are able to analyse and apply principles of successful selling within the hospitality industry and demonstrate an understanding of the finance of selling.	<ol style="list-style-type: none"> 1. Active participation in the analysis and application principles of successful selling within the hospitality industry 2. PowerPoint presentation of individual work
Students are fully familiar with the content of the course. Students have the skills and knowledge about Sales Development and Merchandising processes, different types of selling techniques and financial management.	<ol style="list-style-type: none"> 1. Discussion of the achieved results and getting ready for the final test and answers to the questions 2. Final test

Course structure

Course assessment structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	III	2	3	16	16	48	*		
Assessment								% of the total grade	
<i>Individual work - The principles of sales and merchandising management within the hospitality industry and the importance of having sales orientated staff</i>								30	
<i>Individual work - Application of principles of successful selling within the hospitality industry and understanding of the finance of selling</i>								30	
<i>Ability to work in groups / cooperation /Presentation skills and the skill of debating and arguing your views</i>								10	
<i>Final test</i>								30	
Total:								100	

“HOTEL SCHOOL” Hotel Management College

Study programme’s “Hospitality Services Organization” study course

" Quality Management in Business"

Main attributes

Study course title	Quality Management in Business
Study course status	<i>Field-specific courses – compulsory part</i>
Study course level	First level professional higher education
Course instructor	<i>Lecturer, Mg.oec., Mg.Philol., Jekaterina Korjuhina</i>
Course volume in Parts and Credit Points	1 part, 3 credit points, 4,5 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	The course gives insight into quality management systems and standards, resource management, organization, operational and management processes, production and service quality assurance, conformity assessment, monitoring and quality measurement, analysis and improvement, quality management system implementation, maintenance and development.
Aim and objectives, defined in competences and skills	<p><u>Course aim and objectives:</u></p> <ul style="list-style-type: none"> - to provide students with a general understanding of the nature and process of quality management; - to demonstrate quality-related problems and ways to solve them, introduce quality management systems; - to develop skills for designing and successfully using tools to define, evaluate and improve quality; - to help understand the interrelationships among the departments of the organization, identify problems, make decisions and manage teamwork. <p>Students should be able to formulate management performance goals according to efficiency criteria, delegate responsibilities, design communication channels and build quality assurance for the organization.</p> <p><u>Skills and competences:</u></p> <ul style="list-style-type: none"> - Analyze the performance of the organization, identify quality problems and develop solutions; - Formulate quality objectives for the enterprise, draw up a strategic plan for quality development; - Analyze the processes taking place in a dynamic economic environment and take appropriate decisions; - Introduce advanced solutions and methods within the functional areas of quality assurance of the enterprise.
Students' individual work; structure and tasks	During the course practical tasks, case studies and group work are performed. Practical tasks are organized individually and in groups. Students participate in discussions. Results are presented.
Literature	<p>Compulsory:</p> <ul style="list-style-type: none"> • Nikadimovs O. (2017). <i>Quality Management in Business</i>. “HOTEL SCHOOL” Viesnīcu biznesa koledža, Rīga;

	<ul style="list-style-type: none"> Dale, B.G., Bamford, D. (2016). <i>Managing Quality: An Essential Guide and Resource Gateway</i>. 6thed., JohnWiley&Sons, Inc., NY; Pennington A.(2016) <i>The Customer Experience Book</i>.Pearson. <p>Recommended:</p> <ul style="list-style-type: none"> Sturman M.C.(2011) <i>The Cornell School of Hotel Administration on Hospitality: Cutting Edge Thinking and Practice</i>.Wiley Wirtz J.(2018) <i>Managing Customer Relationships and Building Loyalty</i>.Ws Professional. Laws E., Thyne M.(2005).<i>Hospitality,Tourism,and Lifestyle Concepts.Implications for Quality Management and Customer Satisfaction</i>.USA (2007)KVS iekšējais audits. Kvalitātes vadības sistēma 3.daļa.Biznesa partneri.
Required technical equipment for the delivery of a study course	Computer class, suitable and equipped with Microsoft Office computers, internet browsers - Google Chrome, Wi-Fi wireless internet access, computer desks, chairs, whiteboard, multimedia devices (computer, projector, speakers).
Study course prerequisites	Knowledge of English
Required preliminary knowledge and study courses	Not required

Description of topics

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	Introduction to the course. Understanding quality. Quality and quality management concepts.	2	0
2	Quality principles and technologies. Different approaches to quality management.	4	8
3	Customer satisfaction, understanding customer needs. Continuous improvement.	4	8
4	Quality assurance system. ISO 9000 series standards. Quality management system structure, application, costs and terms.	4	6
5	Quality management system development plan. The need for quality control.	4	8
6	Quality audit. Quality control methods. Quality measurements.	6	10
7	Quality system certification and improvement. Industry standards. Competitors, benchmarking. Improvement of services.	4	8
8	Feedback. Customer reviews. Methods for feedback: surveys, questionnaires, complaint procedures, focus groups, meetings.	6	8
9	Application of quality management principles. Self-assessment: concept of self-assessment, validity. Staff consultancy.	4	8
10	Importance of communication throughout the organization. Identifying the situation, determining what action to take, the accuracy of the records.	6	8
11	Final exam	4	0
Total:		48	72

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
Students understand the concept of quality; are able to analyze different approaches to quality management depending on the type of business. They understand and have theoretical knowledge about the nature of quality management system, its necessity and its implementation in the company. Students are able to	Individual work - presentation. Students study quality management theories and then learn how the quality management system works and finally apply the knowledge gained during the course to practice. Students prepare a PowerPoint presentation on approaches to

independently analyze and evaluate the most popular quality improvement models.	quality management (by Deming, Juran, Feigenbaum, Crosby, Ishikawas, Taguchi) and compare these approaches.
Students understand control methods and inspection types; differences and similarities between various methods are analyzed; they have understood quality control principles and ways to improve customer service; have acquired the necessary knowledge for independent analysis of quality management systems; development and implementation of hospitality company quality management standards; the benefits of implementing quality management in business and customer service are understood. Students can classify problems related to inadequate quality management in the company and find solutions; they are aware of the types, importance and application of quality management systems.	<p>Individual work - discussion.</p> <p>Students find one situation that is related to quality management, customer service policy, customer satisfaction, customer-oriented service, etc. Students make sure that the case study includes the following points: the concept of customer satisfaction; the importance of sustainable development; the types of information available to clients and their importance for effective management; the value of complaint procedures and their analysis to improve quality.</p> <p>Students organize a meeting and discuss issues with their classmates. Students present the results and defend their opinion in a reasoned way.</p>
Students have understood of quality management principles that will help managers or staff in the organization implement and maintain quality management to meet the needs of the organization. Students can analyze and apply quality management principles to improve the performance of a hospitality company. Students are familiar with conformity assessment and its importance in the context of modern quality management systems. Students are able to choose appropriate models of quality excellence.	<p>Individual work - report.</p> <p>The task of the students is to improve the quality management system in the chosen hospitality company. Students choose a hotel, analyse its existing TQM techniques. Applying the principles of quality management, students write a report on how to improve the quality management system at the enterprise. The report should include the following points: comment on the role of self-assessment to determine the "health status" of the company, assess the need for communication and record keeping, and describe HR consulting needed to effectively apply the quality scheme. Students offer new systems or modifications to existing ones that can improve service levels.</p>
Students are able to apply the acquired knowledge to establish, maintain and improve a quality management system at the hospitality related enterprise.	Final examination.

Course structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	IV	3	4,5	24	24	72		*	

Course assessment structure

Assessment	% of the total grade
Individual activity and participation in the course	10
Individual work - presentation	15
Individual work -discussion	20
Individual work -report	30
Final exam	25
Total:	100

“HOTEL SCHOOL” Hotel Management College

Study programme’s “Hospitality Services Organization” study course

" Resource Operations Management"

Main attributes

Study course title	Resource Operations Management
Study course status	<i>Field-specific courses – compulsory part</i>
Study course level	First level professional higher education
Course instructor	<i>MIB, Oļegs Nīkadimovs</i>
Course volume in Parts and Credit Points	1 part, 2 credit points, 3 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	In this study course students will explore the purpose of Resource Operations Management and the benefits to a hospitality organisation, their customers and their suppliers. The course will include the design, development, implementation, control and different stages of stages of resource and supply chain management. The course will have a focus on practical knowledge and skills.
Aim and objectives, defined in competences and skills	<p>The aim of this study course is to provide students with knowledge and understanding of the aspects, methods, role and importance of supply chains and resource operations management to a hospitality business. The growth of global tourism business has led to hospitality organisations becoming increasingly reliant on logistics and supply chain management in order to keep up with the demands of a global economy and plan their resources in a more efficient way.</p> <p>By successfully completing this study course the students will be able to:</p> <ol style="list-style-type: none"> 1. apply key Resource Operations Management concepts, principles and processes in a hospitality 2. evaluate the importance of effective supply chain management 3. examine the interrelationships between supply chain and other areas of a hospitality organisation 4. recommend improvements to a Resource Operations Management strategy for a hospitality organisation.
Students' individual work; structure and tasks	<p>During the study course students perform practical tasks, which are organized individually and in groups. Students participate in discussions, review supplier agreements clauses and will design academic posters and leaflets.</p> <p>The students will also submit individually written paper on the following topics:</p> <ol style="list-style-type: none"> 1. <i>Key Resource Operations Management concepts and the importance of effective supply chain management</i> 2. <i>Interrelationships between supply chain links and strategy recommendations</i>
Literature	<ul style="list-style-type: none"> • Hugos M. H. (2018). <i>Essentials of Supply Chain Management</i>. John Wiley & Sons Inc, Verlag • Christopher M. (2016). <i>Logistics & Supply Chain Management</i>. FT Publishing International, Harlow, United Kingdom • Clement K. Odoom. (2012). <i>Logistics and Supply Chain Management in the Hotel Industry: Impact on Hotel Performance in Service Delivery</i>, University of Nevada, Las Vegas (Reviewed on 20.12.2019) https://digitalscholarship.unlv.edu/cgi/viewcontent.cgi?article=2343&context=thesesdissertations <p><i>Recommended Resources:</i></p>

	<ul style="list-style-type: none"> Stefanelli J.M.(2004) Purchasing: Selection and Procurement for the Hospitality Industry.Wiley
Required technical equipment for the delivery of a study course	<p>Study room, equipped with desks and chairs for students, whiteboard and multimedia equipment (computer, projector, speakers), Computer class equipped with computers running Microsoft Office and Windows programs, Internet browsers - Google Chrome, Internet Explorer. Wi-Fi wireless internet access.</p> <p>Stationery - felt-tip pens, sheets, notebooks, pencils, stickers, etc.</p> <p>Classrooms are suitable for group work.</p>
Study course prerequisites	English language, skills to work with your computer and use the Internet, the skill of debating and arguing your views, presentation skills.
Required preliminary knowledge and study courses	Not required

Description of topics

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	Introduction to the course. What is Resource Operations Management? The key principles of resource management.	4	0
2	Resources - efficient, effective and sustainable resource planning and management. Obtaining working capital and capital investment. Impacts and application of technology	4	8
3	Supply chain management - relationships with suppliers and logistic providers. The benefits of effective supply chain management	4	8
4	Developing procurement strategies, policies and procedures. Consideration of demand management, forecasting and planning	4	6
5	Factors influencing decisions to integrate a supply chain, including the size of the business, its structure, geographic location, target market, brand or image and competitor profile	4	8
6	Identifying and analysing issues and problems within a supply chain. Identifying and analysing the differences in locally versus regional versus international sources of supply	6	10
7	Developing justified recommendations for change. Critical, creative and retrospective thinking supported by evidence to inform plausible and appropriate recommendations	4	8
8	Final test	2	0
Total:		32	48

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
	<ol style="list-style-type: none"> Individual work 1, review and presentation of the informative leaflet " Key Resource Operations Management concepts and the importance of effective supply chain management "

Students are able to apply key Resource Operations Management concepts, principles and processes in a hospitality and to evaluate the importance of effective supply chain management	2. Discussion
Students are able to examine the interrelationships between supply chain and other areas of a hospitality organisation. Students will recommend improvements to a Resource Operations Management strategy for a hospitality organisation.	1. Individual work 2, review and presentation of the academic poster "Interrelationships between supply chain links and strategy recommendations " 2. Discussion
Students are fully familiar with the content of the course. Students have the skills and knowledge about Resource Operations Management, different types of suppliers, variety of supply chain management techniques the type of technology and resources required.	1. Group discussions on the results achieved 2. Written test

Course structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	IV	2	3	16	16	48	*		

Course assessment structure

Assessment	% of the total grade
Individual work 1 – <i>Different categories of events and event room set ups within the events sector</i>	30
Individual work 2 - <i>Required management skills and secure and safe events environment for staff and guests</i>	30
Participation in the course and discussions, Ability to collaborate in groups/seminars	10
Final test	30
Total:	100

“HOTEL SCHOOL” Hotel Management College

Study programme’s “Hospitality Services Organization” study course

" Sustainable Resource Management in Hospitality"

Main attributes

Study course title	Sustainable Resource Management in Hospitality
Study course status	<i>Field-specific courses – compulsory part</i>
Study course level	First level professional higher education
Course instructor	MIB, Oļegs Ņikadimovs
Course volume in Parts and Credit Points	1 part, 2 credit points, 3 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	The study course will provide students with a theoretical and practical understanding of long-term and sustainable entrepreneurship in the context of the hospitality industry. The course focuses on in-depth knowledge and basic skills to effectively guide entrepreneurship in different contexts. These contexts include change management, human management, health and safety management at the company, outsourcing strategies, job productivity, supplier relationships, comparison of best practices, quality importance, negotiating skills, sustainability and environmental management.
Aim and objectives, defined in competences and skills	<p>The aim of the course is to provide the knowledge about the nature of sustainable entrepreneurship processes, the need for their management for successful entrepreneurship performance and development.</p> <p>By successfully completing this course, the student will be able to:</p> <ul style="list-style-type: none"> • analyse the importance of facility management operations • evaluate the global market trends in facilities management, opportunities and the competition in the hospitality industry • investigate the key aspects and importance of people management, work place productivity and Health and Safety in facilities management • explore the importance of benchmarking best practices, sustainability measures and environmental impact on the hospitality industry.
Students' individual work; structure and tasks	<p>Students will read study materials before lectures, attending lectures, attending seminars, presenting individual and group work. The results of the works are presented and students participate in the discussions.</p> <p>Practical works are organised individually and in groups (2-3 students in each).</p> <ul style="list-style-type: none"> • Preparing an overview of the key functions of hospitality facility management. An analysis of how site management can contribute to successful entrepreneurship growth. The results are presented and students participate in the discussions. • Human resource management, productivity, health and safety at work. Prepare and present a report for a group. • Case Study - Students will explore the criteria for the “Green Key” eco-program for hotel certification. Students shall analyse the phases of the implementation of the programme, base their views and develop proposals to improve the situation. The results are presented and students participate in the discussions.
Literature	<ul style="list-style-type: none"> • Ņikadimovs, O. (2016). <i>Facilities Operations and Management</i>, “HOTEL SCHOOL” Viesnīcu biznesa koledža, Rīga. • Ezeriņa, Z. (2016). <i>Small Business Enterprise</i>. Special Issue. Volume 1. Latvija. "HOTEL SCHOOL" Viesnīcu biznesa koledža. • Ezeriņa, Z. (2016). <i>Small Business Enterprise</i>. Special Issue. Volume 2. Latvija. "HOTEL SCHOOL" Viesnīcu biznesa koledža.

	<ul style="list-style-type: none"> • Stipanuk D.M. (2006), <i>Hospitality Facilities Management and Design</i>, Third Edition, The American Hotel & Lodging Educational Institute, Michigan • Graci, S. (2009). <i>Can Hotels Accommodate Green? Examining What Influences Environmental Commitment in the Hotel Industry</i>, VDM Verlag, Frankfurt, • http://www.greenkey.global - Green Key hotel criteria and explanatory notes 1 January 2019 – 31 December 2020 (Apskatīts 01.09.2019) <p>Supplementary literature:</p> <ul style="list-style-type: none"> • Melissen F.(2018) <i>Improving Sustainability in the Hospitality Industry</i>.Routledge. • Rācenāja Ņ. (2009) <i>Darba līgums kā tiesību avots</i>, Rīga, SIA "Biznesa augstskola Turība • Liepiņa V., Zavele A. (2011) <i>Darba likums</i>, Latvija, Zvaigzne, ABC • Slaidiņa V., Skultāne I. (2011) <i>Darba tiesības</i>, Rīga, Zvaigzne, ABC
Required technical equipment for the delivery of a study course	<p>Study room, equipped with desks and chairs for learners, whiteboard and multimedia equipment (computer, projector, and speakers), Wi-Fi wireless internet access.</p> <p>Computer class equipped with computers running Microsoft Office and Micros Opera programs, Internet browsers - Google Chrome, Internet Explorer, Wi-Fi wireless internet access, computer desks, chairs, whiteboard, multimedia devices (computer, projector, speakers). Classrooms are suitable for group work.</p>
Study course prerequisites	English language, skills to work with your computer and use the Internet, the skill of debating and arguing your views, presentation skills.
Required preliminary knowledge and study courses	Not required

Description of topics

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	Introduction to the Sustainable Entrepreneurship course	2	0
2	Customer relationships. Process of change in organisations, change of organisation culture.	4	6
3	Supplier relations: price negotiations, risk factors, contracts, tender procedures and documents.	4	8
4	Global trends and potential - predicted growth in the hospitality sector, opportunities for emerging markets and hot spots.	4	6
5	Human resource management, productivity, health and safety management	4	8
6	Sustainability and corporate social responsibility, initiative hospitality, sustainable design and green buildings.	4	8
7	Criteria for the "Green Key" eco-program for hotel certification. Energy and utilities management and strategies.	6	12
8	Final exam	4	0
Total:		32	48

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
Students have an understanding of sustainable entrepreneurship and their determinants, of the effective pursuit of entrepreneurship.	<p>4) Independent work – the main functions of hospitality management. The hospitality company's analysis of how site management can contribute to successful entrepreneurship growth.</p> <p>5) Presentation and participation in group discussions.</p>

Is able to assess competition and general market trends in the hospitality sector. Students set up an overview of the key functions of hospitality facility management. An analysis of how site management can contribute to successful entrepreneurship growth.	6) Test
Students are able to assess the key aspects and importance of human resources management, productivity and operational safety management. Students are able to explore best practices, sustainability measures and the direct impact of hospitality-industry companies on the environment.	4) Written Work/Situation Analysis - Students explore the "Green Key" eco-program criteria for hotel certification, productivity and operational safety management. Students analyze the phases of the program's implementation. 5) Presentation and discussion of the results. 6) Test
Students are fully familiar with the content of the course. Students have the skills to synthesize information by creating a vision for sustainable entrepreneurship. Students demonstrate presentation skills, teamwork and collaboration.	3) Group discussions on the results achieved 4) Written exam

Course structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	IV	2	3	16	16	48	*		

Course assessment structure

Assessment	% of the total grade
Individual work – Key functions of hospitality management, facilities management	30
Written work / Case study - Green Key criteria for hotel certification, productivity and safety management	30
Individual work and participation in the course / seminars	10
Final exam	30
Total:	100

Main attributes

Study course title	
Study course status	<i>General education courses - compulsory part / Field-specific courses – compulsory part / Field-specific courses – elective part</i>
Study course level	First level professional higher education
Course instructor	<i>Norādīt mācībspēku, akadēmisko/zinātnisko grādu.</i>
Course volume in Parts and Credit Points	__ part, __ credit points, __ ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	<i>Īss studiju kursa satura apraksts.</i>
Aim and objectives, defined in competences and skills	<p><i>Norādīt studiju kursa mērķi.</i></p> <p><i>Norādīt studiju kursa uzdevumus.</i></p> <p>Sekmīgi apgūstot šo kursu studējošais:</p> <ul style="list-style-type: none"> • iegūstāmās zināšanas • iegūstāmās prasmes • iegūstāmās kompetences
Students' individual work; structure and tasks	<p><i>Izklāstīt kādi darbi tiek izpildīti kursa ietvaros:</i></p> <ul style="list-style-type: none"> • <i>praktiskie darbi</i> • <i>grupu darbi</i> • <i>situāciju analīzes</i> • <i>citi</i>
Literature	<p><i>Norādīt obligāto literatūru un citus informācijas avotus, kuri ir nepieciešami kursa apguvei un studējošo patstāvīgā darba organizācijai – koledžas izstrādātie mācību materiāli, koledžas bibliotēkā pieejamas grāmatas un periodika, materiāli no Emerald, E-Lanbook u.c. datubāzēm. Vēlams ietvert bibliogrāfiju latviešu un angļu valodās.</i></p> <p><i>Norādīt ieteicamo papildus literatūru.</i></p> <ul style="list-style-type: none"> • <i>Papildus literatūra, ko mācībspēks uzskata par noderīgu studiju kursa apguvei.</i>
Required technical equipment for the delivery of a study course	<p><i>Izklāstīt nepieciešamo tehnisko aprīkojumu studiju kursa īstenošanai.</i></p> <p><i>Mācību telpa, aprīkota ar galdiem un krēsliem izglītojamiem, tāfeli un multimediju iekārtām (datoru, projektoru, skaļruņiem), Wi-Fi bezvadu interneta pieeja.</i></p> <p><i>Datorklase, aprīkota ar datoriem, kuros darbojas Microsoft Office un Micros Opera programmas, interneta pārlūkprogrammas – Google Chrome, Internet Explorer, Wi-Fi bezvadu interneta pieeja, datorgaldiem, krēsliem, tāfeli, multimediju iekārtām (datoru, projektoru, skaļruņiem). Mācību telpas ir piemērotas grupu darbam.</i></p>
Study course prerequisites	<i>Definēt nepieciešamās priekšzināšanas.</i>
Required preliminary knowledge and study courses	<i>Definēt iepriekš apgūstamos studiju kursus.</i>

Description of topics

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	Jānorāda tēmas nosaukums, kontaktstundu un patstāvīgo darbu stundu skaits.		
2			
3			
4			
5			
6			
Total:			

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
Norādīt studiju rezultātu, kura sasniegšana konkrētajā patstāvīgajā darbā tiks pārbaudīts.	Definēt studiju rezultātu vērtēšanas kritērijus un metodes.

Course structure

Volume in parts	Semester			CP	ECTS	Hours weekly			Assessment		
	Fall	Spring	Summer			Cont. hr	Training	Lab.	Test	Exam	Ind. work
1.											
2.											

Course assessment structure

Assessment	% of the total grade
Saskaņā ar tabulu "Sasniedzamie studiju rezultāti un to vērtēšana" ierakstīt pārbaudījuma darba veidu un nosaukumu, kā arī norādīt procentuālo apjomu no kopējā vērtējuma.	
-	
-	
-	
Jānorāda vērtējuma procentuālais apjoms par Individual work and participation in the course	
Obligāti jānorāda noslēguma pārbaudījuma veids - eksāmena / ieskaite / pārbaudes darbs.	
Total:	100

4.7.3 Field-specific courses – elective part

Main attributes

Study course title	International Gastronomy
Study course status	Field-specific courses – elective part
Study course level	First level professional higher education
Course instructor	Romāns Artamonovs
Course volume in Parts and Credit Points	1 part, 4 credit points, 6 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	During this course, students will learn what gastronomy is and how it affects our lifestyle. In practice, students will learn how to handle special equipment and cook food using a variety of products.
Aim and objectives, defined in competences and skills	<p>To provide students with knowledge in the field of gastronomy, how gastronomy affects the culture of the country, what is happening with gastronomy now and what will happen tomorrow.</p> <p>After successfully completing this course, the student will know:</p> <ul style="list-style-type: none"> • Knowledge that needs to be acquired - what is gastronomy, how does it affect our lives. • Skills that need to be acquired - respond to current trends, practice and develop culinary skills. • acquired competencies - the knowledge and skills that students will acquire will expand their career in the field of hospitality.
Students' individual work; structure and tasks	<ul style="list-style-type: none"> • practical work - work in the kitchen, cooking different dishes, each student learns to work independently. • group work organized in groups • lectures
Literature	<ol style="list-style-type: none"> 1. Rubene T. (2015). "ĒDINĀŠANA VIESMĪLĪBĀ: PASĀKUMA PLĀNOŠANA – ĒDIENKARTE, GALDU KLĀJUMS UN IZMAKSAS", "HOTEL SCHOOL" Viesnīcu biznesa koledža 2. Rubene T. (2015). "ĒDINĀŠANA VIESMĪLĪBĀ: PAKALPOJUMI, APKALPOŠANA UN TELPAS", "HOTEL SCHOOL" Viesnīcu biznesa koledža 3. Rubene T. (2015). "ПИТАНИЕ В СФЕРЕ ГОСТЕПРИИМСТВА ОРГАНИЗАЦИЯ МЕРОПРИЯТИЯ – МЕНЮ, НАКРЫВАНИЕ СТОЛА И РАСХОДЫ", "HOTEL SCHOOL" Viesnīcu biznesa koledža 4. Rubene T. (2015). "ПИТАНИЕ В СФЕРЕ ГОСТЕПРИИМСТВА УСЛУГИ, ОБСЛУЖИВАНИЕ И ПОМЕЩЕНИЯ", "HOTEL SCHOOL" Viesnīcu biznesa koledža 5. Delstra E. (2009). "Kitchen guide for hotel management". Lexmedia, Leeuwarden 6. McVety P.J., Ware B.J., Ware C.L., "Fundamentals of Menu Planning". 2nd Edition, Wiley & Sons, Incorporated, John 7. Davis B., Lockwood A., Alcott P., Pantelidis I.S. (2018). Food and Beverage Management, Sixth Edition, Routledge Taylor & Francis Group, UK 8. Ninemeier J.D. (2010). Management of Food and Beverage Operations, Fifth Edition, American Hotel & Lodging Educational Institute 9. Hotelier Tanji (2016). Food and Beverage Service Training Manual with 225 SOP, Practical Food and Beverage Service Training Guide for Hoteliers and Hospitality Management Students 10. 10.Cayne A.(2017) The Haven's Kitchen Cooking School. Artisan. 11.Kellers T.(2010) Ēdiena gatavošanas veidi & piederumi.Zvaigzne ABC.

Required technical equipment for the delivery of a study course	A study room equipped with chairs for students, TV, Wi-Fi wireless Internet access, kitchen equipment (induction stoves, ovens, slicer, sous-vide, planetary mixer, blenders). Training rooms are suitable for group work.
Study course prerequisites	Not necessary
Required preliminary knowledge and study courses	No

Description of topics

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	The introductory lecture, which is "Modern Gastronomy."	2	0
2	Preparatory work: time planning; ordering of food; selection and use of suitable facilities, process and methods; food hygiene and safety;	6	8
3	Cooking: methods; processes; time; quality; selection and use of suitable accessories;	6	8
4	Professionalism: attitudes; high standards in staff, including the applicable uniform; good hygiene measures; attention; body language; attention to detail; attitudes towards colleagues with respect; effective communication such as listening, speaking, passing messages and orders accurately and quickly; team work, code of practice.	4	8
5	Human feelings: role of five sensory organs; primary taste and sensitivity of taste; meaning of odors, detection and perception of aromas and texture	6	6
6	Valuation scale: hedonic, digital; criteria and values. Sensing techniques: understanding feelings; recording and analyzing results; evaluating and interpreting sensory perceptions; presenting results.	4	8
7	Methods: information storage; sources of information such as staff, family, friends, members of the public; qualitative/quantitative feedback; judgments on the basis of available information; recommendations for improvement. Interim test	4	10
8	Criteria: types such as food and drink experience, relevance to objectives, environment, atmosphere, quality of product and service, time factor, level of care and satisfaction, value of money;	4	10
9	Situations: eating for pleasure or need, such as business lunches, special cases, conference/functional, shopping trips, travel	6	10
10	Safety and hygiene: legislative frameworks such as food safety; cross-border pollution; inspection and control points; quality conservation; use of resources; appearance and compliance; code of practice. HAACCP	4	8
11	Food presentation skill. Ethics and label in the kitchen and restaurant. Personnel uniform.	6	6
12	Cooking masterclass.	4	8
13	Preparing for the final emanation	4	6
14	Final exam	4	0
Total		64	96

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
The students are able to: <ul style="list-style-type: none"> • understanding current gastronomic trends; • use knowledge and skills in the preparation of food products to prepare a range of gastronomic dishes in a professional, safe and hygienic manner; • use sensing methods to assess the relevance and quality of food and drink; • understanding gastronomic principles and modern methods of presenting food and drink in practice. 	<p>Independent/practical works – kitchen work, cooking different dishes, each student learns to work independently.</p> <p>Students will also hand over writing jobs – reports:</p> <ul style="list-style-type: none"> • Task 1 “Understanding the principles of modern gastronomy and gastronomic trends” • Task 2 “Capability to apply practical skills” <p>Students will pass the interim test and final examination.</p>

Course structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	I	2	3	16	16	48	*		
2.	II	2	3	16	16	48		*	

Course assessment structure

Assessment	% of the total grade
The first assignment “Understanding gastronomy and gastronomic principles”.	20
The second assignment “Be able to use cotemporary gastronomy”.	20
Practical exam.	25
Final test	10
Independent work	20
Individual activity and participation in the course/seminars	5
Total:	100

“HOTEL SCHOOL” Hotel Management College

Study programme’s “Hospitality Services Organization” study course

" Food Safety Management"

Main attributes

Study course title	Food Safety Management
Study course status	<i>Field-specific courses – elective part</i>
Study course level	First level professional higher education
Course instructor	<i>R. Artamonovs</i>
Course volume in Parts and Credit Points	1 part, 2 credit points, 3 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	This course will enable learners to gain understanding of the systems and processes required to produce safe food, and the management activities and controls required to achieve this.
Aim and objectives, defined in competences and skills	On successful completion of this unit a student will: <ul style="list-style-type: none"> • understand the agents that cause food-borne illness and the contamination of food • understand the processes that can prevent food spoilage and preserve food quality • understand the importance of effective prevention systems in the control of food contamination • be able to construct control and food management systems.
Students' individual work; structure and tasks	The development of individual papers for each subject of the course, individually or in a group, if authorized by the teaching staff. Students should pass final test. Themes for independent works: Subject 1. Services dealing with diseases and infections caused by poor food Subject 2. Processes that can help prevent food from being damaged and preserve food Subject 3. Effective storage systems and control of food damage Subject 4. Establishment of a food control and management system (HACCP)
Literature	<ol style="list-style-type: none"> 1. Ceserani V and Foskett D. <i>The Theory of Catering, 11th Edition</i> . Hodder Arnold, 2007. ISBN 9780340939260 2. Foskett D, Campbell J and Ceserani V. <i>Advanced Practical Cookery, 4th Edition</i>. Hodder Arnold, 2006. ISBN 9780340912355 3. <i>Darba higiēna (Latvijas Brīvo arodbiedrību savienība, 2010)</i> <p>Supplementary literature:</p> <ol style="list-style-type: none"> 1. https://www.food.gov.uk/food-safety - Food Safety and Hygiene (Reviewed on 20.01.2020) 2. https://www.pvd.gov.lv/partikas-un-veterinarais-dienests/statiskas-lapas/partikas-uzraudziba/prasibas-partikas-aprite?nid=2514#jump – Food safety requirements (Reviewed on 20.01.2020)
Required technical equipment for the delivery of a study course	A study room equipped with chairs for students, TV, Wi-Fi wireless Internet access, kitchen equipment (induction stoves, ovens, slicer, sous-vide, planetary mixer, blenders). Training rooms are suitable for group work.

Study course prerequisites	Not necessary
Required preliminary knowledge and study courses	No

Description of topics

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	<i>Introduction to "Sanitary and Hygiene".</i> Bacteriology: major food bacteria damaged - salmonella, clostridia, listeria, E. coli, campylobacter, staphylococcus; toxins; growth conditions; characterisation, incubation of infection and disease period.	4	6
2	Food-borne infections: differences between food-borne infections and food poisoning; services dealing with food-borne diseases; sources of contamination; precautions	4	6
3	Food protection methods: high and low temperatures; chemical, physical. Special procedures for extending storage time: irradiation; ultraviolet; vacuum packaging.	4	6
4	Temperature control: delivery; storage; preparation, refrigeration; cooking; refrigeration; heating; serving. Storage: storage methods and types; storage control such as humidity, dirt; labelling; warehouse turnover; food use deadlines; mutual damage.	4	6
5	Hygiene of staff. Cleansing and disinfecting. Pests: types of pests in food companies. Design and structures of rooms and equipment.	2	6
6	HACCP, Control system: Supplier safety; audit path; risk assessment; good manufacturing practice; complaint and control records.	4	6
7	HACCP, Food Management Systems: Control of the Food Veterinary Service; development of the system; application; process flow charts; monitoring and evaluation; training of personnel.	4	6
8	Regulatory enactments, laws: the by-law of the Food and Veterinary Service, "the Law on Supervision of the Food Chain. Services: Food and Veterinary Service.	4	6
9	Final test	2	0
Total:		32	48

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
<ul style="list-style-type: none"> <i>research and analysis of services dealing with diseases and infections caused by poor food;</i> <i>collecting and analyzing information;</i> <i>conclusions are reached and reasoned</i> <i>understanding processes that can help prevent food from deteriorating and preserve food quality;</i> <i>appropriate research methods are selected and applied, such as complex investigations, reasoned judgments</i> 	<p>The development of individual papers for each subject of the course, individually or in a group, if authorized by the teaching staff. Students should pass final test.</p> <p>Themes for independent works:</p> <p>Subject 1. Services dealing with diseases and infections caused by poor food</p> <p>Subject 2. Processes that can help prevent food from being damaged and preserve food</p> <p>Subject 3. Effective storage systems and control of food damage</p>

<ul style="list-style-type: none"> • <i>understanding the importance of an effective storage system to control food damage;</i> • <i>use of a variety of sources of information</i> • <i>analysing and establishing food control and management systems;</i> • <i>The critical reflection on your work is demonstrated, with realistic conclusions on the necessary improvements</i> 	Subject 4. Establishment of a food control and management system (HACCP)
--	--

Course structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	I	2	3	16	16	48	*		

Course assessment structure

Assessment	% of the total grade
The development of individual papers for each subject:	15
Subject 1	
Subject 2	15
Subject 3	15
Subject 4	15
Participation in course/seminars	10
Final test	30
Total:	100

“HOTEL SCHOOL” Hotel Management College

Study programme’s “Hospitality Services Organization” study course

“Latvian for Hospitality”

Main attributes

Study course title	Latvian for Hospitality
Study course status	<i>Field-specific courses – elective part</i>
Study course level	First level professional higher education
Course instructor	<i>Mg. Paed. E. Ādmīdīņš</i>
Course volume in Parts and Credit Points	2 parts, 4 credit points, 6 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	<i>This study course will provide students with knowledge skills regarding the Latvian language, its usability in various communication situations.</i>
Aim and objectives, defined in competences and skills	<p>In successful learning of this course, the student:</p> <ul style="list-style-type: none"> • Read Latvian letters, greetings, farewells, courtesy phrases, numbers, days, colours, names of different qualities (the simplest cases), vocabulary related to city, house, hospitality. • Learn the usability of verbs, the rules for the use of weather words, the names. • You can use listening, reading, speaking, writing skills and learned vocabulary and grammar laws to obtain and provide information. • Is able to communicate orally and in writing using the learned vocabulary and grammar rules.
Students' individual work; structure and tasks	The students attend lectures and take a final examination in written and oral form at the end of semester 1 or semester 2.
Literature	<p>Compulsory literature:</p> <ul style="list-style-type: none"> • Auziņa, I., Berķe, M., Lazareve, A., Šalme, A. (2014). Laipa 1A. Latviešu valoda: mācību grāmata, LVA; • Klēvere – Velhli, I. (2012). Latviešu valoda studentiem: mācību līdzeklis latviešu valodas kā svešvalodas apguvei, LVA • Pareizrakstības un pareizrunas rokasgrāmata.(2002). Rīga: Avots • Svarinska, A. (2014). Latviešu valoda : mācību kurss 25 nodarbībām = Latvian in 25 lessons, Zvaigzne ABC <p>Recommended literature:</p> <ul style="list-style-type: none"> • Auziņa, I., Berķe, M., Lazareve, A., Šalme, A. (2014). Laipa 1A. Latviešu valoda: darba burtnīca, LVA; • Ceplīte, B., Ceplītis, L. (1991). Latviešu valodas praktiskā gramatika, Zvaigzne ABC • www.valoda.lv - Latviešu valodas aģentūra (Reviewed on 20.01.2020)
Required technical equipment for the delivery of a study course	<p>Study room, equipped with desks and chairs for learners, whiteboard and multimedia equipment (computer, projector, speakers), Wi-Fi wireless internet access.</p> <p>Classrooms are suitable for group work.</p>
Study course prerequisites	Not required
Required preliminary knowledge and study courses	Not required

Description of topics

		Full-time studies
--	--	-------------------

Nr.	Topic	Contact hours	Indiv. work hours
1	Alphabet, phonetics and pronunciation in Latvian. Greeting phrases. Phrases telling you about yourself (name, surname, nationality where you came from)	4	6
2	Listening sounds and spelling them in different situations. Spelling sounds in different parts of the word. Language proficiency phrases. Courtesy phrases.	4	8
3	The phone number, its spelling. The use of the words "be", "not" in the present, together with the alternate names of the individuals.	4	6
4	Providing information (given name, surname, address, telephone number, e-mail address, nationality, language knowledge, occupation, study site) regarding itself in articles (free form, business articles) and oral communication.	4	6
5	Use the narration form using the 3 rd person's alternate names. Names of the most common professions. Their use is included in men's and women's families.	4	8
6	Interim test (I)	2	0
7	Use of the words "be", "not" in the past and in the future with the alternate names of individuals. The use of the weather word "today", "now", "already", "yesterday", "earlier", "tomorrow", "soon".	4	8
8	Nouns associated with the city (vehicles, names of buildings, names of places). The adjectives "big", "young", "high", "small", "low", "beautiful", "fast", "slow", "loud", "quiet", "narrow", "broad" uses with a noun, reconciling homeland and number.	4	8
9	Colour names. Day names. Names of the most commonly used animals, plant sites (fields, forest, meadow), water bodies (river, sea, lake).	4	8
10	Interim test (II)	2	0
11	Use previously learned in communication situations. Cutlery. Kitchen dishes, dishes for cooking.	6	8
12	The names of the serial number, their use in the male and female family. Folding and use of the alternate names to be asked in communication situations.	4	6
13	Pre-final test	2	0
14	Use the name of the days, their parts, to specify the time. Use of the personal noun in dative case, in relation to the family of the noun to be explained. Conjugation of the word "drink" in the present, in the past, in the future with the names of individuals, see.	4	8
15	Clock times. Food and drink names.	4	8
16	Time plan. Use previously learned in communication situations. Names of clothing and accessories. Naming a price.	4	8
17	Final test	4	0
	Total:	64	96

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
Examine the process of learning the material and identify the progress of learning the knowledge and skills.	<ul style="list-style-type: none"> • Interim test (I) • Interim test (II) • Pre-final test • Final test
Students are able to read Latvian alphabet letters, greetings, farewells, courtesy phrases, figures, days, colours, names of different qualities (the simplest cases), vocabulary related to city, house, hospitality. Learn the usability of verbs, the rules for the use	The final test <i>consists of 14 listening, reading, language usage, speech proof tasks.</i>

of weather words, the names. Students can use listening, reading, speaking, writing skills and learned vocabulary and grammar laws to obtain and provide information; able to communicate orally and in writing using the learned vocabulary and grammar laws.	<p><i>Tasks 1, 2, 3 test the student's listening skills (task 1 must hear sounds, words, phrases; task 2 must analyse what you hear; task 3 must use the information you hear in the text form).</i></p> <p><i>Tasks 4, 5, 6 tests the student's reading skills (Task 4 requires specific words to be searched in the text, information read in Task 5 to be analysed, Task 6 to demonstrate the ability to use the information read in different communication situations).</i></p> <p><i>Task 7 tests the student's knowledge and skills in using the learned vocabulary.</i></p> <p><i>Task 8 tests the student's knowledge and skills in using vocabulary related to the hospitality industry.</i></p> <p><i>Task 9 tests the student's knowledge and skills to use the learned verb in binding with the individuals' alternate names and weather names.</i></p> <p><i>Task 10 tests the student's knowledge and skills to use the learned verb in a noun binding.</i></p> <p><i>Task 11 tests the student's knowledge and skills to use pine names.</i></p> <p><i>Task 12 tests a student's speaking requirement (student tells himself)</i></p> <p><i>At Task 13, the student answers questions; tells about the picture.</i></p> <p><i>On assignment 14, the student asks questions, tells about what he heard.</i></p>
--	--

Course structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	I	2	3	16	16	48	*		
2.	II	2	3	16	16	48		*	

Course assessment structure

Assessment	% of the total grade
Interim test (I)	10
Interim test (II)	10
Pre-final test	30
Individual activities and participation in the course	10
Final test	40
Total:	100

"HOTEL SCHOOL" Hotel Management College

Study programme's "Hospitality Services Organization" study course

"Employability Skills and Professional Development"

Main attributes

Study course title	Employability Skills and Professional Development
Study course status	<i>Field-specific courses – elective part</i>
Study course level	First level professional higher education
Course instructor	<i>MIB, Mg. Paed. O. Zvereva</i>
Course volume in Parts and Credit Points	1 part, 3 credit points, ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	This course aims to help the learner become an effective and confident self-directed employee; provides learners with the opportunity to acquire honed employability skills required for effective employment. This helps the learner become confident in managing own personal and professional skills to achieve personal and career goals.
Aim and objectives, defined in competences and skills	<p>On successful completion of this unit a student will:</p> <ul style="list-style-type: none"> • understand how self-managed learning can enhance lifelong development • take responsibility for own personal and professional development • implement and continually review own personal and professional development plan • understand the dynamics of working with others • demonstrate acquired interpersonal and transferable skills.
Students' individual work; structure and tasks	<p><i>The development of independent works for each subject of the course, individually or in a group, if authorised by the teaching staff. Final test in the end of the course.</i></p> <p>Topic1. Establishment of their duties and activities</p> <p>Topic 2. Development of personal and professional skills - personal and professional development plan;</p> <p>Topic 3. Job dynamics when working with other people</p> <p>Topic 4. Developing strategies to address problems</p>
Literature	<ul style="list-style-type: none"> • <i>Gravells, A., 2010: Delivering Employability Skills in the Lifelong Learning Sector, SAGE, Jan 5;</i> • <i>Trought, F., 2011: Brilliant Employability Skills, Pearson FT Prentice Hall Higher;</i> • https://www.success.com/the-ultimate-guide-to-personal-development/ - <i>SUCCESS, Everything You Need to Know to Improve Your Life (Reviewed on 20.01.2020)</i> • http://www.businessballs.com/personaldevelopment.htm - <i>Integrated personal development (Reviewed on 20.01.2020)</i>
Required technical equipment for the delivery of a study course	<p>Study room, equipped with desks and chairs for learners, whiteboard and multimedia equipment (computer, projector, and speakers), Wi-Fi wireless internet access.</p> <p>Computer class equipped with computers running Microsoft Office and Micros Opera programs, Internet browsers - Google Chrome, Internet Explorer, Wi-Fi wireless internet access, computer desks, chairs, whiteboard, multimedia devices (computer, projector, speakers). Classrooms are suitable for group work.</p>
Study course prerequisites	<i>Not required</i>

Required preliminary knowledge and study courses	<i>Not required</i>
--	---------------------

Description of topics

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	Introduction to the "Employability Skills and Professional Development" course	2	0
2	Obligations: personal responsibilities; direct and indirect relationships and adaptation skills, decision-making process and skills; ability to learn and develop in the role of work; labour laws; ethics; rights and obligations of employees.	4	6
3	Individual evaluation system: use of assessment activities such as salary level and premium costs, promotion of strengths and weaknesses, training needs; interface; evaluation criteria such as production data, personnel data; judgment data; rating methods such as deployment by level, comparison, checklist, targeted management	4	6
4	Effective communication: verbal and non-verbal such as awareness and use of body language, openness and responsiveness, formal and informal feedback between colleges; team appointments.	4	6
5	Troubleshooting: analyzing problems; exploring changes in the workplace; finding solutions; choosing solutions.	4	6
6	Collective work: the nature and dynamics of group and team work; formal and non-formal settings, group and team capabilities, such as long-term cooperation goals/strategy.	4	6
7	Methods and means for solving problems	2	6
8	Teaching styles and strategies: style types; awareness of personal style; personal style impacts and relationships with others.	2	6
9	Forms for demonstrating professional skills. Time management: defining job priorities, setting job targets; using effective time; scheduling appointments, working time trusts.	4	6
10	Final test	2	0
Total:		32	48

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
<p>Student will be able to:</p> <ul style="list-style-type: none"> understand how self-managed learning can enhance lifelong development take responsibility for own personal and professional development implement and continually review own personal and professional development plan understand the dynamics of working with others demonstrate acquired interpersonal and transferable skills. 	<p>The development of independent works for each subject of the course, individually or in a group, if authorised by the teaching staff. Final test in the end of the course.</p> <p><u>Themes for individual works:</u></p> <p>Topic 1. Establishment of their duties and activities</p> <p>Topic 2. Development of personal and professional skills - personal and professional development plan;</p> <p>Topic 3. Job dynamics when working with other people</p> <p>Topic 4. Developing strategies to address problems</p>

Course structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	II	2	3	16	16	48	*		

Course assessment structure

Assessment	% of the total grade
Independent work/ paper - Theme 1	15
Independent work/ paper - Theme 2	15
Independent work/ paper - Theme 3	15
Independent work/ paper - Theme 4	15
Participation in course/seminars	10
Final test	30
Total:	100

“HOTEL SCHOOL” Hotel Management College

Study programme’s “Hospitality Services Organization” study course

" New Hospitality Product Development"

Main attributes

Study course title	New Hospitality Product Development
Study course status	<i>Field-specific courses – elective part</i>
Study course level	First level professional higher education
Course instructor	<i>MBA O. Nikadimovs</i>
Course volume in Parts and Credit Points	1 part, 2 credit points, 3 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	This course will help students with understanding the specific characteristics of hospitality products and services, development of products and services supply, pricing and cost-effectiveness methods, and teaching to analyze and improve the performance of a hospitality company.
Aim and objectives, defined in competences and skills	By learning this course successfully, the student will be able to: <ul style="list-style-type: none"> • understanding the specific characteristics of hospitality products and services; • understanding the development of the supply of products and services in the hospitality business environment; • understanding the pricing and cost-effectiveness methods applied in the hospitality industry; • use efficient techniques to analyze and improve the performance of a hospitality company
Students' individual work; structure and tasks	The development of independent written works for each subject of the course, individually or in a group, if authorised by the teaching staff. Final test in the end of the course. Themes for individual tasks: <ol style="list-style-type: none"> 1. Paper 1. Specific features of hospitality products and services, development of a new offer 2. Paper 2. Pricing and profitability, introduction of new service concepts Students will go through the final test in the end of the course.
Literature	<ol style="list-style-type: none"> 1. Paul J. McVety, Bradley J. Ware, Claudette Lévesque Ware, 2009: Fundamentals of Menu Planning. John Wiley & sons: New Jersey. 2. Rubene, T., 2014: Ēdināšana viesmīlībā. Pasākumu plānošana - ēdienkarte, galda klājums un izmaksas. HOTEL SCHOOL, Viesnīcu biznesa koledža, Rīga, Latvija; 3. Rubene, T., 2014: Ēdināšana viesmīlībā. Pakalpojumi, apkalpošana un telpas. HOTEL SCHOOL, Viesnīcu biznesa koledža, Rīga, Latvija; 4. Rubene, T., 2014: Konferenču un banketu organizācijas vadība. Konferenču pakalpojumu raksturojums un organizēšana, HOTEL SCHOOL, Viesnīcu biznesa koledža, Rīga, Latvija; 5. Rubene, T., 2014: Konferenču un banketu organizācijas vadība. Banketu plānošana, apkalpošana un kvalitātes vadība. HOTEL SCHOOL, Viesnīcu biznesa koledža, Rīga, Latvija; 6. https://www.researchgate.net/publication/241747548_Innovative_Product_Development_in_Hotel_Operations - Innovative Product Development in Hotel Operations (Reviewed on 20.01.2020)
Required technical equipment for the delivery of a study course	Study room, equipped with desks and chairs for learners, whiteboard and multimedia equipment (computer, projector, and speakers), Wi-Fi wireless internet access.

	Computer class equipped with computers running Microsoft Office, Internet browsers - Google Chrome, Internet Explorer, Wi-Fi wireless internet access, computer desks, chairs, whiteboard, multimedia devices (computer, projector, speakers). Classrooms are suitable for group work.
Study course prerequisites	<i>Not required</i>
Required preliminary knowledge and study courses	<i>Not required</i>

Description of topics

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	Introduction to "New Hospitality Product Development"	2	0
2	Characteristics of the hospitality product and service: departments - food and drink, rooms, conference and banquet, material and intangible elements of the hospitality product.	2	4
3	Demand models: e.g. working time, seasonality, demand growth at weekends, determined hours of day, sociological factors.	2	4
4	Guest profiles: properties such as purchasing power its impact on the choice of type of hospitality companies, menu/type of accommodation, price factor, expectations and requirements.	4	6
5	Management issues: Integrated planning and resource management, strategic and operational plans for the company, personnel policy.	2	6
6	Product development stages: market research, market segmentation, idea assessment, concept development, product development, ad targets	4	6
7	Opportunities and limitations: brand reputation, nutrition and diet requirements, providing access and other needs for disabled people at tourist accommodation.	2	4
8	Promotion targets: promoting consumer awareness/brand awareness, promoting consumer loyalty to brand, supporting materials.	4	6
9	Factors affecting revenue management: sales mix, customer turnover, average purchasing power	4	6
10	Project management: critical approach to making the right decisions and respect for the business strategy, quality and risk management, time limits and budget allocation.	4	6
11	Final test	2	0
Total:		32	48

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
<p>By learning this course successfully, the student will be able to:</p> <ul style="list-style-type: none"> understanding the specific characteristics of hospitality products and services; understanding the development of the supply of products and services in the hospitality business environment; understanding the pricing and cost-effectiveness methods applied in the hospitality industry; use efficient techniques to analyze and improve the performance of a hospitality company 	<p>The development of independent written works for each subject of the course, individually or in a group, if authorised by the teaching staff. Final test in the end of the course.</p> <p>Themes for individual tasks:</p> <ol style="list-style-type: none"> Paper 1. Specific features of hospitality products and services, development of a new offer Paper 2. Pricing and profitability, introduction of new service concepts <p>Students will go through the final test in the end of the course.</p>

Course structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	IV	2	3	16	16	48	*		

Course assessment structure

Assessment	% of the total grade
Paper 1. Specific features of hospitality products and services, development of a new offer	25
Paper 2. Pricing and profitability, introduction of new service concepts	25
Participation in the course/seminars	10
Final test	40
Total:	100

“HOTEL SCHOOL” Hotel Management College

Study programme’s “Hospitality Services Organization” study course

" Work in multicultural environment"

Main attributes

Study course title	Work in multicultural environment
Study course status	<i>Field-specific courses – elective part</i>
Study course level	First level professional higher education
Course instructor	<i>Tatjana Titareva, Mg.sc.oec.</i>
Course volume in Parts and Credit Points	1 part, 2 credit points, 3 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	<i>Factors such as the advancement of communication technologies (Skype, WhatsApp, Facebook, etc.), ever cheaper flights and unlimited opportunities to study, work and develop business in almost any country of the world, makes today's world increasingly multicultural and global. The ability to communicate and commute is one aspect. The hardest part starts when a person starts communicating and working with representatives from cultures whose behavior and mentality are radically different from what the person is used to when dealing within his/her own culture. This course helps to answer a number of aspects regarding how to behave in other cultures in order to build successful collaboration and become a global citizen who views cultural differences not as a challenge, but as an opportunity for international career and business.</i>
Aim and objectives, defined in competences and skills	<p><i>Aim of the course is: to acquaint students with the main principles and basic theories of communication in multicultural environment; to explain the peculiarities of the mentality and work specificities of the cultures in different regions and how to better work with the representatives of these cultures in order to successfully implement international cooperation projects; to acquaint students with the most common problems in intercultural communication and areas of potential misunderstandings, as well as methods and strategies to prevent / solve them; to develop students' intercultural communication skills, incl. tolerance for the different (non-typical of their own culture).</i></p> <p><i>Upon successful completion of this course, students will:</i></p> <ul style="list-style-type: none"> • <i>know and understand the main definitions of intercultural communication, basic theories, common problems and areas of potential misunderstandings (knowledge).</i> • <i>be able to recognize and explain cultural, mentality and work specifics of different regions of the world (skills).</i> • <i>be able to integrate knowledge and practical skills in different fields, contribute to the development of new working methods, solutions and approaches in international context, respecting the ethical aspects of multicultural working environment and impact on the environment and society as a whole (competences).</i>
Students' individual work; structure and tasks	<ul style="list-style-type: none"> • <i>Independent reading of additional materials as homework and formulation of personal opinions of students regarding the aquired materials.</i> • <i>Interview with business person who used to work for long-term with representatives from 3 different countries</i> • <i>Student presentations on the characteristics of interviewed entrepreneurs and cultures in the countries where the entrepreneurs worked most of all (reflecting the aspect of the Cultural Iceberg, e.g. visible and hidden sides of the cultures).</i> • <i>Solving the prepared practical case studies.</i> • <i>Repeating all course materials before the exam.</i>
Literature	<i>Obligatory literature:</i>

	<p>1.Meyer Erin, <i>The Culture Map, Public Affairs, 2014. Available at: https://www.libfox.ru/683443-erin-meyer-karta-kulturnyh-razlichiy-kak-lyudi-dumayut-rukovodyat-i-dobivayutsya-tseley.html</i></p> <p>2.Gesteland Richard. <i>Cross-Cultural Business Behaviour. Marketing, Negotiating, Sourcing and Managing Across Cultures. Copenhagen Business School Press / Днепропетровск, ООО "Баланс-Клуб", 2003. Available at: http://www.ludmila-petrashko.com.ua/assets/files/kurs/mezhnar-management/Literatura/0557415_C7AF8_gesteland_richard_r_kross_kulturn.pdf</i></p> <p>3.Hofstede G. 2001. <i>Cultures Consequences. Comparing Values, Behaviors, Institutions, and Organizations Across Nations. Second Edition. London: Thousand Oaks; New Delhi: Sage Publications.</i></p> <p>4.Fosters D.(2005) Lietišķā etiķete.Zvaigzne ABC.</p> <p>5.Vidnere M.(2011)Etnopsiholoģija.Raka.</p> <p>Papildus literatūra:</p> <p>1.http://commisceo-global.com/blog</p> <p>2.http://erinmeyer.com/</p> <p>3.http://www.cyborlink.com/besite/hofstede.htm</p> <p>4.https://geert-hofstede.com/</p>
Required technical equipment for the delivery of a study course	<i>Study room, equipped with desks and chairs for students, whiteboard and multimedia equipment (computer, projector, speakers), Wi-Fi. Classrooms are suitable for group work.</i>
Study course prerequisites	<i>Preliminary knowledge of basic principles of communication and psychology</i>
Required preliminary knowledge and study courses	<i>Basics of Communication and Psychology</i>

Description of topics

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	<i>Introduction: main definitions; the golden rules of effective communication in a multicultural environment and key elements for effective communication in a multicultural environment.</i>	4	0
2	<i>Cultural intelligence and the most common problems and areas of potential misunderstanding in communication in a multicultural environment. Definition of culture and aspects to consider when working on projects with representatives from foreign cultures. The Levels of Culture. The Culture Tree.</i>	4	10
3	<i>Basic theories of intercultural communication: The Cultural Dimension Model of Edward T. Hall; Geert Hofstede's concept of Cultural Dimensions; Fons Trompenaars Model of Cultural Dimensions; research, publications and examples of practical experience from sources of researcher Erin Meyer.</i>	5	10
4	<i>Emotional intelligence and its components. Strategies for solving conflicts in multicultural environment. Aspects of nonverbal communication. Greetings in different countries. Color symbolism and meaning in different cultures.</i>	5	10
5	<i>Core values and peculiarities of the cultures of the world regions: Asia, Africa, Arab countries, Southern Europe and Latin America, North America.</i>	8	10
6	<i>Communication game "Barnga" and written reflection on the game</i>	2	8
7	Exam	4	0
Total:		32	48

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
<i>Students:</i> <ul style="list-style-type: none"> know and understand the main definitions of intercultural 	<i>Active and constructive participation in lectures and practical assignments (sharing students' experiences, reflections and opinions)</i>

<p>communication, basic theories, common problems and areas of potential misunderstandings (knowledge).</p> <ul style="list-style-type: none"> • are able to recognize and explain cultural, mentality and work specifics of different regions of the world (skills). 	<p>on what they have read at home, participating in group assignments, solving case studies, etc.)</p>
<p>Students are able to recognize and explain cultural, mentality and work specifics of different regions of the world (skills).</p>	<p>Participation in the communication game "Barnga" and written reflection on the game</p>
<p>Students:</p> <ul style="list-style-type: none"> • know and understand the main definitions of intercultural communication, basic theories, common problems and areas of potential misunderstandings (knowledge). • are able to recognize and explain cultural, mentality and work specifics of different regions of the world (skills). • are able to integrate knowledge and practical skills in different fields, contribute to the development of new working methods, solutions and approaches in international context, respecting the ethical aspects of multicultural working environment and impact on the environment and society as a whole (competences). 	<p>Written interview with the entrepreneur about the specifics of the work culture in the countries where he / she has worked (word document at least 5 pages), as well as a classroom presentation where students demonstrate the aspects of the Culture Iceberg in their explored culture</p>
<p>Students:</p> <ul style="list-style-type: none"> • know and understand the main definitions of intercultural communication, basic theories, common problems and areas of potential misunderstandings (knowledge). • are able to recognize and explain cultural, mentality and work specifics of different regions of the world (skills). 	<p>Exam</p>

Course structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	IV	2	3	16	16	48	*		

Course assessment structure

Assessment	% of the total grade
- Active and constructive participation in lectures and practical assignments (sharing students' experiences, reflections and opinions on what they have read at home, participating in group assignments, solving case studies, etc.)	20
- Participation in the communication game "Barnga" and written reflection on the game	10
- Written interview with the entrepreneur about the specifics of the work culture in the countries where he / she has worked (word document at least 5 pages), as well as a classroom presentation where students demonstrate the aspects of the Culture Iceberg in their explored culture	30
- Exam	40
Total:	100

“HOTEL SCHOOL” Hotel Management College

Study programme’s “Hospitality Services Organization” study course

" Resort special services"

Main attributes

Study course title	Resort special services
Study course status	Field-specific courses – optional
Study course level	First level professional higher education
Course instructor	<i>Mg. Philol., Mg. Oec. J. Korjuhina</i>
Course volume in Parts and Credit Points	1 part, 2 credit points, 3 ECTS
Study programme form	Full-time studies
Study course language	LV, EN
Abstract	<p>As part of the course, students will learn about the resort world - resort types, geography, and specific resort hotel services, as well as a modern approach to resort management, including tourism sustainability. Students will learn to distinguish resorts that work on an all-inclusive basis from resorts that offer a fee-based service, and will understand the financial challenges of these two approaches.</p> <p>At least 2 excursions to resort hotels in Jurmala are planned during the course, during which the students will get acquainted with the activities of the hotel SPA centre and guest recreation department.</p>
Aim and objectives, defined in competences and skills	<p>The aim of the study course is to learn the types, geography, special services of resort hotels and the specifics of their provision from the point of view of management and financial operations, tourism and business sustainability.</p> <p>Upon successful completion of this course the student will:</p> <ul style="list-style-type: none"> • be able to know the types of resorts, their location geography, special services and the specifics of their provision; • be able to distinguish between different approaches to developing a resort packages; • be able to tailor the services of the resort to the location and segment of potential guests; • be able to apply sustainable tourism and business principles in the management of the resort.
Students' individual work; structure and tasks	<p>During the course students have to develop two group works:</p> <ul style="list-style-type: none"> • Group work 1 - presentation of the selected resort hotel; • Group work 2 - business plan of the selected resort hotel.
Literature	<p>Mandatory literature:</p> <ul style="list-style-type: none"> • Mill R.C. (2011), <i>Resorts: Management and Operation</i>. • Cook R.A., Hsu C.H.C., Taylor L.L. (2018), <i>Tourism. The business of Hospitality and Travel</i>. Pearson. <p>Supplementary literature:</p> <ul style="list-style-type: none"> • Rawlinson S., Heap T. (2018), <i>International SPA management: principles & practices</i>. Goodfellow Publishers Ltd. • Torkildsen G. (2005), <i>Leisure and Recreation Management</i>. Routledge. • Власова Т.И., Шарухин А.П., Панов Н.И. (2010), <i>Анимационный менеджмент в туризме: учебное пособие для высших учебных заведений</i>. Академия.
Required technical equipment for the delivery of a study course	Study room, equipped with desks and chairs for learners, whiteboard and multimedia equipment (computer, projector, speakers), Wi-Fi wireless internet access.

Study course prerequisites	English language, skills to work with your computer and use the Internet, the skill of debating and arguing your views, presentation skills.
Required preliminary knowledge and study courses	Contemporary Hospitality Industry, Travel and Tourism Sector, Entrepreneurship

Description of topics

Nr.	Topic	Full-time studies	
		Contact hours	Indiv. work hours
1	Resort types, resort geography, general principles of resort management	8	15
2	Special resort services - SPA services	6	8
3	Special resort services - guest recreation	6	8
4	Development of resort hotel service package	8	15
5	Principles of sustainable tourism in resorts	2	2
6	Final test	2	0
Total:		32	48

Learning outcomes and assessment methods

Learning outcomes to be achieved	Learning outcome assessment methods
Ability to know the types of resorts, their location geography, special services and the specifics of their provision	Power Point presentation of selected resort hotel with speech transcript for each slide, oral presentation and answers
Ability to evaluate different approaches to resort hotel service development	Active participation in the seminar, ability to discuss and express reasoned opinion on the topic
Ability to tailor a resort hotel offer based on location and segment of potential guests	Business plan of the chosen resort hotel developed according to the requirements, oral presentation of the work in the final examination and answers to the questions
Ability to apply sustainable tourism and business principles in resort management	Active participation in the seminar, ability to discuss and express reasoned opinion on the topic

Course structure

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	IV	2	3	16	16	48	*		

Course assessment structure

Assessment	% of the total grade
Active participation in lectures and seminars	20%
Execution of group work 1	30%
Execution of group work 2	30%
Presentation of group work 2 during the final examination (test)	20%
Total:	100 %

4.7.4 Study Internship

“HOTEL SCHOOL” Hotel Management College

Study programme’s “Hospitality Services Organization” study course

" Study Internship I"

General Information

Internship Title	Study Internship I
Internship Level	First level higher professional education
Academic Staff	Internship Supervisor appointed by the College Director
Parts and credit points	Part 1, 4 credits, 6 ECTS credits
Study form	Full Time
Study language	LV, ENG
Annotation	The first semester of studies culminates in a <i>Study Internship I</i> , where students engage in a real work environment, a hotel or an enterprise of a similar profile whose main activity is the hospitality service provision. <i>Study Internship I</i> offers an opportunity to observe and, as far as possible, participate in the organization of hotel services, thus students obtain their first practical work experience in the chosen profession.
Purpose and objectives, expressed in competencies and skills	<p>The aim of the <i>Study Internship I</i> is to get to know the work at hotel in order to</p> <ul style="list-style-type: none"> • understand the work organisation and structure of a hotel, and personnel responsibilities; • develop the capacity to apply and comply with regulatory requirements in the hospitality sector, comply with work and environmental legislation requirements, company’s internal rules, and company’s self-control system (HACCP) principles; • acquire the ability to manage job-related documentation; • develop the ability to create and maintain positive communication, by observing the hospitality and formal etiquette and basic principles of professional and general ethics. • improve the ability to communicate in foreign languages, use of professional terminology; • develop the ability to work independently and take responsibility and control for the outcome of his/her work.
Student work organization and tasks	<p>A student is granted admission to the <i>Study Internship I</i>, if all the admission requirements have been met. After confirming the internship placement with Internship Supervisor and providing all the necessary documentations, the student is placed with the corresponding placement. The student undertakes the internship according to the previously confirmed start and end dates.</p> <p>Within the framework of the <i>Study Internship I</i> the student must fulfil the tasks of the internship programme (see below) and receive a written assessment from the placement (see form Intern’s Profile).</p> <p>At the end of the internship the student must prepare and present/defend the internship report.</p>
Methodology	Internship Organization Procedure at "HOTEL SCHOOL" Hotel Management College, No 4-3/3 from November 1, 2019

Prerequisite Knowledge	The classification of the tourist accommodation, the organizational structure, the legal framework for tourist accommodation, guest's cycle, hospitality service particularities, basic principles of communication and etiquette, minimum hygiene requirements in the catering business
Previous courses	1st semester courses in accordance with the study programme curriculum

Internship programme

No	Tasks	Working hours
1	<u>TO GET TO KNOW AND TO OBSERVE THE REGULATIONS OF THE INTERNSHIP PLACEMENT:</u> <ul style="list-style-type: none"> • employment relationship; • working regulations; • labour safety regulations; • work and environment protection; • fire safety and electrical safety; • the principles of the company's self-monitoring system (HACCP). 	8
2	<u>TO UNDERSTAND AND EXPLAIN THE SPECIFICATION OF THE HOSPITALITY COMPANY:</u> <ul style="list-style-type: none"> • the location of the company; • compliance with the classification of the hospitality industry; • compliance with the latest trends and technologies of the hospitality industry; • the company's infrastructure and material and technical basis; • organizational structure of the company and employed human resources; • company products and services; • guest segments and flow; • company's business partners; • company's corporate culture. 	15
3	<u>TO GET TO KNOW AND TO PARTICIPATE IN THE WORK ORGANIZATION OF AT LEAST ONE STRUCTURAL UNIT OF THE COMPANY:</u> <ul style="list-style-type: none"> • to name and describe the job responsibilities • to name and describe the management of the job related documentation • to name and describe laws and regulations and their applicability of the chosen department; • to describe the applicability of the communication, formal etiquette, professional and general ethical principles; • to describe the required professional terminology. 	120
4	<u>TO CARRY OUT PROFESSIONAL ANALYSIS:</u> <ul style="list-style-type: none"> • to discuss the internship results with Internship Supervisor, evaluate his/her own professional performance during the internship, incl. responsibility, control of results; • to evaluate his/her own professional knowledge and skills, the development during the internship. 	2
5	<u>TO ELABORATE AND PRESENT AN INTERNSHIP REPORT:</u> <ul style="list-style-type: none"> • to prepare an internship report in accordance with the requirements; • to submit the internship report together with a written intern's profile (feedback) from Placement Supervisor to the College Internship Supervisor; • to present the internship report to the Academic Commission. 	15
	Total:	160

Attainable study results and evaluation

Attainable study results	Result evaluation methods
Understanding hotel work organization and structure, and tasks and responsibilities of the personnel.	The content of the internship report and the presentation and the ability to give answers to additional questions regarding the performance of the internship programme.

Ability to apply and comply with regulatory requirements in the hospitality sector, comply with labour and environmental legislation requirements, company internal rules, company self-control system (HACCP) principles.	Intern's profile (feedback) provided by the Placement Supervisor to prove that the intern did not present any work discipline offences during the internship.
Ability to manage documents related to job responsibilities	Content of the internship report and answers to additional questions during the presentation.
Ability to create and maintain positive communication, by observing the hospitality and formal etiquette and basic principles of professional and general ethics.	Intern's profile (feedback) provided by the Placement Supervisor, showing that the Intern has demonstrated the suitability of his/her personal skills and professional competencies to work in the hospitality industry.
Ability to communicate in state language and at least two foreign languages, use of professional terminology.	During the internship report presentation, the student includes professional terminology in his/her speech.
Ability to work independently and take responsibility and control for the outcome of hi/her work.	Intern's Profile and the content of the Internship report confirm that the student has fulfilled the tasks of the internship programme, during the presentation student sums up the main lessons learned and analyses his/her professional performance.

Internship Planning

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work	Individual work	Test	Exam	Report
1.	I	4	6	-	160	-			*

Internship Assessment Structure

Assessment Components	% of total score
Intern's Profile	10%
Internship Report	30%
Internship Report Presentation	60%
Total:	100%

“HOTEL SCHOOL” Hotel Management College
Study programme’s “Hospitality Services Organization” study course

" Study Internship II"

General Information

Internship Title	Study Internship II
Internship Level	First level higher professional education
Academic Staff	Internship Supervisor appointed by the College Director
Parts and credit points	Part 2, 12 credits, 18 ECTS credits
Study form	Full Time
Study language	LV, ENG
Annotation	<i>Study Internship II</i> is the most important practical part of the study programme. Students are offered the opportunity to obtain practical experience in high-level local or foreign hotels, thereby integrating them into the job market. By working for several months in a real professional environment, students will gain valuable work experience, thus improving their career perspectives and their competitiveness in the hospitality sector in the future.
Purpose and objectives, expressed in competencies and skills	<p><i>Study Internship II</i> aims to exercise student’s knowledge and skills that were acquired during the courses in order to improve the competencies that are required in a professional environment. Tasks:</p> <ul style="list-style-type: none"> • to develop the ability to describe and implement objectives and operational plans of the hospitality company, to manage the principles of the hospitality company's work organisation and management; • to develop the ability to identify hospitality company’s marketing concepts, and to implement a marketing process; • to develop the capacity to organise a hospitality service offer in accordance with the requirements of quality systems; • to develop the ability to assess the quality of the hospitality company's service demand, the financial performance of the company; • to develop the capacity to ensure a sustainable and environmentally friendly management of the company's holdings and resources; • to improve professional hotel management skills and knowledge of operating office equipment; • to improve the ability to cooperate with clients, staff and interested parties, and to assess the quality of student’s own work and teamwork, and hold responsibility for the results; • to develop the ability to enhance professional skills and knowledge independently.
Student work organisation and tasks	A student is granted admission to the <i>Study Internship II</i> , if all the admission requirements have been met. After confirming the internship placement with Internship Supervisor and providing all the necessary documentations, the student is placed with the corresponding

	<p>placement. The student undertakes the internship according to the previously confirmed start and end dates.</p> <p>Within the framework of the <i>Study Internship II</i> the student must fulfil the tasks of the internship programme (see below) and receive a written assessment from the placement (see form Intern's Profile).</p> <p>At the end of the internship the student must prepare and present/defend the internship report.</p>
Methodology	Internship Organization Procedure at "HOTEL SCHOOL" Hotel Management College, No 4-3/3 from November 1, 2019
Prerequisite Skills	Work organization of guest reception department, work organization of food and beverage department, work organization of hotel's housekeeping department, work organization of the marketing department, business management and finance, staff management, quality management in a hospitality company
Previous courses	All general education and compulsory study courses in accordance with the study programme curriculum

Internship programme

No	Tasks	Working hours
1	<p><u>TO GET TO KNOW AND TO OBSERVE THE REGULATIONS OF THE INTERNSHIP PLACEMENT:</u></p> <ul style="list-style-type: none"> • employment relationship; • working regulations; • labour safety regulations; • work and environment protection; • fire safety and electrical safety; • the principles of the company's self-monitoring system (HACCP). 	8
2	<p><u>TO UNDERSTAND AND EXPLAIN THE SPECIFICATION OF THE HOSPITALITY COMPANY:</u></p> <ul style="list-style-type: none"> • the location of the company; • compliance with the classification of the hospitality industry; • compliance with the latest trends and technologies of the hospitality industry; • the company's infrastructure and material and technical basis; • organizational structure of the company and employed human resources; • company products and services; • guest segments and flow; • company's business partners; • company's corporate culture standards; • company's marketing concepts; • demand of the services offered by the company; • company's financial performance. 	32
3	<p><u>PARTICIPATE IN A HOSPITALITY COMPANY'S BUSINESS ORGANIZATION:</u></p> <ul style="list-style-type: none"> • to describe the performed duties, cooperation with clients, staff and involved parties; • to describe company's or its structural units' objectives and action plans; • to describe company's human resource management policy, staff recruitment, training and performance appraisals; • to assess the cooperation skills among company's employees and managers, giving examples; • to describe the company's or its structural units' quality management standards and to assess whether the services provided by the company meet these quality requirements, giving examples; 	400

	<ul style="list-style-type: none"> to describe whether company's holdings and resources are managed to provide a sustainable and environmentally friendly business development, giving examples; to identify and characterize the hotel management programmes, other technologies, their possible usage; to make concrete proposals to improve the work of a hospitality company or department. 	
4	<u>TO CARRY OUT PROFESSIONAL ANALYSIS:</u> <ul style="list-style-type: none"> to discuss the internship results with Internship Supervisor, evaluate his/her own professional performance during the internship, incl. responsibility, control of results; to assess the quality of work and teamwork; to assess professional knowledge and skills, the development during the internship, and to make proposals for further development in improving professional competences. 	5
5	<u>TO ELABORATE AND PRESENT AN INTERNSHIP REPORT:</u> <ul style="list-style-type: none"> to prepare an internship report in accordance with the requirements; to submit the internship report together with a written intern's profile (feedback) from Placement Supervisor to the College Internship Supervisor; to present the internship report to Commission. 	35
	Total:	480

Attainable study results and evaluation

Attainable study results	Result evaluation methods
Ability to describe and implement the objectives and operational plans of the hospitality company, to know the principles of the hospitality company's work organisation and administration	The content of the internship report and the presentation, and the ability to give answers to additional questions regarding the performance of the internship programme
Ability to identify hospitality company's marketing concepts, implement marketing process	The content of the internship report and the presentation, and the ability to give answers to additional questions regarding the performance of the internship programme
Ability to organize a hospitality company's service offer in accordance with quality system requirements	Intern's profile (feedback) provided by the Placement Supervisor, showing that the Intern has demonstrated the suitability of his/her personal skills and professional competencies to work in the hospitality industry
Ability to assess the service demand, quality and business performance of a hospitality company	The content of the internship report and the presentation. and the ability to give answers to additional questions regarding the performance of the internship programme
Ability to ensure sustainable and environmentally friendly management of the company's holdings and resources	The content of the internship report and the presentation, and the ability to give answers to additional questions regarding the performance of the internship programme
Professional hotel management programmes and the knowledge and skills to operate office equipment	Intern's profile (feedback) provided by the Placement Supervisor, showing that the Intern has demonstrated the suitability of his/her personal skills and professional competencies to work in the hospitality industry

Ability to interact with clients, staff and interested parties, and to assess the quality of students' own work and teamwork, hold responsibility for the results	Intern's profile (feedback) provided by the Placement Supervisor, showing that the Intern has demonstrated the suitability of his/her personal skills and professional competencies to work in the hospitality industry
Ability to develop professional skills and knowledge independently	In addition, during the internship the student outlines a plan for further development

Internship Planning

Volume in parts	Term	CP	ECTS	Course load breakdown			Assessment		
				Lectures	Practical work				
1.	IV; V	12	18	-	480	-	*		*

Internship Assessment Structure

Assessment Components	% of total score
Intern's Profile	10%
Internship Report	30%
Internship Report Presentation	60%
Together:	100%