

HOTEL SCHOOL  
— ★ ★ ★ ★ ★ —  
VIESNĪCU BIZNESA KOLEDŽA

Short-cycle professional higher education study programme

"Hospitality Services Organization"

DESCRIPTION OF THE STUDY PROGRAMME CONTENT AND  
IMPLEMENTATION

APPROVED,  
"HOTEL SCHOOL" Hotel Management College  
meeting of the Council on \_\_ \_\_\_\_\_ 2023

Head of College, Jūlija Pasnaka \_\_\_\_\_

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# 1. Plan of the study programme

Study courses	Course leader	1st sem.	2nd sem.	3rd sem.	4th sem.	5th sem.	ECTS	Test/Exam
<b>Part A (Compulsory Courses)</b>								
<b>A1 General Educational Study Courses - 41 ECTS</b>								
Formatting and Presentation of Study Papers	Mg. oec. Dz. Priedītis	3					3	Test
Professional Communication	Mg. soc. I. Vanaga	3					3	Test
Academic English	Mg. oec., Mg. philol. J. Korjuhina	4					4	Exam
Labour Safety, Civil Defence and Environment Protection	Mg. oec., Mg. philol. J. Korjuhina	3					3	Test
Spanish/German/Italian language - A1/A2	Dr. philol. N. Poļakova, Mg. paed. K. Priedīte, G. Trojano		4				4	Exam
Record Keeping and Finance	MIB, Mg. paed. O. Zvereva		5				5	Exam
Human Resource Management	Mg.oec. L. Zariņa		3				3	Test
Leadership and Management	MIB, Mg. paed. O. Zvereva	3					3	Test
Employability Skills and Professional Development	Mg.oec. L. Zariņa		3				3	Test
Entrepreneurship	Dr. oec. A. Vītola			4			4	Exam
Macroeconomics	MIB, Mg. paed. O. Zvereva			3			3	Test
Research Methodology	Mg. oec., Mg. philol. J. Korjuhina				2	1	3	Test
	<b>In total:</b>	<b>16</b>	<b>15</b>	<b>7</b>	<b>2</b>	<b>1</b>	<b>41</b>	
<b>A2 Industry Study Courses - 48 ECTS</b>								
The Contemporary Hospitality Industry	Mg. oec. Dz. Priedītis	5					5	Exam
Rooms Division Operations Management	Mg. oec. Dz. Priedītis	5					5	Exam
Managing Food and Beverage Operations	R. Ovono	4					4	Exam
Managing the Customer Experience	Mg. soc. I. Vanaga		3				3	Test
Laws in the Hospitality Industry	MIB, Mg. paed. O. Zvereva			3			3	Test
Quality Management in Hospitality	Mg. oec., Mg. philol. J. Korjuhina			3			3	Test
Hotel Management Software	Mg. oec. Dz. Priedītis			5			5	Exam
Sales Management	Mg. oec. S. Jansone			3			3	Test
Conference and Banqueting Management	Mg. oec. G. Bukovska			4			4	Exam
Supply Chain and Sustainable Resource Management	R. Artamonovs				4		4	Exam
Reservations and Revenue Management	Mg. oec. Dz. Priedītis				4		4	Exam
Hospitality Industry Marketing	Mg. oec. I. Beliatskaya				5		5	Exam
	<b>In total:</b>	<b>14</b>	<b>3</b>	<b>18</b>	<b>13</b>	<b>0</b>	<b>48</b>	
<b>Part B (Limited Elective Courses)</b>								
<b>Industry Study Courses - not less than 8 ECTS</b>								
Latvian for Foreigners	Mg. paed. Eduards Ādmīdiņš		4				4	Exam
English for Hospitality	Mg. oec., Mg. philol. Jekaterina Korjuhina		4				4	Exam
Spanish/German/Italian for Hospitality	Dr. philol. N. Poļakova, Mg. paed. K. Priedīte, G. Trojano			4			4	Exam
International Gastronomy	R. Artamonovs			4			4	Exam
	<b>In total:</b>	<b>0</b>	<b>4</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>8</b>	
<b>Part C (Free Choice Courses) – 2 ECTS</b>								
Free Choice Course			2					
	<b>In total:</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>8</b>	
<b>Internships</b>								
Internship 1	Mg. edu. J. Pasnaka, MIB, Mg. paed. O. Zvereva, Mg. oec. Dz. Priedītis		6	0			6	Test
Internship 2	Mg. edu. J. Pasnaka, MIB, Mg. paed. O. Zvereva, Mg. oec. Dz. Priedītis				15	3	18	Test
	<b>In total:</b>	<b>0</b>	<b>6</b>	<b>0</b>	<b>15</b>	<b>3</b>	<b>24</b>	
<b>Qualification Work</b>								
Development and Defense of Qualification Paper	Mg.oec., Mg.philol J. Korjuhina, MIB, Mg. paed. O. Zvereva, Mg. oec. Dz. Priedītis					12	12	Exam
	<b>In total:</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>12</b>	<b>12</b>	<b>Exam</b>
	<b>IN TOTAL:</b>	<b>30</b>	<b>30</b>	<b>29</b>	<b>30</b>	<b>16</b>	<b>135</b>	

## 2. Descriptions of study courses and study modules

### 2.1. Part A (Compulsory Courses) - A1 General Educational Study Courses

#### FORMATTING AND PRESENTATION OF STUDY PAPERS

Name of the study course in Latvian and English	<b>STUDIJU DARBU NOFORMĒŠANA UN PREZENTĒŠANA</b> <b>FORMATTING AND PRESENTATION OF STUDY PAPERS</b>						
Course developer(s)	Mg. oec. Dzintars Priedītis						
Study course provider(s)	Mg. oec. Dzintars Priedītis						
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total
			Lectures	Practice			
	3	1.	21	9	Test	45	75
Requirements for completing the study course	No requirements						
Purpose of the study course	To familiarize students with the requirements for the design of study papers in accordance with the methodological instructions of the educational institution. Make sure of students' digital skills in working with <i>MS Office</i> programs; teach how to use online databases and resources and develop critical thinking skills.						
Planned study results	After successfully completing this course, the student is able to: 1) use digital tools and technologies (including artificial intelligence tools) to browse, search and select information and content; 2) process and critically evaluate selected information and data; 3) weave new content using different pieces of text and information, transforming, renewing, improving and clarifying them; 4) format study papers according to the methodological instructions "HOTEL SCHOOL".						
Study course content and plan	No.	Planned topics or activities				Method (contact hours)	
						Lectures	Practice
	1.	Introduction: aim of the study course, planned results, lecture plan.				2	
	2.	"HOTEL SHOOOL" methodological instructions for the preparation of study papers.				2	
	3.	Word processing apps – for creating, editing and designing documents. <i>Microsoft Office</i> set of applications.				3	1
	4.	Searching for information and choosing reliable sources - work with Internet search engines, academic databases and digital library <i>Perlego</i> . Developing critical thinking.				3	1
	5.	Designing bibliographic references - citation, types of references and their creation. Compilation of the list of references.				3	1
6.	Academic integrity, plagiarism risks and their prevention. Paraphrasing and quoting techniques.				3	1	

	7.	Creating new content using different pieces of text and information and data. Academic writing skills.	3	1		
	8.	Creation of presentations for the defense of studies. Work with <i>MS Power Point</i> and recommendations for presentation preparation.	2	2		
	9.	Test. Presentation of independent works.		2		
	<b>Total: 30</b>		<b>21</b>	<b>9</b>		
Characteristics of the organization and tasks of students' independent work	<p>Students' independent work is organized individually. Students' independent work consists of learning textbooks, internet resources, databases and learning materials.</p> <p>In the first independent work, students demonstrate technical skills in using <i>MS Word</i> and preparing a document that is technically designed according to the methodological instructions of the "HOTEL SCHOOL".</p> <p>At the end of the course, students take a test, demonstrating their ability to work with information, create new content, design it technically according to the methodological instructions of "HOTEL SCHOOL", as well as practically present it at the final seminar of the course.</p>					
Evaluation criteria of study results	Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.					
	Assessment type	% of the final grade	Study results			
			1.	2.	3.	4.
	Intermediate assessment	25	X			X
	Test	75	X	X	X	X
	100					
Obligatory literature	<ol style="list-style-type: none"> <li>Ezeriņa, Z. (2016). <i>Studiju darbu noformēšana. Metodiskie noteikumi</i>. Rīga: "HOTEL SCHOOL" Viesnīcu biznesa koledža.</li> <li>Barrow, C., &amp; Westrup, R. (2018). <i>Writing Skills for Education Students</i> (1st ed.). UK: Bloomsbury Publishing.</li> </ol>					
Additional literature Other sources of information	<ol style="list-style-type: none"> <li>Bradbury, E. (2008). <i>Excellent presentation skills</i>. Riga: Star ABC.</li> <li><i>Microsoft Office</i> training. Viewed: 25.06.23, from: <a href="http://office.microsoft.com/lv-lv/training/default.aspx">http://office.microsoft.com/lv-lv/training/default.aspx</a></li> </ol>					

## PROFESSIONAL COMMUNICATION

Name of the study course in Latvian and English	<b>LIETIŠKĀ SASKARSME</b> <b>PROFESSIONAL COMMUNICATION</b>						
Course developer(s)	Mg. soc. Iveta Vanaga						
Study course provider(s)	Mg. soc. Iveta Vanaga						
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total
			Lectures	Practical			
	3	1.	21	9	Test	45	75
Requirements for completing the study course	No requirements						
Purpose of the study course	To introduce business communication, etiquette and ethical principles in hospitality and guest service. To provide practical knowledge and develop student's communication and presentation skills, the ability to work in a team, as well as to solve various conflict situations.						
Planned study results	<p>After successfully completing this course, the student is able to:</p> <ol style="list-style-type: none"> <li>1) present yourself, the represented company and its services to clients and cooperation partners;</li> <li>2) observe the principles of ethics and business etiquette in guest service;</li> <li>3) work in a team, communicate constructively and effectively with people of different culture, type, character and temperament;</li> <li>4) use various conflict prevention and resolution methods.</li> </ol>						
Study course content and plan	No.	Planned topics or activities				Method (contact hours)	
					Lectures	Practice	
	1.	Introduction to the course.				1	
	2.	Structure and characteristics of communication. Effective communication skills. Public speaking and presenting. Written communication skills. CV, email and letter writing.				4	2
	3.	Business etiquette – work ethic, dress code, communication. Confidentiality and as protection of personal data.				2	
	4.	Social media communication in the hospitality industry, communication on public booking platforms and review portals.				4	2
	5.	Technology and AI in business communication in the hospitality industry.				2	2
	6.	Basic definitions, effective communication in cultural environment and its main basic principles.				2	
	7.	Definition of culture and aspects to be taken into account when starting work projects with representatives of a foreign culture. Cultural intelligence.				2	1
8.	Basic theories of the discipline of intercultural communication. Basic values and specificity of the cultures of the world regions.				2		

	9.	Communication in conflict situations and crisis communication. Effective communication in conflict situations.	2	1		
	10.	Final test.		1		
	<b>Total: 30</b>		<b>21</b>	<b>9</b>		
Characteristics of the organization and tasks of students' independent work	Students' independent work is organized individually and in groups. Students' independent work consists of research, analysis and learning of textbooks, Internet resources and teaching materials, research of practical examples. Students independently prepare and present the results of independent works in the audience and participate in joint discussions. At the end of the course, students pass a written assessment, which consists of open and closed type questions.					
Evaluation criteria of study results	Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.					
	Assessment type	% of the final grade	Study results			
			1.	2.	3.	4.
	1. practical work	20	X	X		
	2. practical work	20		X	X	
	3. practical work	30			X	X
	Test	30	X	X	X	X
		100				
Obligatory literature	<ol style="list-style-type: none"> <li>1. Horner, S., Swarbrooke, J. (2016). <i>Consumer Behavior in Tourism</i>. USA: Taylor and Francis Group.</li> <li>2. Meyer, E. (2014). <i>The Culture Map</i>. USA: Public Affairs.</li> <li>3. Gesteland, R. (2002). <i>Cross-Cultural Business Behaviour. Marketing. Negotiating. Sourcing and Managing Across Cultures</i>. Copenhagen: Copenhagen Business School Press.</li> <li>4. Fosters, D. (2005). <i>Lietišķā etiķete</i>. Rīga: Zvaigzne ABC.</li> </ol>					
Additional literature Other sources of information	<ol style="list-style-type: none"> <li>5. Tanji, H. (2014). <i>Hospitality Career Opportunities: Learn Secrets to Get Jobs in the Hotel, Restaurant &amp; Cruise Industry</i>. 1st Edition. USA: CreateSpace Independent Publishing Platform.</li> <li>6. Pasnaka, I. (2014). <i>Klientu apkalpošana – Darba kultūra, kas vērsta uz klientu</i>. Rīga: "HOTEL SCHOOL" Viesnīcu biznesa koledža.</li> <li>7. Pasnaka, I. (2014). <i>Klientu apkalpošana – Prasību uzzināšana un piepildīšana</i>. Rīga: "HOTEL SCHOOL" Viesnīcu biznesa koledža.</li> </ol>					



## ACADEMIC ENGLISH

Name of the study course in Latvian and English	<b>AKADĒMISKĀ ANĢĻU VALODA</b> <b>ACADEMIC ENGLISH</b>							
Course developer(s)	Mg. oec., Mg. philol. Jekaterina Korjuhina							
Study course provider(s)	Mg. oec., Mg. philol. Jekaterina Korjuhina							
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total	
			Lectures	Practice				
	4	1.	25	15	Exam	60	100	
Requirements for completing the study course	Knowledge of the English language in the scope of the secondary school course.							
Purpose of the study course	Develop English language skills necessary for study and research, searching for information, conducting research, preparing reports and articles and presenting research results.							
Planned study results	<p>After successfully completing this course, the student is able to:</p> <ol style="list-style-type: none"> <li>1) use English fluently in oral and written communication at C1 level on various topics;</li> <li>2) recognize, analyze, evaluate and summarize scientific information from various scientific and scientific popular sources;</li> <li>3) to analyze the similarities and differences of different cultures, the principles of intercultural communication in a multicultural environment.</li> </ol>							
Study course content and plan	No.	Planned topics or activities				Method (contact hours)		
					Lectures	Practice		
	1.	Principles of Academic English. Spelling. Punctuation.				1	1	
	2.	Academic vocabulary. Academic style.				2		
	3.	Grammar: Active Voice.				3	1	
	4.	Making examples. Grammar: Passive Voice.				2	1	
	5.	Definitions. Grammar: Modals. Sequence of tenses.				2	1	
	6.	Cohesion, restatement, reference words. Grammar: Direct/indirect speech.				2	1	
	7.	Cause and effect. Grammar: Conditionals.				2	1	
	8.	Problems and solutions. Grammar: Gerund, Infinitive, Participle.				2	1	
	9.	Argument and discussion. Grammar: Articles.				1	1	
	10.	Comparison and generalization. Grammar: Nouns and adjectives.				2	1	
	11.	Abbreviations. Linking words.				2	1	
	12.	Academic texts.				2		
	13.	Describing visuals. Grammar: the Numeral.				2	1	
	14.	Revising						2
15.	Exam						2	
		<b>Total: 40</b>				<b>25</b>	<b>15</b>	
Characteristics of the organization and tasks of students' independent work	Within the framework of the course, practical work and group work are performed. Practical work is organized individually and in groups. At the end of the course, the students take a written exam that tests grammar and the use of the							

	language for academic writing.																												
Evaluation criteria of study results	Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.																												
	<table border="1"> <thead> <tr> <th rowspan="2">Assessment type</th> <th rowspan="2">% of the final grade</th> <th colspan="3">Study results</th> </tr> <tr> <th>1.</th> <th>2.</th> <th>3.</th> </tr> </thead> <tbody> <tr> <td>Active participation in workshops</td> <td>10</td> <td>X</td> <td>X</td> <td>X</td> </tr> <tr> <td>Practical tasks</td> <td>20</td> <td>X</td> <td>X</td> <td>X</td> </tr> <tr> <td>Final exam</td> <td>70</td> <td>X</td> <td>X</td> <td>X</td> </tr> <tr> <td></td> <td>100</td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Assessment type	% of the final grade	Study results			1.	2.	3.	Active participation in workshops	10	X	X	X	Practical tasks	20	X	X	X	Final exam	70	X	X	X		100			
	Assessment type			% of the final grade	Study results																								
		1.	2.		3.																								
	Active participation in workshops	10	X	X	X																								
	Practical tasks	20	X	X	X																								
Final exam	70	X	X	X																									
	100																												
Obligatory literature	<ol style="list-style-type: none"> <li>Lynch, T., Anderson, K. (2013). Grammar for Academic Writing. English Language Teaching Centre. University of Edinburgh. Viewed: 31.08.23., from: <a href="https://www.ed.ac.uk/files/atoms/files/grammar_for_academic_writing_is_m.pdf">https://www.ed.ac.uk/files/atoms/files/grammar_for_academic_writing_is_m.pdf</a></li> <li>McCarthy, M., O'Dell, F. (2016). <i>Academic Vocabulary in Use</i>. 2nd Edition. UK: Cambridge University Press.</li> <li>Murphy, R. (2015). <i>English Grammar in Use</i>. UK: Cambridge University Press.</li> <li>Buks, K., Rusmane, E. (2017). <i>A Manual of English Grammar. Student's Book</i>. Rīga: Star ABC.</li> </ol>																												
Additional literature Other sources of information	<ol style="list-style-type: none"> <li>British Council. Learn English. Viewed: 31.08.23., from: <a href="https://learnenglish.britishcouncil.org">https://learnenglish.britishcouncil.org</a></li> <li>Hewings, M., Thaine, C. &amp; McCarthy, M. (2012). <i>Cambridge Academic English</i>. UK: Cambridge University Press.</li> <li>Chin, P., Koizumi, Y., Reid, S., Wray, S. &amp; Yamazaki, Y. (2011). <i>Academic Writing Skills</i>. UK: Cambridge University Press.</li> </ol>																												

## LABOR SAFETY, CIVIL DEFENSE AND ENVIRONMENTAL PROTECTION

Name of the study course in Latvian and English	<b>DARBA, VIDES UN CIVILĀ AIZSARDZĪBA</b> <b>LABOUR SAFETY, CIVIL DEFENCE AND ENVIRONMENT PROTECTION</b>						
Course developer(s)	Mg. oec., Mg. philol. Jekaterina Korjuhina						
Study course provider(s)	Mg. oec., Mg. philol. Jekaterina Korjuhina						
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total
			Lectures	Practice			
	3	1.	21	9	Test	45	75
Requirements for completing the study course	No requirements						
Purpose of the study course	To provide students with basic knowledge of labor, environmental and civil protection issues and to prepare them for action in possible emergency situations, including rendering of the first aid.						
Planned study results	<p>After successfully completing this course, the student is able to:</p> <ol style="list-style-type: none"> <li>1) assess the impact of work environment risk factors on health, organize the workplace in accordance with labor protection and environmental protection requirements;</li> <li>2) ensure the protection of personal data in the company, use various methods of protection of digital devices and content, personal data and privacy in the digital environment;</li> <li>3) act in accordance with fire safety, electrical safety, labor protection and environmental protection requirements;</li> <li>4) act in the event of a company-wide and national emergency in accordance with the established civil defense plans;</li> <li>5) provide first aid.</li> </ol>						
Study course content and plan	No.	Planned topics or activities	Method (contact hours)		Lectures	Practice	
	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.	4				
	2.	Communication in crisis situations. Early warning systems. Hazardous chemicals and dangerous products. High-risk objects. Radiation safety.	4				
	3.	Definition and management of risk. Disaster management. Planning of civil defence measures depending on the type, extent and object of the disaster.	4				
	4.	Individual and collective protection of the population, first aid in life-critical situations.	3	1			
	5.	Environment protection.	3	1			
	6.	Safe working environment, labour protection requirements. Basic principles of fire safety.	3	1			
	7.	Practical seminar. Presentation on the topic: "Environmental protection and waste management methods in the chosen country".				4	
	8.	Final test					2
		<b>Total: 30</b>				<b>21</b>	<b>9</b>

Characteristics of the organization and tasks of students' independent work	The course includes practical work, which is organized individually and in groups, and which students present at the seminar. Students participate in discussions. At the end of the course, students pass a test, which consists of multiple-choice questions.						
Evaluation criteria of study results	Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.						
	Assessment type	% of the final grade	Study results				
			1.	2.	3.	4.	5.
	Presentation	50	X		X		
	Final test	50	X	X	X	X	X
	100						
Obligatory literature	<ol style="list-style-type: none"> <li>1. The laws and standards in force in the Republic of Latvia in the relevant fields (including environmental protection, labor protection, fire safety, civil and disaster management).</li> <li>2. European Union regulatory acts (directives according to EU sections of law directories) in the relevant areas.</li> </ol>						
Additional literature Other sources of information	<ol style="list-style-type: none"> <li>3. Hunt, G. (2018). <i>Health and Safety PocketBook</i> .2nd edition. UK: Routledge.</li> <li>4. Eves, D. (2018). <i>Disasters: Learning the Lessons for a Safer World</i>. UK: Routledge.</li> <li>5. Matisāne, L. (2011). <i>Civilā aizsardzība: minimālās prasības civilās aizsardzības kursa saturam vispārējā un profesionālajā izglītībā</i>. VISC, 81.lpp.</li> <li>6. Fury, S. (2017). <i>The Disaster Survival Handbook: A Disaster Survival Guide for Man-Made and Natural Disasters (Escape, Evasion, and Survival Book)</i>. Kindle Edition.</li> </ol>						

## SPANISH LANGUAGE - A1/A2

Name of the study course in Latvian and English	<b>SPĀŅU VALODA A1/A2</b> <b>SPANISH LANGUAGE A1/A2</b>						
Course developer(s)	Mg. paed. Klāra Priedīte						
Study course provider(s)	Mg. paed. Klāra Priedīte						
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total
			Lectures	Practice			
	4	2.	25	15	Exam	60	100
Requirements for completing the study course	No requirements						
Purpose of the study course	To provide basic knowledge of Spanish and to develop language usage skills at A1/A2 level, which would allow students to introduce themselves, as well as communicate on simple and general topics.						
Planned study results	<p>After successfully completing this course, the student is able to:</p> <ol style="list-style-type: none"> <li>1) integrate a foreign language into oral and written communication at A1 level on simple and general topics;</li> <li>2) observe the basic rules of foreign language grammar and vocabulary;</li> <li>3) introduce yourself in an engaging way, describing your occupation, education and experience.</li> </ol>						
Study course content and plan	No.	Planned topics or activities	Method (contact hours)		Lectures	Practice	
			Lectures	Practice			
	1.	Personal information. Forms of politeness. Personal pronouns. The verb <b>ser/to be</b> . Numbers 1-20. Greetings. Occupations.	3	1			
	2.	Male-female, singular-plural. Numbers 20-50. Adjectives. The world we are living in. Countries and nationalities.	3	1			
	3.	Determined and undetermined article. The noun: gender and number. Demonstrated adjectives – This/That, These/Those. Interrogative particles. City/Town and places in the city.	3	1			
	4.	The verb <b>estar/to be, to feel</b> and the difference in the usage of the verbs <b>ser</b> and <b>estar</b> . Numbers 60-100. Spain and its autonomies.	3	1			
	5.	Midterm test.					2
	6.	Demonstrative pronouns. Verbs <b>hay/there is, there are</b> and <b>tener/to have</b> . Possessive adjectives. Colours. House/apartment. Types of housing. At the hotel. Conversation at the reception.	3	1			
7.	The verb <b>hacer/to do, to make</b> . Muy/mucho = very/many, much, a lot of. Numbers 100-1000.	3	1				

		Time and Age. Calender. Cronological time. The weather.				
	8.	The first conjugation of verbs, regular and irregular. The verb <i>ir/to go</i> . The direct complement. Occupations and professions. Making questions.	3	1		
	9.	The second conjugation of verbs, regular and irregular. Direct/indirect complement. Food and drink. Mealtimes and typical Spanish dishes. At the cafeteria, pub. Spanish for waiters.	4	2		
	10.	Written and oral exam		4		
		<b>Total: 40</b>	<b>25</b>	<b>15</b>		
Characteristics of the organization and tasks of students' independent work	Students' independent work is organized individually. Students learn vocabulary, perform grammar tasks, write texts on assigned topics, read and translate texts into Spanish. In the written midterm exam, students take an assessment test that includes grammatical and lexical tasks. At the end of the course, students pass a written and oral exam.					
Evaluation criteria of study results	Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.					
	Assessment type		% of the final grade	Study results		
				1.	2.	3.
	Participation in practical work during classes		30	X	X	X
	Intermediate test		20	X	X	
	Exam		50	X	X	X
			100			
Obligatory literature	<ol style="list-style-type: none"> <li>1. Fernández, N. G. (2005). <i>Español 2000 Nivel Elemental, Alumno</i>. Madrid: SGEL SA</li> <li>2. Fernández, N. G. (2005). <i>Español 2000 Nivel Elemental, Cuaderno</i> . Madrid: SGEL SA</li> <li>3. Viúdez, F. C. (2023). <i>PDBallesteros. Español en marcha, Alumno</i> . Madrid: SGEL Libros SL</li> <li>4. Viúdez, F. C. (2023). <i>PDBallesteros. Español en marcha, Cuaderno</i> . Madrid: SGEL Libros SL</li> </ol>					
Additional literature Other sources of information	<ol style="list-style-type: none"> <li>5. Goded, M., Varel, R. (2004). <i>Bienvenidos. Español para Profesionales. Turismo y Hostelería</i>. Madrid: Clave- Ele</li> <li>6. Rosenberga, M. (1996). <i>Spāņu valodas grāmata. Jumava</i>.</li> <li>7. Wikibooks. (2003). ¡Aprovéchalo! Learn the Spanish language. Retrieved :09/29/2023., from: <a href="https://upload.wikimedia.org/wikipedia/commons/4/42/Spanish.pdf">https://upload.wikimedia.org/wikipedia/commons/4/42/Spanish.pdf</a></li> </ol>					

## GERMAN LANGUAGE –A1/A2

Name of the study course in Latvian and English	<b>VĀCU VALODA A1/A2</b> <b>GERMAN LANGUAGE A1/A2</b>						
Course developer(s)	Dr. philol. Nataļja Poļakova						
Study course provider(s)	Dr. philol. Nataļja Poļakova						
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total
			Lectures	Practice			
	4	2.	0	40	Exam	60	100
Requirements for completing the study course	No requirements						
Purpose of the study course	To provide basic knowledge of the German language and develop communication skills at the A1/A2 level, which would allow students to introduce themselves, as well as communicate on simple and general topics.						
Planned study results	After successfully completing this course, the student is able to: 1) incorporate a foreign language into oral and written communication at A1/A2 level on simple and general topics; 2) observe the basic rules of foreign language grammar and vocabulary; 3) introduce yourself in an engaging way, describing your occupation, education and experience.						
Study course content and plan	No.	Planned topics or activities	Method (contact hours)		Lectures	Practice	
	1.	Greeting and Leavetakings. Biographical Information. Personality and Appearance.		4			
	2.	Family and Relationship. Daily Routines. Questions. W-Questions.		4			
	3.	Formulas of Gratitude.		5			
	4.	Grammar: nouns,		4			
	5.	Numbers. Phone Numbers. Telling Time. Learning the Clock.		4			
	6.	Grammar: adjectives.		4			
	7.	Summary. Communicative exercises, dialogs, discussion.		3			
	8.	Jobs and Professions. Hotel Jobs. Working in an Office. Applying for a Job. Writing CV.		4			
	9.	Grammar: prepositions with genitive, accusative and dative.		4			
10.	Exam		4				
	<b>Total: 40</b>			40			
Characteristics of the organization and tasks of students' independent work	Students' independent work consists of learning textbooks, internet resources and learning materials. Practical lessons take place in the auditorium, students perform practical tasks. Students prepare and submit presentations and reports on relevant topics. Diagnostic assessment – oral and written intermediate tests are organized regularly. Students take an oral exam at the end of the course.						
Evaluation criteria of study results	Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of						

	August 27, 2019 "Study and Examination Procedures" No. 4-6/68.				
	Assessment type	% of the final grade	Study results		
			1.	2.	3.
	Participation in practical sessions	20	X	X	X
	Interim assessments	60	X	X	X
	Exam	20	X	X	X
		100			
Obligatory literature	<ol style="list-style-type: none"> <li>1. Bush, A., Szita, S. (2013). <i>Encounters A1+. Deutsch als Fremdsprache. Integriertes Kurs und Arbeitsbuch</i>. Leipzig: Schubert Verlag.</li> <li>2. Barber, P., Bruno, E. (2012). <i>Deutsch im Hotel. Gespräche führen</i>. Leipzig: Hueber Verlag.</li> <li>3. Barber, P., Bruno, E. (2016). <i>Deutsch im Hotel. Correspondence</i> Leipzig: Huber Verlag.</li> <li>4. Becker, N., Braunert, J. (2015). <i>Alltag, Beruf &amp; Co. Level A1/1. Kursbuch + Arbeitsbuch</i>. Leipzig: Hueber Verlag.</li> </ol>				
Additional literature Other sources of information					



## ITALIAN LANGUAGE – A1/A2

Name of the study course in Latvian and English	<b>ITĀĻU VALODA A1/A2</b> <b>ITALIAN LANGUAGE A1/A2</b>						
Course developer(s)	Giulia Trojano						
Study course provider(s)	Giulia Trojano						
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total
			Lectures	Practice			
	4	2.	25	15	Exam	60	100
Requirements for completing the study course	No requirements						
Purpose of the study course	To provide basic knowledge of the Italian language and to develop language usage skills at the A1/A2 level, which would allow students to introduce themselves, as well as communicate on simple and general topics.						
Planned study results	<p>After successfully completing this course, the student is able to:</p> <ol style="list-style-type: none"> <li>1) integrate a foreign language into oral and written communication at A1 level on simple and general topics;</li> <li>2) observe the basic rules of foreign language grammar and vocabulary;</li> <li>3) introduce yourself in an engaging way, describing your occupation, education and experience.</li> </ol>						
Study course content and plan	No.	Planned topics or activities	Method (contact hours)		Lectures	Practice	
			Lectures	Practice			
	1.	<ul style="list-style-type: none"> <li>- Greetings and introductions</li> <li>- Asking and answering about where someone is from</li> <li>- Subject pronouns</li> <li>- Countries and nationalities</li> <li>- Present tense of the verb <i>essere</i></li> <li>- Adjectives: the singular, masculine and feminine forms from the two main groups of adjectives</li> </ul>	2	2			
	2.	<ul style="list-style-type: none"> <li>- Asking and answering about someone's age</li> <li>- The numbers from 1 to 100</li> <li>- Expressing possession</li> <li>- Present tense of the verb <i>avere</i></li> <li>- Indefinite articles</li> <li>- Singular masculine and feminine nouns</li> </ul>	3	2			
	3.	<ul style="list-style-type: none"> <li>- Expressing the reasons why one studies Italian</li> <li>- Regular verbs (-are, -ere, -ire): present tense</li> <li>- Prepositions <i>in</i> and <i>a</i></li> </ul>	2	1			
4.	<ul style="list-style-type: none"> <li>- Asking and talking about one's job/occupation</li> <li>- Present tense of the irregular verb <i>fare</i></li> <li>- Definite articles</li> <li>- Professions and workplaces</li> </ul>	2	1				

	5.	<ul style="list-style-type: none"> <li>- Register for a course/at an accommodation</li> <li>- The polite/formal form <i>Lei</i></li> <li>- Sharing one's personal details: email, phone number, address, website etc.</li> <li>- Possessive adjectives</li> </ul>	2	1
	6.	<ul style="list-style-type: none"> <li>- Ordering food and drinks (at a café, bar, restaurant)</li> <li>- Money and prices</li> <li>- Meals and foods</li> <li>- Present tense of the irregular verbs <i>volere</i> and <i>potere</i></li> </ul>	2	1
	7.	<ul style="list-style-type: none"> <li>- Making a phone call to book a table/service</li> <li>- The polite form <i>vorrei</i></li> <li>- Talking about one's home</li> <li>- Describing houses, rooms, furniture</li> </ul>	2	2
	8.	<ul style="list-style-type: none"> <li>- Holidays and accommodation</li> <li>- Present tense of the irregular verbs <i>andare</i> and <i>venire</i></li> <li>- Present tense of the "-isc" verbs</li> <li>- The date: days of the week, months, years</li> </ul>	2	1
	9.	<ul style="list-style-type: none"> <li>- Talking about one's city/town</li> <li>- The forms <i>c'è, ci sono</i></li> <li>- Means of transportation</li> </ul>	2	1
	10.	<ul style="list-style-type: none"> <li>- Talking about space, location, position</li> <li>- Simple prepositions</li> <li>- Adverbs of place and time</li> <li>- Asking for/giving directions</li> <li>- Ordinal numbers</li> </ul>	2	1
	11.	<ul style="list-style-type: none"> <li>- Che ora è? Asking and expressing what time it is</li> <li>- Everyday life habits and routine</li> <li>- Adverbs of frequency</li> </ul>	2	1
	12.	<ul style="list-style-type: none"> <li>- Present tense of reflexive verbs</li> <li>- Talking about one's interests, passions, hobbies and free time</li> <li>- The verb <i>piacere</i></li> </ul>	2	1
		<b>Total: 40</b>	<b>25</b>	<b>15</b>
Characteristics of the organization and tasks of students' independent work	Homework and individual/group guided projects aiming at developing the 4+1 communication skills (reading, listening, speaking, writing + interaction) and based on the contents, structures and resources explored and used during lessons.			
Evaluation criteria of study results	Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.			

	Assessment type	% of the final grade	Study results		
			1.	2.	3.
	Written+oral test	100	X	X	X
Obligatory literature	1. Naddeo, C.M., Orlandino, E. (2019). <i>Dieci A1</i> . Firenze: Alma Edizioni. 2. Ziglio, L., Rizzo, G. (2014). <i>Nuovo Espresso 1</i> . Firenze: Alma Edizioni. 3. De Savorgnani, G., Carrara, E., Piotti, D. (2018). <i>Universitalia 2.0 vol.1 (A1/A2)</i> . Firenze: Alma Edizioni.				
Additional literature Other sources of information					

## RECORD KEEPING AND FINANCE

Name of the study course in Latvian and English	<b>LIETVEDĪBA UN FINANSES</b> <b>RECORD KEEPING AND FINANCE</b>						
Course developer(s)	MIB, Mg. paed. Olga Zvereva						
Study course provider(s)	MIB, Mg. paed. Olga Zvereva						
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total
			Lectures	Practice			
	5	2.	35	15	Exam	75	125
Requirements for completing the study course	Not required						
Purpose of the study course	Develop the student's competence in managing documents in accordance with the requirements of regulatory acts, in developing financial reports and budgets for effective planning and control of hospitality activities, in evaluating economic activities, financial indicators and making proposals for improving the company's operations as well providing a practical understanding of the system of payments and control in hotels.						
Planned study results	<p>After successfully completing this course, the student is able to:</p> <ol style="list-style-type: none"> <li>1) Develop and execute documents, organize the circulation of documents in the company in accordance with regulatory enactments;</li> <li>2) Organize settlements with clients and cooperation partners in accordance with the settlement procedures established by the hotel;</li> <li>3) Ensure management control of cooperation partners' payments in the hotel;</li> <li>4) Develop the hospitality company's budget, profit and loss statement, balance sheet;</li> <li>5) Calculate and analyze the main economic and financial indicators of the hospitality company.</li> </ol>						
Study course content and plan	No.	Planned topics or activities	Method (contact hours)		Lectures	Practice	
	1.	Introduction to the course - Record Keeping and Finance. Accounting. Sources of funding and generating income in the hospitality industry.	2	1			
	2.	Document management requirements and rules.	2	1			
	3.	Cost structure. Fixed and variable costs. Selling prices. Pricing and methods to increase profit in the hospitality industry.	2	1			
	4.	Financial plan. Budgets, financial scenario modelling and control.	3	1			
	5.	Taxes in the hospitality industry.	2	1			
	6.	Cash systems and documentation	2	1			
	7.	Arranging settlements with clients and cooperation partners. Control of the payment management of cooperation partners in the hospitality company.	2	1			
	8.	Cash and stock control methods. Inventory and analysis of inventory results. Depreciation.	2	1			

	9.	Business accounts. Trial balance. General Ledger	4	2																																																						
	10.	Profit and Loss Statement. Cash Flow Statement. Balance Sheet. Annual Report.	6	2																																																						
	11.	Calculations and analysis of the most important hospitality business ratios and financial ratios. Coefficients.	4	1																																																						
	12.	Review of Learning Outcomes, preparing to final exam.	2	2																																																						
	13.	Final written exam.	2																																																							
		<b>Total: 50</b>	<b>35</b>	<b>15</b>																																																						
Characteristics of the organization and tasks of students' independent work	<p>The student attends the lectures, participates in the seminars, writes tests, performs practical work with defence and presentations, and takes the final exam. Seminars, discussions, project work online, case studies, excursions and field trips. Preparation and presentation of individual work individually and in groups. Work in the library, with online resources, independent studies, group research and individual.</p> <p>Independent Work 2. Presentation at the seminar "Taxes in the Hospitality Industry". The student researches taxes in the hospitality industry in the country of own choice, selects data and prepares a summary by the presentation at a seminar.</p> <p>Independent Work 1. "Financial Plan for a Hospitality Company", group work, report and the presentation. The student compiles a financial plan with the budget for the hospitality company, profit and loss statement, balance sheet, calculation and analysis of performance indicators, scenario modelling, interprets the results and provides suggestions for improving the company's performance.</p>																																																									
Evaluation criteria of study results	<p>Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th rowspan="2">Assessment type</th> <th rowspan="2">% of the final grade</th> <th colspan="5">Study results</th> </tr> <tr> <th>1.</th> <th>2.</th> <th>3.</th> <th>4.</th> <th>5.</th> </tr> </thead> <tbody> <tr> <td>Independent Work 1</td> <td style="text-align: center;">10</td> <td style="text-align: center;">X</td> <td style="text-align: center;">X</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Independent Work 2</td> <td style="text-align: center;">50</td> <td style="text-align: center;">X</td> <td style="text-align: center;">X</td> <td style="text-align: center;">X</td> <td style="text-align: center;">X</td> <td style="text-align: center;">X</td> </tr> <tr> <td>Interim Test 1</td> <td style="text-align: center;">5</td> <td style="text-align: center;">X</td> <td style="text-align: center;">X</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Interim Test 2</td> <td style="text-align: center;">5</td> <td></td> <td></td> <td style="text-align: center;">X</td> <td style="text-align: center;">X</td> <td style="text-align: center;">X</td> </tr> <tr> <td>Final Exam</td> <td style="text-align: center;">30</td> <td style="text-align: center;">X</td> <td style="text-align: center;">X</td> <td style="text-align: center;">X</td> <td style="text-align: center;">X</td> <td style="text-align: center;">X</td> </tr> <tr> <td></td> <td style="text-align: center;">100</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>				Assessment type	% of the final grade	Study results					1.	2.	3.	4.	5.	Independent Work 1	10	X	X				Independent Work 2	50	X	X	X	X	X	Interim Test 1	5	X	X				Interim Test 2	5			X	X	X	Final Exam	30	X	X	X	X	X		100					
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Obligatory literature	<ol style="list-style-type: none"> <li>1. Bragg, S. M. (2018). <i>Hospitality Accounting: Second Edition: A Financial and Managerial Accounting Reference</i>. USA: Accounting tools.</li> <li>2. Sidorenko, E. (2014). <i>Finanses viesmīlības nozarē. Iepazīšanās ar grāmatvedību</i>. Rīga: HOTEL SCHOOL, Viesniņu biznesa koledža.</li> <li>3. Sidorenko, E. (2014). <i>Finanses viesmīlības nozarē. Starta uzņēmējdarbības finanšu pārvaldība</i>. Rīga: HOTEL SCHOOL, Viesniņu biznesa koledža.</li> </ol>																																																									
Additional literature Other sources of information	<ol style="list-style-type: none"> <li>4. Guilding, C. (2014). <i>Accounting Essentials for Hospitality Managers</i>. UK: Routledge.</li> <li>5. Emerald Insights. International Journal of Managerial Finance.</li> <li>6. Ministry Of Economics of the Republic of Latvia. (2023). Viewed: 26.09.23, from: <a href="http://www.em.gov.lv">www.em.gov.lv</a></li> <li>7. Ministry of Finance of the Republic of Latvia. (2023). Viewed: 26.09.23, from:</li> </ol>																																																									

	<p>www.fm.gov.lv</p> <p>8. Tax Foundation. International Tax Competitiveness Index. Accessed: 09/26/23 from: <a href="https://taxfoundation.org/">https://taxfoundation.org/</a></p> <p>9. State Revenue Service webpage. Viewed: 26.09.23, from: <a href="https://www.vid.gov.lv/">https://www.vid.gov.lv/</a></p>
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## HUMAN RESOURCE MANAGEMENT

Name of the study course in Latvian and English	<b>PERSONĀLA VADĪBA</b> <b>HUMAN RESOURCE MANAGEMENT</b>						
Course developer(s)	Mg.oec. Laura Zariņa						
Study course provider(s)	Mg.oec. Laura Zariņa						
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total
			Lectures	Practice			
	3	2.	16	14	Test	45	75
Requirements for completing the study course	Basic knowledge of Hotel Management. Courses "The Contemporary Hospitality Industry", "Managing Accommodation Services", "Managing Food and Beverage Operations".						
Purpose of the study course	Provide an overview of personnel management functions, management tools, and methods in the context of the employee life cycle, including employee recruitment and adaptation, development, motivation, and compensation. Develop practical competencies in assessing the department's employee performance, the ability to analyze and gather professional development needs, and to formulate training proposals for employees						
Planned study results	<p>After successfully completing this course, the student is able to:</p> <ol style="list-style-type: none"> <li>1) refer to personnel management functions, processes, methods and tools in the context of the employee's life cycle;</li> <li>2) explain the importance of coordinating and integrating the functions of different hotel departments in the hospitality sector;</li> <li>3) organize the process of evaluating the work results of the department and its individual employees;</li> <li>4) to collect the needs of improvement of the professional competence of the department's employees and to develop proposals for the training of the department's employees;</li> <li>5) to ensure compliance with the norms of labor relations and labor rights.</li> </ol>						
Study course content and plan	No.	Planned topics or activities	Method (contact hours)		Lectures	Practice	
			Lectures	Practice			
	1.	Employee Life Cycle	2	1			
	2.	Recruitment methods	1	1			
	3.	Performance management, training and development, succession planning and maintaining employee motivation to retain staff	2	1			
	4.	Performance Management	2	1			
	5.	Multicultural team management.	1	1			
	6.	Articulation of Business Mission, Goals, and Values in Hospitality	1				
	7.	Communication Methods and Reporting Hierarchies in Hospitality	1	1			
	8.	Strategic Human Resource Management in the Hospitality Industry: Analysis of Best Practices	1				
	9.	Intermediate Test					2
	10.	Employee Performance Evaluation	1	1			
11.	Developing Training Proposals	1	1				

	12.	Application of employee performance evaluation methods: Analysis of Best Practices		1																																								
	13.	Assignment: Evaluation of employee job performance		2																																								
	14.	Ensuring compliance with labor regulations and employment laws.	1	1																																								
	15.	Test: Labor regulations	1																																									
	16.	Course Summary and Reflection.	1																																									
		<b>Total: 30</b>	<b>16</b>	<b>14</b>																																								
Characteristics of the organization and tasks of students' independent work	<p>Student independent work is organized both individually and in groups. These assignments aim to foster the development of students' ability to apply study skills, both autonomously and collaboratively, which is particularly vital within the context of the hospitality industry.</p> <p>Students engage in case analysis, data analysis, and proposal development, integrating theoretical knowledge into practical application.</p>																																											
Evaluation criteria of study results	<p>Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.</p> <table border="1"> <thead> <tr> <th rowspan="2">Assessment type</th> <th rowspan="2">% of the final grade</th> <th colspan="5">Study results</th> </tr> <tr> <th>1.</th> <th>2.</th> <th>3.</th> <th>4.</th> <th>5.</th> </tr> </thead> <tbody> <tr> <td>Intermediate Test</td> <td>60</td> <td>X</td> <td>X</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Individual work</td> <td>30</td> <td></td> <td></td> <td>X</td> <td>X</td> <td></td> </tr> <tr> <td>Test</td> <td>10</td> <td></td> <td></td> <td></td> <td></td> <td>X</td> </tr> <tr> <td></td> <td>100</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>				Assessment type	% of the final grade	Study results					1.	2.	3.	4.	5.	Intermediate Test	60	X	X				Individual work	30			X	X		Test	10					X		100					
Assessment type	% of the final grade	Study results																																										
		1.	2.	3.	4.	5.																																						
Intermediate Test	60	X	X																																									
Individual work	30			X	X																																							
Test	10					X																																						
	100																																											
Obligatory literature	<ol style="list-style-type: none"> <li>Hayes, D., Ninemeier, J. (2015). <i>Human Resources Management in the Hospitality Industry (2nd ed.)</i>. USA: Wiley.</li> <li>Labor law. Viewed: 26.09.23, from: <a href="https://likumi.lv/ta/id/26019">https://likumi.lv/ta/id/26019</a></li> </ol>																																											
Additional literature Other sources of information	<ol style="list-style-type: none"> <li>Armstrong, M., Taylor, S. (2020). <i>Armstrong's Handbook of Human Resource Management Practice (15th ed.)</i>. UK: Kogan Page.</li> </ol>																																											



## LEADERSHIP AND MANAGEMENT

Name of the study course in Latvian and English	<b>VADĪBAS PRASMES LEADERSHIP AND MANAGEMENT</b>						
Course developer(s)	MIB, Mg. paed. Olga Zvereva						
Study course provider(s)	MIB, Mg. paed. Olga Zvereva						
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total
			Lectures	Practice			
	3	1.	21	9	Test	45	75
Requirements for completing the study course	Not required						
Purpose of the study course	Provide an understanding of leadership and management principles, theories, management styles in the context of management of hospitality companies, as well as develop the student's management and leadership skills in achieving the company's goals, assessing risks, leading a team and ensuring effective operations, including strategic planning, control and optimization.						
Planned study results	<p>After successfully completing this course, the student is able to:</p> <ol style="list-style-type: none"> <li>1) describe classical management theories and management styles, and analyse the factors that influence different management styles and organizational structures;</li> <li>2) assess and identify current as well as future management and leadership skills in the hospitality industry</li> <li>3) set own and the team's work goals, critically evaluate the risks related to the planned activities for the implementation of the business idea;</li> <li>4) evaluate the achieved goals by evaluating the contribution of own and of the team.</li> </ol>						
Study course content and plan	No.	Planned topics or activities	Method (contact hours)		Lectures	Practice	
	1.	Introduction to the course 'Leadership and Management'. Management and leadership, sustainable leadership. Leader and manager.	2				
	2.	Management skills in the hospitality industry, leadership skills, sustainable leadership skills and competencies.	2	1			
	3.	Organizational structure, culture, diversity in the workplace, behaviour, ethics, experience, generations. Management levels. Leader roles, manager functions.	2	1			
	4.	Management and leadership theories, styles and influencing factors. Current trends, future requirements for a leader in the hospitality industry	2	1			
	5.	Management decision making. Strategic analysis. strategic management process.	2	1			
	6.	Organizational planning and control. Operational management. Management communication. Technology and innovation management.	2	1			
7.	Team management. Motivation for work.	2	1				

	8.	Change management. Crisis management.	2	1																																								
	9.	Globalisation in business management processes. International management.	1	1																																								
	10.	Managerial development - coaching, mentoring, training.	1	1																																								
	11.	Review of Learning Outcomes, preparing to the final test.	1																																									
	12.	Project Work Presentation.	2																																									
		<b>Total: 30</b>	<b>21</b>	<b>9</b>																																								
Characteristics of the organization and tasks of students' independent work	<p>The student attends the lectures, participates in the seminars, writes tests, performs practical work with defence and presentations, and takes the final exam. Seminars, discussions, project work online, case studies, excursions and field trips. Preparation and presentation of individual work individually and in groups. Work in the library, with online resources, independent studies, group research and individual.</p> <p>Independent work No.1. Presentation with at the seminar "Hospitality Company Manager Competence Matrix for the Present and the Future.", Group work, presentation; The student researches the literature, internet sources, job advertisements, job instructions about the competencies of the manager of a hospitality company, demanded in the labor market now and the literature on future competencies trends, compares and argues. In addition, the student evaluates own competences according to the matrix, records progress or the need for development. If performed in group work, each student analyses own competences.</p> <p>Independent work No.2. Presentation at the seminar 'Organizational structures and leadership styles of hospitality companies. Personal leadership style. ', Individual work, presentation with an overview. The student researches the literature and cases regarding the organizational structures and leadership styles of hospitality companies, identifies a personal leadership style, compiles a summary and presents at the seminar.</p> <p>3. Test work. Hospitality company change management (or crisis) plan with sustainable leadership strategy and operational optimization proposals', project work in groups, review with the presentation. The student investigates the situation of hospitality company change (or crisis) management and good or different practices of sustainable leadership, compiles an overview with the implementation of a change (or crisis) management plan and sustainable leadership strategy and optimization proposals, and presents a summary.</p>																																											
Evaluation criteria of study results	<p>Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th rowspan="2">Assessment type</th> <th rowspan="2">% of the final grade</th> <th colspan="4">Study results</th> </tr> <tr> <th>1.</th> <th>2.</th> <th>3.</th> <th>4.</th> </tr> </thead> <tbody> <tr> <td>Independent Work 1</td> <td>20</td> <td>X</td> <td>X</td> <td></td> <td></td> </tr> <tr> <td>Independent Work 2</td> <td>30</td> <td>X</td> <td>X</td> <td></td> <td></td> </tr> <tr> <td>Interim Test 1</td> <td>10</td> <td></td> <td></td> <td>X</td> <td>X</td> </tr> <tr> <td>Final Test</td> <td>40</td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> </tr> <tr> <td></td> <td>100</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>				Assessment type	% of the final grade	Study results				1.	2.	3.	4.	Independent Work 1	20	X	X			Independent Work 2	30	X	X			Interim Test 1	10			X	X	Final Test	40	X	X	X	X		100				
Assessment type	% of the final grade	Study results																																										
		1.	2.	3.	4.																																							
Independent Work 1	20	X	X																																									
Independent Work 2	30	X	X																																									
Interim Test 1	10			X	X																																							
Final Test	40	X	X	X	X																																							
	100																																											
Obligatory literature	<ol style="list-style-type: none"> <li>Ezerina, Z. (2016). <i>The Developing Manager</i>. Riga: "HOTEL SCHOOL" Hotel Business College.</li> <li>Le-Ross, Lashley, C. (2009). <i>Entrepreneurship &amp; Small Business Management</i>.</li> </ol>																																											

	<p>USA: Elsevier.</p> <p>3. OpenStax (2019). Principles of Management. Accessed :30/08/2023 from: <a href="https://openstax.org/details/books/principles-management">https://openstax.org/details/books/principles-management</a></p> <p>4. Robbins, S. P., Judge, T. A. (2018). <i>Organizational Behavior</i>. 18th edition. UK: Pearson.</p> <p>5. Stettner, M. (2014). <i>Skills for New Managers</i>. 2nd Edition. UK: McGraw-Hill.</p> <p>6. Walker, JR (2017). <i>Introduction to Hospitality</i>. UK: Pearson.</p>
<p>Additional literature</p> <p>Other sources of information</p>	<p>7. Barrows, C.W., Powers, T. (2009). <i>Management in the Hospitality Industry</i>. USA: Wiley.</p> <p>8. Fisher, W. P. (2010). <i>Executive Decisions. Hospitality Case Studies in Leadership, Ethics, Employee Relations, and External Relations</i>. 2nd edition. USA: Amer Hotel &amp; Motel Assn.</p> <p>9. International Journal of Contemporary Hospitality Management.</p> <p>10. Walker, JR (2017). <i>Introduction to Hospitality</i>. UK: Pearson.</p> <p>11. HILTON webpage. Viewed on: 30.08.2023, from: <a href="http://www.hilton.com">www.hilton.com</a></p> <p>12. HOSCO webpage. Viewed on: 30.08.2023, from: <a href="http://www.hosco.com">www.hosco.com</a></p> <p>13. MARRIOTT International webpage. Viewed on: 30.08.2023, from: <a href="http://www.marriott.com">www.marriott.com</a></p>

## EMPLOYABILITY SKILLS AND PROFESSIONAL DEVELOPMENT

Name of the study course in Latvian and English	<b>DARBIEKĀRTOŠANĀS UN PROFESIONĀLĀ PILNVEIDE</b> <b><i>EMPLOYABILITY SKILLS AND PROFESSIONAL DEVELOPMENT</i></b>						
Course developer(s)	Mg. oec. Laura Zariņa						
Study course provider(s)	Mg. oec. Laura Zariņa						
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total
			Lectures	Practice			
	3	2.	18	12	Test	45	75
Requirements for completing the study course	No requirements						
Purpose of the study course	Provide students with an understanding of career opportunities in the hospitality job market. Develop the ability to critically assess their existing competencies, identify areas for improvement, and create a practical plan for enhancing their social and professional skills. Offer practical skills in preparing resumes, cover letters, and presenting themselves during job interviews						
Planned study results	<p>After successfully completing this course, the student is able to:</p> <ol style="list-style-type: none"> <li>1) to explain the necessity and benefits of professional development for increasing personal competitiveness;</li> <li>2) search and evaluate information about the situation in the labor market, career opportunities and required competences;</li> <li>3) adequately assess their professional experience and level of professional competence;</li> <li>4) learn about your personal and social development opportunities and develop a professional development plan in the context of hospitality;</li> <li>5) prepare a professional CV and application letter, as well as present yourself in a job interview.</li> </ol>						
Study course content and plan	No.	Planned topics or activities			Method (contact hours)		
					Lectures	Practice	
	1.	Benefits of continuing professional development.			1	1	
	2.	Professional standards and requirements.			1		
	3.	Workplace Skills: Navigating Soft and Hard Skills, and Customer Service Excellence			1	1	
	4.	Importance of cultural awareness and sensitivity for working in a culturally diverse sector			1		
	5.	Team Leading and Development			1		
	6.	Self-evaluation models			2	1	
	7.	Learning approaches and theories			2		
	8.	Development options			1	2	
	9.	SMART planning			1	1	
	10.	Strategic Professional Growth and Collaborative Evaluation			1	1	
	11.	Cohesive personal and professional development			1	1	
	12.	Assignment - Professional development plan on-going professional development.				2	
13.	Effective CV Writing			1			

	14.	EUROPASS CV creating workshop		1																																	
	15.	Interview Processes	2																																		
	16.	Time Management, Personal Conduct, and Skilful Evidence Generation	1																																		
	17.	Assignment - Self presentation in Job Interview.		1																																	
	18.	Course Summary and Reflection	1																																		
		<b>Total: 30</b>	<b>18</b>	<b>12</b>																																	
Characteristics of the organization and tasks of students' independent work	<p>Student independent work is organized both individually and in groups. These assignments aim to foster the development of students' ability to apply study skills, both autonomously and collaboratively, which is particularly vital within the context of the hospitality industry.</p> <p>Students engage in case analysis, data analysis, and proposal development, integrating theoretical knowledge into practical application</p>																																				
Evaluation criteria of study results	<p>Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.</p> <table border="1"> <thead> <tr> <th rowspan="2">Assessment type</th> <th rowspan="2">% of the final grade</th> <th colspan="5">Study results</th> </tr> <tr> <th>1.</th> <th>2.</th> <th>3.</th> <th>4.</th> <th>5.</th> </tr> </thead> <tbody> <tr> <td>Assignment - Professional development plan on-going professional development</td> <td>80</td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> <td></td> </tr> <tr> <td>Assignment - Self presentation in Job Interview</td> <td>20</td> <td></td> <td></td> <td></td> <td></td> <td>X</td> </tr> <tr> <td></td> <td>100</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>				Assessment type	% of the final grade	Study results					1.	2.	3.	4.	5.	Assignment - Professional development plan on-going professional development	80	X	X	X	X		Assignment - Self presentation in Job Interview	20					X		100					
Assessment type	% of the final grade	Study results																																			
		1.	2.	3.	4.	5.																															
Assignment - Professional development plan on-going professional development	80	X	X	X	X																																
Assignment - Self presentation in Job Interview	20					X																															
	100																																				
Obligatory literature	<ol style="list-style-type: none"> <li>Biech, E. (2021). <i>Skills for Career Success</i> (1st ed.). USA: Berrett-Koehler Publishers.</li> <li>Loon, M. (2016). <i>Professional Practice in Learning and Development</i> (1st ed.). UK: Kogan Page.</li> <li>Europass. Video tutorial on how to create a CV in European format. Accessed: on 26/09/2023 from: <a href="https://europa.eu/europass/en/create-europass-cv">https://europa.eu/europass/en/create-europass-cv</a></li> </ol>																																				
Additional literature Other sources of information	<ol style="list-style-type: none"> <li>Sweitzer, H., King, M. (2018). <i>The Successful Internship</i>. UK: Cengage Learning EMEA.</li> <li>Meggison, D., Whitaker, W. (2007). <i>Continuing Professional Development</i>. UK: CIPD Kogan Page.</li> <li>LinkedIn. Video tutorial to export <i>LinkedIn</i> account. Accessed :09/26/2023 from: <a href="https://www.linkedin.com/learning/rock-your-linkedin-profile/connect-to-opportunity-with-linkedin?resume=false">https://www.linkedin.com/learning/rock-your-linkedin-profile/connect-to-opportunity-with-linkedin?resume=false</a></li> </ol>																																				

## ENTREPRENEURSHIP

Name of the study course in Latvian and English	<b>UZŅĒMĒJDARBĪBAS PAMATI</b> <b><i>ENTREPRENEURSHIP</i></b>						
Course developer(s)	Dr. oec. Alise Vītola						
Study course provider(s)	Dr. oec. Alise Vītola						
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total
			Lectures	Practice			
	4	3.	28	12	Exam	60	100
Requirements for completing the study course	Basic knowledge in economics and business management.						
Purpose of the study course	Provide students with a practical understanding of the main aspects of managing an SME (small and medium-sized enterprise) or a social enterprise, including customer relationship management, planning and allocating operational resources, identifying and managing risks, attracting finance to business, forecasting and budget planning, interpreting financial statements, as well as drawing up a business plan.						
Planned study results	<p>After successfully completing this course, the student is able to:</p> <ol style="list-style-type: none"> <li>1) describe the nature of business, the influence of the external and internal environment of business on the operation of the company;</li> <li>2) evaluate the impact of SMEs (small and medium enterprises) or social entrepreneurship on the economy;</li> <li>3) allocate and manage the necessary resources in the SME or social enterprise to ensure its successful operation;</li> <li>4) explain and evaluate the customer relationship management process in the company;</li> <li>5) develop and analyze the cash flow forecast and budget, calculate the breakeven threshold and interpret the main financial statements;</li> <li>6) considering the existing regulations starting and implementing business in Latvia.</li> </ol>						
Study course content and plan	No.	Planned topics or activities	Method (contact hours)		Lectures	Practice	
			Lectures	Practice			
	1.	The nature of business, the influence of the external and internal environment of business on the operation of the company	3				
	2.	Types of business, impact of SMEs (small and medium enterprises) on the economy	3				
	3.	Social entrepreneurship, the impact of social entrepreneurship on the economy	3				
	4.	Allocating and planning resources to ensure a successful operation of an SME or social enterprise	3				
	5.	Customer relationship management in the company	3				
	6.	Sources of business financing	3				
	7.	Regulation and legislation for starting and implementing business in Latvia	3				
	8.	Business risks and their management	3				
9.	Financial statements: balance sheet, profit and loss statement; calculation of lossless threshold	2			2		

	10.	Cash flow preparation; calculation of financial indicators	2	2																																						
	11.	Presentation of independent works		4																																						
	12.	Test		4																																						
	<b>Total: 40</b>		<b>28</b>	<b>12</b>																																						
Characteristics of the organization and tasks of students' independent work	<p>Students' independent work is organized individually. Students' independent work consists of learning textbooks, internet resources, databases and learning materials.</p> <p>In independent work, students demonstrate their ability to work with information, create new content and prepare a business plan, which is technically designed according to the methodological instructions of the HOTEL SCHOOL.</p> <p>At the end of the course, students take a test, demonstrating the acquired knowledge. The test includes closed and open questions.</p>																																									
Evaluation criteria of study results	<p>Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th rowspan="2">Assessment type</th> <th rowspan="2">% of the final grade</th> <th colspan="6">Study results</th> </tr> <tr> <th>1.</th> <th>2.</th> <th>3.</th> <th>4.</th> <th>5.</th> <th>6.</th> </tr> </thead> <tbody> <tr> <td>Independent work</td> <td>75</td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> </tr> <tr> <td>Exam</td> <td>25</td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> <td></td> </tr> <tr> <td></td> <td>100</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>				Assessment type	% of the final grade	Study results						1.	2.	3.	4.	5.	6.	Independent work	75	X	X	X	X	X	X	Exam	25	X	X	X	X	X			100						
Assessment type	% of the final grade	Study results																																								
		1.	2.	3.	4.	5.	6.																																			
Independent work	75	X	X	X	X	X	X																																			
Exam	25	X	X	X	X	X																																				
	100																																									
Obligatory literature	<ol style="list-style-type: none"> <li>1. Carter, S. and Jones-Evans, D. (2012). <i>Enterprise and Small Business: Principles, Practice and Policy</i>. UK: Pearson.</li> <li>2. Griffiths, A. and Wall, S. (2011). <i>Economics for Business and Management</i>. 3rd edition. UK: Pearson.</li> </ol>																																									
Additional literature Other sources of information	<ol style="list-style-type: none"> <li>3. Burns, P. (2011). <i>Entrepreneurship and Small Business</i>. 3rd edition. UK: Palgrave MacMillan.</li> <li>4. Down, S. (2010). <i>Enterprise, Entrepreneurship and Small Business</i>. UK: Sage.</li> <li>5. Ezeriņa, Z. (2016). Small Business Enterprise. Special Issue. Volume 1. Latvija. "HOTEL SCHOOL" Viesnīcu biznesa koledža.</li> <li>6. Ezeriņa, Z. (2016). Small Business Enterprise. Special Issue. Volume 2. Latvija. "HOTEL SCHOOL" Viesnīcu biznesa koledža.</li> </ol>																																									

## MACROECONOMICS

Name of the study course in Latvian and English	<b>MAKROEKONOMIKA</b> <b>MACROECONOMICS</b>						
Course developer(s)	MIB, Mg. paed. Olga Zvereva						
Study course provider(s)	MIB, Mg. paed. Olga Zvereva						
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total
			Lectures	Practice			
	3	3.	21	9	Test	45	75
Requirements for completing the study course	Not required						
Purpose of the study course	Provide an overview of macroeconomic processes, main indicators and regularities at the level of individual economic units and large sectors of the national economy. To develop the student's competence to analyze the factors of external influence on the hospitality industry, the ability to assess the risks and opportunities of starting a new business, or to make proposals for improving the operation of a working hospitality company.						
Planned study results	<p>After successfully completing this course, the student is able to:</p> <ol style="list-style-type: none"> <li>1) explain the concept of "Macroeconomics", as well as describe and analyze macroeconomic indicators such as gross domestic product, inflation, unemployment rate, state budget deficit, export, import, etc.;</li> <li>2) describe the economic structure of the EU and the Republic of Latvia, assess the economic policy and growth development of the Republic of Latvia, as well as the importance and influence of the EU in promoting entrepreneurship;</li> <li>3) explain the basic principles of financial market operation, the importance of fiscal and monetary policy in economic development;</li> <li>4) analyse the external influencing factors in the hospitality industry and provide proposals for improving the operation of the hospitality company.</li> </ol>						
Study course content and plan	No.	Planned topics or activities	Method (contact hours)		Lectures	Practice	
			Lectures	Practice			
	1.	Introduction to the course - Macroeconomics. External Business Environment. Free market economy. Economic models. Porter's Five Forces Analysis.	1				
	2.	Economic environment. Trends in economic development. Structure of Latvian economy. Structure of the global economy.	1	1			
	3.	Socio-cultural environment. Demographic trends. Labor market. Employment and unemployment, wages and salaries. Impact of socio-economic change.	1	1			
	4.	Economic stability and competitiveness. Productivity. Prices. Balance of payments. Monetary indicators. Foreign direct investment. Macroeconomic indicators.	2	1			
5.	Factors influencing economy and the hospitality industry. External factors. PESTEL analysis.	2	1				



		Sustainability factors and indicators. Technological, ecological environment.		
	6.	Politically legal environment. Structure and functions of municipal institutions. Role and influence of the EU. Pressure groups. Impact of legal and political environment.	2	1
	7.	The legislative process. Structure of the legal system.	1	
	8.	Legislation of the Republic of Latvia. Legal regulation of the hospitality industry.	2	1
	9.	Starting a hospitality business. Business goals, business plans, business scenario modelling. Regulatory requirements for business formation and development.	2	1
	10.	Company trademark, brand. Business form, type, classification. Company registration, changes, reorganization, insolvency, liquidation.	2	1
	11.	Memorandum of association, founding treaty. Articles of association. Equity. Folio of the shareholders' register. Power of attorney. Proxy voting. Grants, co-funding and support.	2	
	12.	Review of Learning Outcomes, preparing to final test	1	1
	13.	Final Test	2	
		<b>Total: 30</b>	<b>21</b>	<b>9</b>
Characteristics of the organization and tasks of students' independent work	<p>The student attends the lectures, participates in the seminars, writes tests, performs practical work with defence and presentations, and takes the final exam. Seminars, discussions, project work online, case studies, excursions and field trips. Preparation and presentation of individual work individually and in groups. Work in the library, with online resources, independent studies, group research and individual.</p> <p>1. Presentation at the seminar "External environment of a hospitality company". The student researches, selects and compiles data and information about the external environment of the hospitality company in the country of choice, including foreign policy, prepares a summary and presents it in a seminar.</p> <p>2. Independent work "Review of macroeconomic developments in the hospitality industry", project work in groups, report and presentation. The student researches, selects and compiles data and information about the structure of the selected country's economy, economic indicators, influencing factors, problems, development and current trends in the hospitality industry.</p> <p>3. Presentation at the seminar "Requirements for founding a hospitality company in different countries", individual work. The student researches, selects information about the requirements for establishing a hospitality company in the country of choice, compiles a review and presents at the seminar.</p>			
Evaluation criteria of study results	Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.			

	Assessment type	% of the final grade	Study results			
			1.	2.	3.	4.
	Independent Work 1	10		x		x
	Independent Work 2	40	x	x	x	x
	Independent Work 3	10				x
	Interim Test 1	10		x		
	Final Test	30	x	x	x	x
		100				
Obligatory literature	<ol style="list-style-type: none"> <li>1. Greenlaw, S.A., Shapiro, D. (2018). OpenStax. RICE University. The Principles of Macroeconomics. Accessed: 30/08/2023, from: <a href="https://openstax.org/details/books/principles-macroeconomics-2e">https://openstax.org/details/books/principles-macroeconomics-2e</a></li> <li>2. Melissen, F., Sauer, L. (2018). <i>Improving Sustainability in the Hospitality Industry (Hospitality Essentials Series)</i>. 1st edition. UK: Routledge.</li> </ol>					
Additional literature Other sources of information	<ol style="list-style-type: none"> <li>3. Pasnaka, I. (2014). <i>Mūsdienū viesmīlības industrija: mērogs un struktūra. Latvija</i>. Rīga: "HOTEL SCHOOL" Viesnīcu biznesa koledža.</li> <li>4. Bank of Latvia (2023). Macroeconomic Developments Report.</li> <li>5. Ministry of Economics of the Republic of Latvia. Central Statistical Bureau of Latvia. Macroeconomic review of Latvia 2023.</li> <li>6. Ministry of Economics of the Republic of Latvia. (2023). Latvian Economy Development Report.</li> <li>7. OECD (2023). Economic Surveys. Latvia.</li> <li>8. Eurostat webpage. Accessed: 30/08/2023, from: <a href="http://eurostat.ec.europa.eu">http://eurostat.ec.europa.eu</a></li> <li>9. Central Statistical Bureau of the Republic of Latvia webpage. Viewed: 30.08.2023, from: <a href="http://www.csb.gov.lv">www.csb.gov.lv</a></li> <li>10. Ministry of Finance of the Republic of Latvia webpage. (Viewed: 30.08.2023, from: <a href="http://www.fm.gov.lv">www.fm.gov.lv</a></li> <li>11. World Economic Forum webpage. Accessed: 30/08/2023, from: <a href="http://www.weforum.org">www.weforum.org</a></li> <li>12. World Trade Organizations webpage. Accessed: 30/08/2023, from: <a href="http://www.wto.org">www.wto.org</a></li> </ol>					

## RESEARCH METHODOLOGY

Name of the study course in Latvian and English	<b>IEVADS PĒTNIECĪBĀ RESEARCH METHODOLOGY</b>						
Course developer(s)	Mg. oec., Mg. philol. Jekaterina Korjuhina						
Study course provider(s)	Mg. oec., Mg. philol. Jekaterina Korjuhina						
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total
			Lectures	Practice			
	3	4.	21	9	Test	45	75
Requirements for completing the study course	Formatting and presentation of study papers, Academic English						
Purpose of the study course	To develop students' skills and competence in research, to create an understanding of research methods, research stages, structure, organization and basic principles of academic writing. To prepare students for the development of job qualifications.						
Planned study results	<p>After successfully completing this course, the student is able to:</p> <ol style="list-style-type: none"> <li>1) describe research strategies and types of research;</li> <li>2) formulate and justify the research problem, research plan, prepare and defend the topic application for the qualification work;</li> <li>3) search and critically analyze information in various information sources, published literature, Internet resources and scientific publications;</li> <li>4) distinguish qualitative and quantitative research methods and their research;</li> <li>5) read, collect, analyze, systematize, interpret and argue the data obtained in the study.</li> </ol>						
Study course content and plan	No.	Planned topics or activities	Method (contact hours)		Lectures	Practice	
	1.	Nature of scientific research and basics of research methodology. Requirements for presentation of research in both written and verbal formats.	2				
	2.	Ethics of scientific research. Plagiarism.	2				
	3.	Research process and its organisation. Primary and secondary research.	2				
	4.	Identification of a research theme. Development of research aims, objectives, research question/hypothesis.	2	2			
	5.	Analysis of research literature and sources. Critical approach to various sources of information. Working with databases and library resources.	2				
	6.	Scientific framework development of research. Appropriate research methodologies and approaches.	4				
	7.	Types of research. Quantitative and qualitative methods.	2				
8.	Conducting research. Selecting a sample. Data collection tools: interviews and questionnaires.	2					

	9.	Analysis, interpretation and presentation of the obtained research results.	2	4				
	10.	Reflection on the application of research methodologies and concepts. Limitations of research. Critical thinking.	1	1				
	11.	Test		2				
	<b>Total: 30</b>		<b>21</b>	<b>9</b>				
Characteristics of the organization and tasks of students' independent work	Students develop Research proposal, write an academic Research Paper and a Research summary, prepare a PowerPoint presentation and demonstrate it at HOTEL SCHOOL Applied Research Conference. At the end of the course the students pass the test.							
Evaluation criteria of study results	Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.							
	Assessment type		% of the final grade	Study results				
				1.	2.	3.	4.	5.
	Research proposal		5	X	X	X	X	
	Ethics form		5	X	X		X	
	Research paper		30	X		X	X	X
	Research summary		10	X		X	X	X
	Presentation and defence of research paper		30	X		X	X	X
	Test		10	X	X	X	X	X
			100					
Obligatory literature	<ol style="list-style-type: none"> <li>1. Altinay, L., Paraskevas, A. (2010). <i>Planning research in hospitality and tourism</i>. USA: Elsevier.</li> <li>2. Denscombe, M. (2014). <i>The good research guides</i>. 5th edition. UK: Open University Press.</li> </ol>							
Additional literature Other sources of information	<ol style="list-style-type: none"> <li>3. Bell, J. (2010). <i>Doing Your Research Project</i>. 5th edition. UK: Open University Press.</li> <li>4. Thomas, G. (2013). <i>How to do your Research project</i>. UK: SAGE Publications.</li> <li>5. Skills you need (nd) Research methods. Accessed: 30/08/2023, from: <a href="https://www.skillsyouneed.com/learn/research-methods.html">https://www.skillsyouneed.com/learn/research-methods.html</a></li> <li>6. Ezerina, Z. (2016). <i>Presentation and Formatting Guidelines for Academic Paper</i>. Rīga: "HOTEL SCHOOL" Viesnīcu biznesa koledža.</li> </ol>							

## 2.1. Part A (Compulsory Courses) – A2 Industry Study Courses

### THE CONTEMPORARY HOSPITALITY INDUSTRY

Name of the study course in Latvian and English	<b>MŪSDIENU VIESMĪLĪBAS NOZARE</b> <b><i>THE CONTEMPORARY HOSPITALITY INDUSTRY</i></b>						
Course developer(s)	Mg. oec. Dzintars Priedītis						
Study course provider(s)	Mg. oec. Dzintars Priedītis						
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total
			Lectures	Practice			
	5	1.	35	15	Exam	75	125
Requirements for completing the study course	No requirements						
Purpose of the study course	To provide theoretical and practical knowledge as well as a general understanding of the hospitality industry, including the operation of hospitality organizations in the wider business context, the objectives of hospitality organizations, key products and services, and internal and external influencing factors.						
Planned study results	<p>After successfully completing this course, the student is able to:</p> <ol style="list-style-type: none"> <li>1) describe and analyze the structure, scope of the hospitality industry and its contribution to the national economy;</li> <li>2) compare the organizational structure and management of different hospitality companies;</li> <li>3) define the current and future expected skills of employees in the hospitality industry;</li> <li>4) conduct an analysis of internal (SWOT) and external (<i>PESTLE</i>) factors affecting companies in the hospitality industry;</li> <li>5) analyze current and possible development trends in the hospitality industry.</li> </ol>						
Study course content and plan	No.	Planned topics or activities				Method (contact hours)	
						Lectures	Practice
	1.	Introduction to the study course.				2	
	2.	Products and services of the hospitality industry, their tangible and intangible nature. The importance of the sector in the economy of countries and regions.				3	1
	3.	Organizational structure of hospitality companies – operational and support services in the company. Globalization in hospitality, hospitality chains and brands. Franchise, concession and licensing agreements.				6	
	4.	Personnel functions, duties, responsibilities, employment and career in the industry.				4	2
	5.	Priority work skills of the staff – guest service, planning and organization, teamwork, verbal communication, problem solving abilities. HR challenges and opportunities.				4	2
	6.	Group work presentation –seminar "Structure and management of the hospitality industry".					2
7.	External ( <i>PESTLE</i> framework) and internal (SWOT				6	2	

		analysis) factors of hospitality business.																																										
	8.	Drivers of current trends and developments; factors affecting the hospitality industry, supply and demand.	2	2																																								
	9.	Trends in consumer behavior, sustainability and ethical considerations, the impact of the digital revolution, new markets and brand development.	3	1																																								
	10.	Development of hospitality products and services. Innovations and developments. Management according to the latest technologies.	3	1																																								
	11.	Review of study results, preparation for the final exam.	2	2																																								
		<b>Total: 50</b>	<b>35</b>	<b>15</b>																																								
Characteristics of the organization and tasks of students' independent work	<p>Students' independent work is organized individually and in groups. Students' independent work consists of learning textbooks, internet resources, databases and learning materials.</p> <p>In the first independent work, students work in groups, developing an overview of the hospitality industry in the chosen country, the labor market and the necessary competencies in the chosen company.</p> <p>In the second independent work, students perform an independent <i>PESTLE</i> and <i>SWOT</i> analysis of the chosen country and hospitality company.</p> <p>At the end of the course, students take a written exam consisting of open and closed type questions.</p>																																											
Evaluation criteria of study results	<p>Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.</p> <table border="1"> <thead> <tr> <th rowspan="2">Assessment type</th> <th rowspan="2">% of the final grade</th> <th colspan="5">Study results</th> </tr> <tr> <th>1.</th> <th>2.</th> <th>3.</th> <th>4.</th> <th>5.</th> </tr> </thead> <tbody> <tr> <td>1. independent work in groups</td> <td>35</td> <td>X</td> <td>X</td> <td>X</td> <td></td> <td></td> </tr> <tr> <td>2. independent work</td> <td>35</td> <td></td> <td></td> <td></td> <td>X</td> <td>X</td> </tr> <tr> <td>Exam</td> <td>30</td> <td>X</td> <td>X</td> <td></td> <td>X</td> <td>X</td> </tr> <tr> <td></td> <td>100</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>				Assessment type	% of the final grade	Study results					1.	2.	3.	4.	5.	1. independent work in groups	35	X	X	X			2. independent work	35				X	X	Exam	30	X	X		X	X		100					
Assessment type	% of the final grade	Study results																																										
		1.	2.	3.	4.	5.																																						
1. independent work in groups	35	X	X	X																																								
2. independent work	35				X	X																																						
Exam	30	X	X		X	X																																						
	100																																											
Obligatory literature	<ol style="list-style-type: none"> <li>Walker, J.R. (2017). <i>Introduction to Hospitality</i>. Global Edition. UK: Pearson.</li> <li>Reynolds, D., Rahman, I., &amp; Barrows, C. (2021). <i>Introduction to Hospitality Management</i> (1st ed.). USA: Wiley.</li> <li>Barrows, C., Powers, T., &amp; Reynolds, D. (2011). <i>Introduction to Management in the Hospitality Industry</i> (10th ed.). USA: Wiley.</li> </ol>																																											
Additional literature	<ol style="list-style-type: none"> <li>Pasnaka, I. (2014). Mūsdienu viesmīlības industrija: attīstības tendences. Rīga: "HOTEL SCHOOL" Viesnīcu biznesa koledža.</li> <li>Pasnaka, I. (2014). Mūsdienu viesmīlības industrija: profesionālā pasaule bez robežām. Rīga: "HOTEL SCHOOL" Viesnīcu biznesa koledža.</li> <li>Pasnaka, I. (2014). Mūsdienu viesmīlības industrija: mērogs un struktūra. Rīga: "HOTEL SCHOOL" Viesnīcu biznesa koledža.</li> </ol>																																											
Other sources of information	<ol style="list-style-type: none"> <li>Tanji, H. (2014). <i>Hospitality Career Opportunities: Learn Secrets to Get Jobs in Hotel, Restaurant &amp; Cruise Industry</i>. USA: CreateSpace Independent Publishing Platform.</li> <li>Brothers L., Gisler, A. (2005). <i>Careers in Travel, Tourism, &amp; Hospitality</i>. USA: McGraw-Hill.</li> <li>European hotel classification criteria HOTELSTARS UNION. Viewed:</li> </ol>																																											

- 24/08/23, from: <https://www.hotelstars.eu/>
10. World Tourism Organization UNWTO. Accessed on: 24/08/2023, from: <https://www.unwto.org/>
  11. World Travel and Tourism Council WTTC. Accessed: 08/24/2023, from: <https://wtcc.org/>
  12. Hospitality Industry Journal. Viewed: 08/24/23, from: [www.thecaterer.com](http://www.thecaterer.com)
  13. International Hotel and Restaurant Association. Accessed: 24/08/23, from: [www.ih-ra.org](http://www.ih-ra.org)
  14. Latvian Hotel and Restaurant Association. Viewed: 24.08.23, from: <https://www.lvra.lv/>

## ROOMS DIVISION OPERATIONS MANAGEMENT

Name of the study course in Latvian and English	<b>ISTABU NODAĻAS DARBA ORGANIZĒŠANA</b> <b>ROOMS DIVISION OPERATIONS MANAGEMENT</b>						
Course developer(s)	Mg. oec. Dzintars Priedītis						
Study course provider(s)	Mg. oec. Dzintars Priedītis						
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total
			Lectures	Practice			
	5	1.	35	15	Exam	75	125
Requirements for completing the study course	"The Contemporary Hospitality Industry" course. A general understanding of the hospitality and tourism industry, key services and guest services is preferred.						
Purpose of the study course	To provide theoretical and practical knowledge about the room department, its meaning and function in various accommodation companies. Provide in-depth understanding and competences about the structure of the Front Office and Housekeeping departments, employee responsibilities, work organization, safety aspects, quality management and daily management functions; the guest cycle, the room department's responsibility, and the importance of technology and innovation at each stage of the cycle.						
Planned study results	<p>After successfully completing this course, the student is able to:</p> <ol style="list-style-type: none"> <li>1) characterize and classify the types of accommodation services available in the hospitality industry, compare their management models, identify current and future trends;</li> <li>2) analyze guest reception departments in different accommodation companies and their organizational structure, employees' duties and areas of responsibility;</li> <li>3) supervise, organize, coordinate and control the operational work of the Front Office department throughout the entire guest service cycle;</li> <li>4) evaluate the contribution of the Housekeeping department in providing an effective accommodation service, analyze the structure of the service, explain the duties and areas of responsibility of employees, plan and manage resources;</li> <li>5) coordinate departmental cooperation and information circulation between guest reception and support departments (economic service, technical service, security service) in providing accommodation services;</li> <li>6) analyze reports and reports of the hotel's economic activity and use the information contained in them to organize efficient operations.</li> </ol>						
Study course content and plan	No.	Planned topics or activities			Method (contact hours)		
			Lectures	Practice			
	1.	Introduction to the course.			2		
	2.	Types of accommodation companies and their main management models.			4	1	
	3.	Hotel organizational structure, management and interdepartmental communication.			4		
	4.	Rooms division and its functions in providing accommodation services in various hospitality companies. Positions and duties of employees.			6	2	
5.	Stages of the guest cycle – pre-arrival, arrival, occupancy, departure. The importance of quality guest service and effective communication in the work of the room division.			4	2		



	6.	The structure, functions and duties of employees of Front Office and Housekeeping (HK) departments.	2																																							
	7.	Organization of the daily work of the HK – inventory management and forecasting, budget and expenditure control. Guest room preparation, environmentally friendly procedures, sustainability. Occupational safety issues.	4	2																																						
	8.	The importance of support departments (technical service, security service) in providing accommodation services.	4	1																																						
	9.	The importance of innovation and technology in the work of the rooms department with the aim of improving the quality of guests' stay and well-being.	2	1																																						
	10.	Indicators of economic efficiency - hotel occupancy, average price, RevPAR, etc. –and ensuring their effective usage.	2	2																																						
	11.	Review of study results, preparation for the final exam.	1	2																																						
	12.	Exam.		2																																						
		<b>Total: 50</b>	<b>35</b>	<b>15</b>																																						
Characteristics of the organization and tasks of students' independent work	<p>Students' independent work is organized individually. Students' independent work consists of studying textbooks, online resources and learning materials. In independent work, students visit a hotel and practically study the work of hotel room division, key management processes, interdepartmental communication, innovation and technology use, as well as quality control in the chosen hotel. The research paper is submitted in writing.</p> <p>At the end of the course, students take a written exam consisting of open and closed type questions.</p>																																									
Evaluation criteria of study results	<p>Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th rowspan="2">Assessment type</th> <th rowspan="2">% of the final grade</th> <th colspan="6">Study results</th> </tr> <tr> <th>1.</th> <th>2.</th> <th>3.</th> <th>4.</th> <th>5.</th> <th>6.</th> </tr> </thead> <tbody> <tr> <td>Independent work</td> <td>70</td> <td></td> <td>X</td> <td></td> <td>X</td> <td>X</td> <td></td> </tr> <tr> <td>Exam</td> <td>30</td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> </tr> <tr> <td></td> <td>100</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>				Assessment type	% of the final grade	Study results						1.	2.	3.	4.	5.	6.	Independent work	70		X		X	X		Exam	30	X	X	X	X	X	X		100						
Assessment type	% of the final grade	Study results																																								
		1.	2.	3.	4.	5.	6.																																			
Independent work	70		X		X	X																																				
Exam	30	X	X	X	X	X	X																																			
	100																																									
Obligatory literature	<ol style="list-style-type: none"> <li>1. Bardi, J. (2011). <i>Hotel Front Office Management</i> (5th ed.). USA: Wiley.</li> <li>2. Kasavan, M. L. (2013). <i>Managing Front Office Operations</i>. Ninth Edition. USA: Educational Institute of the American Hotel Motel Assoc.</li> <li>3. Raghubalan, G., Raghubalan, S. (2009). <i>Hotel Housekeeping: Operations and Management</i>. 3rd edition. UK: Oxford University Press.</li> <li>4. Tanji, H. (2013). <i>Hotel Front Office Training Manual with 231 SOPs</i>. USA: CreateSpace Independent Publishing</li> </ol>																																									
Additional literature  Other sources of information	<ol style="list-style-type: none"> <li>5. Priedītis, Dz. (2014). <i>Viesu uzņēmšanas dienests: funkcijas un darba procedūras</i>. Rīga: "HOTEL SCHOOL" Viesniņu biznesa koledža.</li> <li>6. Priedītis, Dz. (2014). <i>Viesu uzņēmšanas dienests: darba plānošana un organizēšana</i>. Rīga: "HOTEL SCHOOL" Viesniņu biznesa koledža.</li> <li>7. Latvian Hotel and Restaurant Association. Viewed: 24.08.23, from: <a href="https://www.lvra.lv/">https://www.lvra.lv/</a></li> <li>8. Hotel classification criteria HOTELSTARS UNION. Viewed: 24/08/23, from:</li> </ol>																																									

	<a href="https://www.hotelstars.eu/">https://www.hotelstars.eu/</a>
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## MANAGING FOOD AND BEVERAGE OPERATIONS

Name of the study course in Latvian and English	<b>ĒDIENU UN DZĒRIENU NODAĻAS DARBA ORGANIZĒŠANA</b> <b>MANAGING FOOD AND BEVERAGE OPERATIONS</b>						
Course developer(s)	Renāte Ovono						
Study course provider(s)	Renāte Ovono						
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total
			Lectures	Practice			
	4	1.	25	15	Exam	60	100
Requirements for completing the study course	No requirements						
Purpose of the study course	To provide students with knowledge about the public catering industry, hotel food and beverage department organizational processes, equipment and technologies, service standards, as well as to gain basic practical skills in ensuring the company's successful economic activities.						
Planned study results	<p>After successfully completing this course, the student is able to:</p> <ol style="list-style-type: none"> <li>1) describe the Food and Beverage industry, identify different types and styles of businesses according to industry classification and rating systems;</li> <li>2) identify current and future trends in the industry;</li> <li>3) demonstrate professional food and beverage service standards in a real work environment;</li> <li>4) compare different business operations and digital marketing technologies and evaluate their role in improving business performance;</li> <li>5) analyse guest motivation and decision-making processes and select the appropriate strategy to ensure the success of the catering business.</li> </ol>						
Study course content and plan	No.	Planned topics or activities				Method (contact hours)	
					Lectures	Practice	
	1.	Introduction to the Food and Beverage industry. Identifying changes in trends in the catering sector.				6	
	2.	Managing the customer experience. Developing personal knowledge and practical skills to meet clients' needs.				4	
	3.	Digitalisation of the hospitality business and its role in improving business efficiency.				4	2
	4.	Professional Identity and Practice. Demonstrate professional Food and Beverage service standards in a real work environment.				3	3
	5.	Management and leadership in the Food and Beverage industry. Demonstrate management and leadership skills in a service industry context.				3	4
	6.	Managing Food and Beverage operations related to the accommodation services. Managing Conference and Events.				4	
	7.	International Gastronomy.				3	
	8.	Food and Beverage Industry Marketing Essentials.					2
	9.	Restaurant tour.					2
10.	The final exam and independent work presentation.					2	

	<b>Total: 40</b>		<b>25</b>	<b>15</b>		
Characteristics of the organization and tasks of students' independent work	<p>Organisation of students' independent work: At the end of the module, students take an assessment in which they demonstrate their skills in the food and beverage industry. The assessment work is done individually. The work is submitted in written format and students also present the work practically in a final seminar.</p> <p>Assignment characteristics: Learn about the food and beverage industry, including different styles of food and beverage. Examine food and beverage outlets, rating systems and current industry trends. Demonstrate professional food and beverage service standards in a real work environment. Compare the ways in which different food and beverage establishments use technology to improve operational efficiency.</p>					
Evaluation criteria of study results	Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.					
	Assessment type	% of the final grade	Study results			
			1.	2.	3.	4.
	Intermediate assessment	25	X			X
	Exam	75	X	X	X	X
	100					
Obligatory literature	<ol style="list-style-type: none"> <li>1. Cousins, J., Foskett, D., Graham, D., Hollier, A. (2019). <i>Food and Beverage Management</i> (5th ed.). UK: Goodfellow Publishers.</li> <li>2. Hudson, S., Hudson, L. (2017). <i>Customer Service in Tourism and Hospitality</i> (2nd ed.). UK: Goodfellow Publishers.</li> </ol>					
Additional literature Other sources of information	<ol style="list-style-type: none"> <li>3. Abukhalifeh, A. (2014). <i>Improving the Performance of Food and Beverage Departments</i> (1st ed.). Germany: Lambert Academic Publishing.</li> <li>4. Boussard, S. (2021). <i>Food and Beverage Management in the Luxury Hotel Industry</i> ([edition unavailable]). USA: Business Expert Press.</li> </ol>					

## MANAGING THE CUSTOMER EXPERIENCE

Name of the study course in Latvian and English	<b>KLIENTU PIEREDZES VEIDOŠANA</b> <b><i>MANAGING THE CUSTOMER EXPERIENCE</i></b>						
Course developer(s)	Mg. soc. Iveta Vanaga						
Study course provider(s)	Mg. soc. Iveta Vanaga						
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total
			Lectures	Practice			
	3	2.	21	9	Test	45	75
Requirements for completing the study course	No requirements						
Purpose of the study course	To provide basic knowledge and understanding of how hospitality companies create guest experience by analyzing the needs and wishes of different guest segments, developing a strategy for attracting potential customers and strengthening and developing relationships with customers in the long term.						
Planned study results	<p>After successfully completing this course, the student is able to:</p> <ol style="list-style-type: none"> <li>1) identify customer needs, wishes and opportunities according to the guest segment;</li> <li>2) create and analyze a customer experience map (<i>customer experience map</i>);</li> <li>3) describe the basic principles of using customer relations and transaction management systems (<i>Customer Relation Management - CRM</i>) and/or computer applications and analyze their importance in creating customer experience;</li> <li>4) pursuing a customer experience building (service) strategy for strengthening hotel customer relations and promoting cooperation.</li> </ol>						
Study course content and plan	No.	Planned topics or activities				Method (contact hours)	
					Lectures	Practice	
	1.	Customer Experience Management in the Hospitality Industry.				1	
	2.	Market segmentation and creating a portrait of hospitality customers.				2	2
	3.	Customer experience map: creation, analysis and conclusions.				3	2
	4.	Customer contact points, their management.				2	2
	5.	Mid-term paper.				2	
	6.	Customer relationship and transaction management systems ( <i>Customer Relation Management - CRM</i> ).				3	
	7.	New technologies in the hospitality industry in creating customer experience. Digital technologies in customer relationship management. Digital technologies in communication and networking.				2	
	8.	Social media communication in the hospitality industry, its importance in customer service and creating customer experience.				2	2
	9.	Basic elements of the customer service strategy, peculiarities of the hospitality industry.				2	1
10.	Final Test.				2		

		<b>Total: 30</b>	<b>21</b>	<b>9</b>		
Characteristics of the organization and tasks of students' independent work	Students attends lectures, participates in seminars, writes tests, performs practical work (for defense and presentation) and passes the test. Lectures, written tests, guest lectures, role-plays in groups. Seminars, discussions, project online work, situation analysis, excursions and site visits. Preparation and presentation of independent work individually and in groups. Work in the library, with online resources, independent studies, research in groups and individually.					
Evaluation criteria of study results	Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.					
	Assessment type	% of the final grade	Study results			
			1.	2.	3.	4.
	Seminar with a presentation –1	25	X	X		
	Seminar with a presentation –2	25			X	X
	Intermediate assessment	20	X		X	
	Final Test	30	X	X	X	X
	100					
Obligatory literature	<ol style="list-style-type: none"> <li>1. Horner, S., Swarbrooke, J. (2016). <i>Consumer Behavior in Tourism</i>. USA: Taylor and Francis Group.</li> <li>2. Robbins, S., Judge, T., Vohra, N. (2018). <i>Organizational Behavior</i>, 18 th edition. India: Pearson India.</li> </ol>					
Additional literature Other sources of information	<ol style="list-style-type: none"> <li>3. Pasnaka, I. (2014). Klientu apkalpošana – Darba kultūra, kas vērsta uz klientu. Rīga: "HOTEL SCHOOL" Viesnīcu biznesa koledža.</li> <li>4. Pasnaka, I. (2014). Klientu apkalpošana – Kvalitātes nozīme un vadība. Rīga: "HOTEL SCHOOL" Viesnīcu biznesa koledža.</li> <li>5. Pasnaka, I. (2014). Klientu apkalpošana – Prasību uzzināšana un piepildīšana. Rīga: "HOTEL SCHOOL" Viesnīcu biznesa koledža.</li> <li>6. Pasnaka, I. (2014). Klientu apkalpošana – Profesionālā terminoloģija angļu valodā. Rīga: "HOTEL SCHOOL" Viesnīcu biznesa koledža.</li> <li>7. Tanji, H. (2014). <i>Hospitality Career Opportunities: Learn Secrets to Get Jobs in the Hotel, Restaurant &amp; Cruise Industry</i> .1st edition. USA: CreateSpace Independent Publishing Platform.</li> </ol>					

## LAWS IN THE HOSPITALITY INDUSTRY

Name of the study course in Latvian and English	<b>LIKUMI VIESMĪLĪBAS NOZARĒ</b> <b>LAWS IN THE HOSPITALITY INDUSTRY</b>						
Course developer(s)	MIB, Mg. paed. Olga Zvereva						
Study course provider(s)	MIB, Mg. paed. Olga Zvereva						
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total
			Lectures	Practice			
	3	3.	21	9	Test	45	75
Requirements for completing the study course	Not required						
Purpose of the study course	Develop students' understanding of the requirements of the legal framework of the Republic of Latvia and the EU, including labor law, consumer law, etc., the impact of regulation on the operation of a hospitality company and the risks associated with their management, as well as to provide practical knowledge of ethical considerations in the field of hospitality services.						
Planned study results	<p>After successfully completing this course, the student is able to:</p> <ol style="list-style-type: none"> <li>1) describe and explain the requirements of regulatory acts and ethical considerations in the field of hospitality services;</li> <li>2) explain the basic principles of labor law and identify the impact of labor legislation on business practices and decision-making;</li> <li>3) apply the regulatory acts regulating consumer rights in tourism;</li> <li>4) develop a risk management plan related to legal regulation for the hospitality company and provide proposals for reducing or eliminating risks.</li> </ol>						
Study course content and plan	No.	Planned topics or activities	Method (contact hours)		Lectures	Practice	
	1.	Introduction to the course 'Law in the Hospitality Industry'. Regulatory requirements in the hospitality industry. Guidelines to entrepreneurs. Risk management plan. Contractual liabilities.	3	2			
	2.	Regulatory requirements for starting and developing business activities in the hospitality industry. Document management requirements and rules.	3	1			
	3.	Licenses for hospitality business activities. Licensing, certification and control. Product certification.	2	1			
	4.	Labour law and labour relations. Labour legal relations norms. Duties and responsibilities of employees. Rules of internal order. Occupational standards.	2	1			
	5.	Requirements of labour and environmental protection, electrical and fire safety regulations. Sanitary, general and personal hygiene norms and requirements.	3	1			
	6.	Personal data protection requirements. Legal framework for consumer protection. Bidding and advertising. Distance selling. Contracts with	3	1			

		consumers.																																										
	7.	Hospitality company environmental management systems and quality management standards. Basic principles of professional, general ethics and confidentiality.	2	1																																								
	8.	Review of Learning Outcomes, preparing to final test.	1	1																																								
	9.	Final Test	2																																									
		<b>Total: 30</b>	<b>21</b>	<b>9</b>																																								
Characteristics of the organization and tasks of students' independent work	<p>The student attends the lectures, participates in the seminars, writes tests, performs practical work with defence and presentations, and takes the final exam. Seminars, discussions, project work online, case studies, excursions and field trips. Preparation and presentation of individual work individually and in groups. Work in the library, with online resources, independent studies, group research and individual.</p> <p>1. Presentation at the seminar: Requirements of normative documents of the hospitality industry, presentation PowerPoint, individually. The student researches, selects information about the requirements of the normative documents of the hospitality industry according to the chosen topic, presents the summary at the seminar.</p> <p>2. Independent work, project work in groups, overview and presentation "Legislative risk management plan for a hospitality company". The student identifies the risks associated with the legislation for the hospitality company, draws up and presents a risk management plan.</p>																																											
Evaluation criteria of study results	<p>Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th rowspan="2">Assessment type</th> <th rowspan="2">% of the final grade</th> <th colspan="4">Study results</th> </tr> <tr> <th>1.</th> <th>2.</th> <th>3.</th> <th>4.</th> </tr> </thead> <tbody> <tr> <td>Independent Work 1</td> <td>20</td> <td>X</td> <td>X</td> <td></td> <td></td> </tr> <tr> <td>Independent Work 2</td> <td>40</td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> </tr> <tr> <td>Interim Test 1</td> <td>10</td> <td>X</td> <td>X</td> <td>X</td> <td></td> </tr> <tr> <td>Final Test</td> <td>30</td> <td>X</td> <td>X</td> <td>X</td> <td></td> </tr> <tr> <td></td> <td>100</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>				Assessment type	% of the final grade	Study results				1.	2.	3.	4.	Independent Work 1	20	X	X			Independent Work 2	40	X	X	X	X	Interim Test 1	10	X	X	X		Final Test	30	X	X	X			100				
Assessment type	% of the final grade	Study results																																										
		1.	2.	3.	4.																																							
Independent Work 1	20	X	X																																									
Independent Work 2	40	X	X	X	X																																							
Interim Test 1	10	X	X	X																																								
Final Test	30	X	X	X																																								
	100																																											
Obligatory literature	<ol style="list-style-type: none"> <li>1. LR Saeima. (19.02.1998.). Law On the Supervision of the Handling of Food. Entry into force 20.03.1998.).</li> <li>2. LR Saeima. (13.04.2000.). The Commercial Law. Entry into force 01.01.2002.</li> <li>3. LR Saeima. (20.06.2001.). Labour Protection Law. Entry into force 01.01.2002.</li> <li>4. LR Saeima. (20.06.2001.). Labour Law. Entry into force 01.06.2002. LR Saeima. (07.04.2004.). Law On the Safety of Goods and Services. Entry into force 01.05.2004.</li> </ol>																																											
Additional literature Other sources of information	<ol style="list-style-type: none"> <li>5. The European Parliament and the Council. Regulation (EC) No 852/2004 on the hygiene of foodstuffs. (29.04.2004.)</li> <li>6. LR Saeima. (17.09.1998.). Tourism Law. Entry into force 01.01.1999.</li> <li>7. LR Saeima. (20.12.1999.). Advertising Law. Entry into force 24.01.2000.</li> <li>8. Rācenāja, N. (2009). Employment contract as a source of rights. SIA "Biznesa augstskola Turība". Rīga.</li> <li>9. Slaidiņa, V., Skultāne, I. (2011). Darba tiesības. Zvaigzne ABC. Rīga.</li> </ol>																																											



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|  | <ol style="list-style-type: none"><li>10. EUR-LEX. (2023). Summaries of EU legislation. Available at <a href="http://europa.eu/legislation_summaries/index_en.htm">http://europa.eu/legislation_summaries/index_en.htm</a></li><li>11. EUR-LEX webpage. (2023). Available at <a href="https://eur-lex.europa.eu/homepage.html?locale=en">https://eur-lex.europa.eu/homepage.html?locale=en</a></li></ol> |
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All sources of information have been reviewed on 30.08.2023.

## QUALITY MANAGEMENT IN HOSPITALITY

Name of the study course in Latvian and English	<b>KVALITĀTES VADĪBA VIESMĪLĪBĀ</b> <b>QUALITY MANAGEMENT IN HOSPITALITY</b>						
Course developer(s)	Mg. oec., Mg. philol. Jekaterina Korjuhina						
Study course provider(s)	Mg. oec., Mg. philol. Jekaterina Korjuhina						
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total
			Lectures	Practice			
	3	3.	21	9	Test	45	75
Requirements for completing the study course	Not required						
Purpose of the study course	To provide students with practical and theoretical knowledge of the basics of quality management in hospitality, quality management systems and standards in hospitality, quality characteristics of products and services, evaluation and measurement of guest satisfaction, as well as implementation, maintenance and development of the quality management system.						
Planned study results	<p>After successfully completing this course, the student is able to:</p> <ol style="list-style-type: none"> <li>1) explain the concept of quality and its influencing factors; describe the principles of quality management in a hospitality company;</li> <li>2) assess the quality of the hospitality company's services and develop proposals for its improvement in the hotel;</li> <li>3) organize systematic acquisition and processing of customer reviews about hotel services;</li> <li>4) maintain quality assurance processes in cooperation with hotel departments.</li> </ol>						
Study course content and plan	No.	Planned topics or activities				Method (contact hours)	
					Lectures	Practice	
	1.	Introduction to the subject. Understanding quality. Concepts of quality and quality management. Basic principles and elements of quality management. Quality management as a system.				2	
	2.	Quality principles. Approaches to quality management: theories of Schuhart, Deming, Juran, Feigenbaum, Crosby, Ishikawa. Similarities and differences.				2	2
	3.	Customer satisfaction, understanding and identifying needs. Continuous improvement and selection of effective methods. Internal and external customers.				2	2
	4.	Quality assurance system. ISO 9000 series standards. Quality management system structure, application, costs, implementation, use of documentation, application of standards, development of an action plan, assessment methodologies.				4	
	5.	Quality management system development plan. The need for quality control, history of quality control, quality systems and accreditations.				2	
	6.	Quality audit. Quality control methods. Quality measurement: documentation systems, implementation of procedures, evaluation of each				2	

		procedure, comparisons with previous activity results / future plans.																																				
	7.	Certification and improvement of the quality system. Industry standards. Competitors, benchmarking. Service quality improvement.	2																																			
	8.	Customer feedback. Methods for providing feedback: surveys, questionnaires, complaints, focus groups, meetings. The importance of communication throughout the organization. Clarifying the situation, determining the necessary action, accuracy of records.	2	2																																		
	9.	Application of quality management principles. Self-assessment. Staff consultations.	3	1																																		
	10.	Test		2																																		
		<b>Total: 30</b>	<b>21</b>	<b>9</b>																																		
Characteristics of the organization and tasks of students' independent work	<p>Students' independent work is organized individually and consists of studying textbooks, internet resources and databases. Independent work - presentation and report.</p> <p>The students' assignment is connected with improvement of the quality management system in the hospitality related company.</p> <p>Students choose an enterprise, analyze its existing TQM methods. Applying the principles of quality management, ideas and theories of scientists, the best-known models that measure the quality of services, students suggest ways to improve the performance of the organization and its service level.</p> <p>Students show a presentation and submit a report "The Use of Total Quality Management techniques by "X" Enterprise" (not less than 15 pages; with title page, table of contents, introduction, three parts, conclusion, references). The presentation and report must contain:</p> <ul style="list-style-type: none"> <li>• theoretical background material about TQM (Part 1);</li> <li>• overall description of an enterprise, describe the situation (the particular case, examples of poor-quality management) at an enterprise (Part 2);</li> <li>• recommendations for improvement (Part 3).</li> </ul>																																					
Evaluation criteria of study results	<p>Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th rowspan="2">Assessment type</th> <th rowspan="2">% of the final grade</th> <th colspan="4">Study results</th> </tr> <tr> <th>1.</th> <th>2.</th> <th>3.</th> <th>4.</th> </tr> </thead> <tbody> <tr> <td>Presentation</td> <td>40</td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> </tr> <tr> <td>Report</td> <td>40</td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> </tr> <tr> <td>Test</td> <td>20</td> <td>X</td> <td>X</td> <td></td> <td></td> </tr> <tr> <td></td> <td>100</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>				Assessment type	% of the final grade	Study results				1.	2.	3.	4.	Presentation	40	X	X	X	X	Report	40	X	X	X	X	Test	20	X	X				100				
Assessment type	% of the final grade	Study results																																				
		1.	2.	3.	4.																																	
Presentation	40	X	X	X	X																																	
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Test	20	X	X																																			
	100																																					
Obligatory literature	<ol style="list-style-type: none"> <li>1. Dale, B.G., Bamford, D. (2016). <i>Managing Quality: An Essential Guide and Resource Gateway</i>. 6th edition. USA: Wiley.</li> <li>2. Hoyle, D. (2007). <i>Quality Management Essentials</i>. USA: Elsevier. Accessed: 12/09/2023, from: <a href="https://www.perlego.com/book/1624246/quality-management-essentials-pdf">https://www.perlego.com/book/1624246/quality-management-essentials-pdf</a></li> </ol>																																					
Additional literature Other sources of information	<ol style="list-style-type: none"> <li>3. Al-Ababneh, M. (2021). The implementation of Total Quality Management (TQM) in the hotel industry. <i>International Journal of Tourism and Hospitality</i>, Vol. 1, No. 1, January 2021, pp. 25-34., Available at: <a href="https://ssrn.com/abstract=3775392">https://ssrn.com/abstract=3775392</a></li> </ol>																																					

4. 2.Al-Ababneh, M.M., Al-Shakhsheer, F.J., Al-Badarneh, M.B. & Masadeh, M.A. (2022). The Role of Total Quality Management Practices in Improving Service Recovery Performance through Service Innovation in Jordan's Five-Star Hotels. *African Journal of Hospitality, Tourism and Leisure*, 11(1):169-189 DOI: <https://doi.org/10.46222/ajhtl.19770720.219> Available at: [https://www.ajhtl.com/uploads/7/1/6/3/7163688/article\\_13\\_11\\_1\\_169-189\\_1\\_.pdf](https://www.ajhtl.com/uploads/7/1/6/3/7163688/article_13_11_1_169-189_1_.pdf)
5. 3.Hussain, M. Khan, J. (2020). Key Success Factors of Total Quality Management (Tqm) for the Hospitality Sector. A Critical Review of the Literature. *European Journal of Hospitality and Tourism Research*, Vol.8, No.2, pp.1-17. Available at: <https://www.eajournals.org/wp-content/uploads/Key-Success-Factors-of-Total-Quality-Management-TQM-for-the-Hospitality-Sector.pdf>
6. 4.Sin, K., Lo, M., Mohamad, A., AL MAMUN, A., & Sim, C. (2023). Selecting Total Quality Management (TQM) Best Practices in the Hotel Industry Environment: A Hybrid Model based on DEMATEL and ANP. *International Journal of Supply and Operations Management*, 10(3), 245-270. doi: 10.22034/ij som.2023.108972.2097 Available at: [http://www.ij som.com/article\\_2908\\_41137d468d633ac6cc048ae8de09f343.pdf](http://www.ij som.com/article_2908_41137d468d633ac6cc048ae8de09f343.pdf)
7. Nikadimov, O. (2017). *Quality management in Business*. Rīga: "HOTEL SCHOOL" Hotel business college.
8. Grigoroudis, E., Siskos, Y. (2012). *Customer Satisfaction Evaluation: Methods for Measuring and Implementing Service Quality*. USA: Springer.
9. Kandampully, J., Mok, C., Sparks, B. (2013). *Service Quality Management in Hospitality, Tourism, and Leisure*. USA: Routledge.
10. Orr, M. (2014). *Star Quality Hospitality: The Key to a Successful Hospitality Business*. UK: Rethink Press.
11. Hamadache, A. (2013). *21 Ways to Create Impeccable Hotel Customer Service that leaves a Lasting Impression*. UK: Rethink Press.

## HOTEL MANAGEMENT SOFTWARE

Name of the study course in Latvian and English	<b>VIESNĪCAS VADĪBAS DATORPROGRAMMAS</b> <b><i>HOTEL MANAGEMENT SOFTWARE</i></b>						
Course developer(s)	Mg. oec. Dzintars Priedītis						
Study course provider(s)	Mg. oec. Dzintars Priedītis						
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total
			Lectures	Practice			
	5	3.	12	38	Exam	75	125
Requirements for completing the study course	The course "Managing Accommodation Services".						
Purpose of the study course	To provide students with a general idea of the latest technologies and their importance in ensuring the efficiency of economic activity, as well as the possibilities of digitization and automation in hospitality companies. Practical acquaintance with different software and application types, evaluate their advantages and disadvantages. Develop practical skills in working with the hotel property management system <i>Oracle Opera PMS</i> .						
Planned study results	<p>After successfully completing this course, the student is able to:</p> <ol style="list-style-type: none"> <li>1) explain and justify the importance of information and communication technologies in hospitality companies;</li> <li>2) to identify opportunities for digitization and automation in the operational activities of hotels, as well as in the creation of customer experience;</li> <li>3) the advantages and disadvantages of various technologies and tools (<i>PMS, RMS, POS, etc.</i>).</li> <li>4) to identify the current and latest trends of the hospitality and tourism industry in the field of digital technologies;</li> <li>5) performing the main functions of <i>Oracle Opera PMS</i> throughout the guest service cycle (for creating a profile, making a reservation, check-in/check-out, working with invoices and reports);</li> <li>6) control guest online service processes using <i>Oracle Opera PMS</i> hotel management system.</li> </ol>						
Study course content and plan	No.	Planned topics or activities	Method (contact hours)		Lectures	Practical	
	1.	Introduction to the course. Information technologies in the hotel and their strategic importance.	2				
	2.	Latest technologies and innovations. Technology development trends in the tourism sector.	2				
	3.	Main hotel management software ( <i>PMS, CRM, online channel manager a, business intelligence tool, etc.</i> ). Major software developers.	4	4			
	4.	Booking module, its working principles, advantages and disadvantages.	2	2			
	5.	Digital marketing tools and their usage.	2	2			
	6.	Presentation of independent work.				2	
	7.	Introduction to <i>Oracle Opera PMS</i> . Creating profiles and using them in communication with the guest.				4	
8.	Management of prices and hotel rooms. Making a reservation.				8		

	9.	Check-in and Check-out. Group bookings.		8																																						
	10.	Reports and settlements. Accounting and control.		4																																						
	11.	Review of study results, preparation for the final exam.		2																																						
	12.	Final exam.		2																																						
	<b>Total: 50</b>		<b>12</b>	<b>38</b>																																						
Characteristics of the organization and tasks of students' independent work	<p>Students conduct individual research on the chosen hotel computer software, present it in the practical seminar, and also answer the teacher's questions. Individual practical work with <i>Oracle Opera PMS</i> is performed. A computer class with the hotel management software <i>Oracle Opera PMS</i> is provided. Students work individually under the guidance of a teacher, completing the tasks given both individually and as a group:</p> <p>At the end of the course, students take an exam consisting of practical tasks <i>in Oracle Opera PMS</i>.</p>																																									
Evaluation criteria of study results	<p>Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th rowspan="2">Assessment type</th> <th rowspan="2">% of the final grade</th> <th colspan="6">Study results</th> </tr> <tr> <th>1.</th> <th>2.</th> <th>3.</th> <th>4.</th> <th>5.</th> <th>6.</th> </tr> </thead> <tbody> <tr> <td>Independent work</td> <td style="text-align: center;">40</td> <td style="text-align: center;">X</td> <td style="text-align: center;">X</td> <td style="text-align: center;">X</td> <td style="text-align: center;">X</td> <td></td> <td></td> </tr> <tr> <td>Exam</td> <td style="text-align: center;">60</td> <td></td> <td></td> <td></td> <td></td> <td style="text-align: center;">X</td> <td style="text-align: center;">X</td> </tr> <tr> <td></td> <td style="text-align: center;">100</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>				Assessment type	% of the final grade	Study results						1.	2.	3.	4.	5.	6.	Independent work	40	X	X	X	X			Exam	60					X	X		100						
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Independent work	40	X	X	X	X																																					
Exam	60					X	X																																			
	100																																									
Obligatory literature	<ol style="list-style-type: none"> <li>1. Oracle Opera PMS Documentation. Accessed: 08/24/23 from: <a href="https://docs.oracle.com/cd/E53533_01/index.html">https://docs.oracle.com/cd/E53533_01/index.html</a></li> <li>2. Hotel software comparison, reviews, recommendations. Accessed: 24/08/23 from: <a href="https://hoteltechreport.com/">https://hoteltechreport.com/</a></li> <li>3. Various computer programs - hotel management software, comparison, ratings. Accessed: 08/24/23 from: <a href="https://www.capterra.com/">https://www.capterra.com/</a></li> </ol>																																									
Additional literature Other sources of information																																										

## SALES MANAGEMENT

Name of the study course in Latvian and English	<b>PĀRDOŠANAS VADĪBA</b> <b>SALES MANAGEMENT</b>						
Course developer(s)	Mg. oec. Sabīne Jansone						
Study course provider(s)	Mg. oec. Sabīne Jansone						
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total
			Lectures	Practice			
	3	3.	21	9	Test	45	75
Requirements for completing the study course	Study courses "The Contemporary Hospitality Industry", "Managing Accommodation Services".						
Purpose of the study course	Introduce students to sales management in today's highly dynamic and competitive hospitality industry, driven by the rapid development of e-commerce and globalisation. To provide a deeper knowledge of the importance of understanding customer needs, key sales processes, including key financial and performance indicators.						
Planned study results	<p>After successfully completing this course, the student is able to:</p> <ol style="list-style-type: none"> <li>1) explain and describe the principles of sales management in the hospitality industry, the structure of a sales organisation and the key competencies of sales personnel;</li> <li>2) analyse sales processes, results achieved and calculate key sales indicators;</li> <li>3) apply the principles of successful sales in the hospitality industry: offer hotel services to potential customers based on their needs, preferences, opportunities, as well as maintaining relationships with existing customers;</li> <li>4) Perform basic financial calculations to support the sales process.</li> </ol>						
Study course content and plan	No.	Planned topics or activities				Method (contact hours)	
						Lectures	Practice
	1.	Introduction to the course, aim of the study course, planned results, lecture plan				1	
	2.	Key aspects of sales management. Sales management specifics in hospitality industry.				2	1
	3.	Different modes of selling ( <i>business to business B2B, customer to customer C2C</i> ), their impact upon buyer and seller roles and dynamics. Customer Relationship management. (CRM)				3	1
	4.	The impact of new technology on the sales management environment. Online environment analysis.				3	1
	5.	Guest lecture - The structure of sales departments within the hospitality industry and how they differ from traditional sales departments.				3	1
	6.	The different sales distribution channels hotels can use – individual property websites, social media, global distribution systems, online travel agents.				3	1
	7.	Internal sales techniques: upgrading hotel rooms, suggestive selling and employee incentive programmes. The sales cycle. Sector specific sales cycle management				2	1
8.	Negotiation techniques and tactics: closing sale,				2	1	

		handling objections, when to say 'no', ethics of behaviour and overpromising																														
	9.	The link between hotel sales and revenue management. Performance management.	2	1																												
	10.	Individual work presentations. Final of the course.		2																												
		<b>Total: 30</b>	<b>21</b>	<b>9</b>																												
Characteristics of the organization and tasks of students' independent work	<p>Students' independent work is organised individually. Students' independent work consists of study of textbooks, Internet resources, databases and teaching materials.</p> <p>In the first independent work, students analyse a hospitality company from the sales management spectrum.</p> <p>At the end of the course, students take an assessment in which they demonstrate their ability to critically evaluate the services provided by a hospitality enterprise and to perform key calculations to support sales processes.</p>																															
Evaluation criteria of study results	<p>Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th rowspan="2">Assessment type</th> <th rowspan="2">% of the final grade</th> <th colspan="4">Study results</th> </tr> <tr> <th>1.</th> <th>2.</th> <th>3.</th> <th>4.</th> </tr> </thead> <tbody> <tr> <td>Intermediate assessment</td> <td>30</td> <td>X</td> <td>X</td> <td>X</td> <td></td> </tr> <tr> <td>Final Test</td> <td>70</td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> </tr> <tr> <td></td> <td>100</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>				Assessment type	% of the final grade	Study results				1.	2.	3.	4.	Intermediate assessment	30	X	X	X		Final Test	70	X	X	X	X		100				
Assessment type	% of the final grade	Study results																														
		1.	2.	3.	4.																											
Intermediate assessment	30	X	X	X																												
Final Test	70	X	X	X	X																											
	100																															
Obligatory literature	<ol style="list-style-type: none"> <li>1. James, RA (2012). <i>Hospitality Sales and Marketing</i>. USA: Prentice Hall.</li> <li>2. Guenzi, P. and Geiger, S. (2017). <i>Sales Management</i>. 1st edition. USA: Bloomsbury Publishing.</li> <li>3. Jobber, D. and Lancaster, G. (2015). <i>Selling and Sales Management</i>. 10th edition. UK: Pearson.</li> </ol>																															
Additional literature Other sources of information	<ol style="list-style-type: none"> <li>4. Smith, RA and Siguaw, J. (2011). <i>Strategic Hospitality Leadership</i>. 1st edition. USA: Wiley.</li> <li>5. Rogers, B. (2011). <i>Rethinking Sales Management</i>. 1st edition. USA: Wiley.</li> <li>6. Hoyer, WD, MacInnis, DJ, &amp; Pieters, R. (2016). <i>Consumer behaviour</i>. USA: Cengage learning.</li> <li>7. Nikadimovs, O. (2016). <i>Sales Development and Merchandising</i>. Rīga: "HOTEL SCHOOL" Hotel business college.</li> </ol>																															



## CONFERENCE AND BANQUETING MANAGEMENT

Name of the study course in Latvian and English	<b>KONFERENČU UN BANKETU ORGANIZĒŠANA</b> <b>CONFERENCE AND BANQUETING MANAGEMENT</b>						
Course developer(s)	Mg. oec. Gaļina Bukovska						
Study course provider(s)	Mg. oec. Gaļina Bukovska						
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total
			Lectures	Practice			
	4	3.	28	12	Exam	60	100
Requirements for completing the study course	"The Contemporary Hospitality Industry" course. Basic knowledge of <i>MS Office</i> .						
Purpose of the study course	To provide students with knowledge and understanding of the event and conference industry, job duties and necessary management skills. To develop practical skills to organize and control the progress of various events, as well as to evaluate their effectiveness according to the organization's goals.						
Planned study results	<p>After successfully completing this course, the student is able to:</p> <ol style="list-style-type: none"> <li>1) characterizing and analyzing the stages of event organization (research, development and coordination) according to customer requirements;</li> <li>2) develop and implement event conditions and procedures in accordance with international standards;</li> <li>3) outsource the resources and logistics of conferences and events, coordinate cooperation with external service providers to provide a full spectrum service to clients;</li> <li>4) evaluate the course of events in accordance with customer requirements, as well as its effectiveness in accordance with business goals.</li> </ol>						
Study course content and plan	No.	Planned topics or activities				Method (contact hours)	
						Lectures	Practice
	1.	Introduction to the topic. Business and event tourism. Various categories of events in the banquet and conference industry. New trends and the impact of technology in the event industry.				5	2
	2.	Management skills required for work in the event industry - various positions and responsibilities, main organizational responsibilities, personal qualities and skills.				3	1
	3.	Layouts of conference and event rooms, required professional standards.				3	2
	4.	Event technologies and technical equipment requirements.				4	2
	5.	Additional services – catering services and special requirements; business center facilities and services.				3	
	6.	Offer preparation, budgeting.				6	5
	7.	Event conditions, international standards. (Safety and quality control, green course, VDAR and others).				4	
	<b>Total: 40</b>				<b>28</b>	<b>12</b>	
Characteristics of the organization and tasks of	The study course consists of practical and group work, which provides for literature research, analysis of static and published materials in media, summaries						

students' independent work	and conclusions. Practical works in groups and individually, as well as independent works, the results of which are presented, based specific analysis and in which students participate in discussion and exchange of opinions with other students, are planned - a seminar. At the end of the course, students take a written exam, which consists of open and closed type questions.																												
Evaluation criteria of study results	<p>Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.</p> <table border="1" data-bbox="512 495 1482 752"> <thead> <tr> <th rowspan="2">Assessment type</th> <th rowspan="2">% of the final grade</th> <th colspan="4">Study results</th> </tr> <tr> <th>1.</th> <th>2.</th> <th>3.</th> <th>4.</th> </tr> </thead> <tbody> <tr> <td>Intermediate assesment</td> <td>50</td> <td>X</td> <td>X</td> <td>X</td> <td></td> </tr> <tr> <td>Exam</td> <td>50</td> <td></td> <td></td> <td></td> <td>X</td> </tr> <tr> <td></td> <td>100</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Assessment type	% of the final grade	Study results				1.	2.	3.	4.	Intermediate assesment	50	X	X	X		Exam	50				X		100				
Assessment type	% of the final grade			Study results																									
		1.	2.	3.	4.																								
Intermediate assesment	50	X	X	X																									
Exam	50				X																								
	100																												
Obligatory literature	<ol style="list-style-type: none"> <li>1. Allen, J. (2009). <i>Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions</i>. USA:Wiley .</li> <li>2. Conway, DG (2009). <i>The Event Manager's Bible: The Complete Guide to Planning and Organizing a Voluntary or Public Event</i>. UK: Robinson.</li> </ol>																												
Additional literature Other sources of information	<ol style="list-style-type: none"> <li>3. Rubene, T. (2015). <i>Konferenču un banketu organizācijas vadība. Banketu plānošana, apkalpošana un kvalitātes vadība</i>. Rīga: "HOTEL SCHOOL" Viesnīcu biznesa koledža.</li> <li>4. Getz, D. (2021). <i>Dictionary of Events Studies, Event Management and Event Tourism</i>. UK: Goodfellow Publishers.</li> <li>5. Davidson, R. (2019). <i>Business Events</i> (2nd Edition). UK: Routledge.</li> <li>6. Astroff, M.T. (2011). <i>Convention Management and Service</i>. USA: Educational Institute of the American Hotel Motel Assoc.</li> <li>7. Torkildsen, G. (2005). <i>Leisure and Recreation Management</i>. UK: Routledge.</li> <li>8. Baranov, S. I. (2009). <i>MICE. Opitnoje Projektirovanije</i>. Russia: Pablik Pro.</li> <li>9. Milic, M. (2010). The history and development of meetings. Accessed: 12/09/2023, from: <a href="https://www.seebtm.com/en/the-history-and-development-of-meetings-industry/">https://www.seebtm.com/en/the-history-and-development-of-meetings-industry/</a></li> <li>10. ICCA. (2019). Ambassador Program Publications. Accessed: 12/09/2023, from: <a href="https://www.iccaworld.org/knowledge/benefit.cfm?benefitid=3716">https://www.iccaworld.org/knowledge/benefit.cfm?benefitid=3716</a></li> <li>11. American Express Global Business Travel. (2019). Global Meetings and Events Forecast. Accessed: 12/09/2023, from: <a href="https://www.amexglobalbusinessstravel.com/ca/meetings-events/meetings-forecast/">https://www.amexglobalbusinessstravel.com/ca/meetings-events/meetings-forecast/</a> (2019), <a href="https://www.amexglobalbusinessstravel.com/the-atlas/2018-global-meetings-events-forecast/">https://www.amexglobalbusinessstravel.com/the-atlas/2018-global-meetings-events-forecast/</a> (2018), <a href="https://www.amexglobalbusinessstravel.com/the-atlas/2017-global-meetings-events-forecast/">https://www.amexglobalbusinessstravel.com/the-atlas/2017-global-meetings-events-forecast/</a> (2017).</li> <li>12. Weber, K., Ladkin, A. (2005). Trends Affecting the Convention Industry in the 21st Century. <i>Journal of Convention &amp; Event Tourism</i>, Volume 6, Issue 4.</li> <li>13. Skift (2017). The State of Conferences and Events 2017. Accessed: 12 September 2023, from: <a href="https://research.skift.com/reports/state-conferences-events-2017/">https://research.skift.com/reports/state-conferences-events-2017/</a></li> <li>14. Sanders, K. C. (2019). A Brief History of Event Planning &amp; Coordinating (And Why It's So Important). Accessed: 12/09/2023, from: <a href="https://www.socialtables.com/blog/event-planning/history-coordinating/">https://www.socialtables.com/blog/event-planning/history-coordinating/</a></li> </ol> <p>Video materials:</p> <ol style="list-style-type: none"> <li>15. The MICE Industry. Viewed: 12/09/2023, from:</li> </ol>																												

- <https://www.youtube.com/watch?v=t8mNZps07do>
16. CONVENE 2020. Rob Davidson || A Deep Dive into the Latest Meeting Industry Trends. Viewed: 12/09/2023, from:  
<https://www.youtube.com/watch?v=wcijTV0a8tU>
  17. MICE Tourism - Meetings Industry. <https://www.youtube.com/watch?v=J-gF-psvROA>
  18. Behind the scenes: Luxury wedding, London. Viewed: 12/09/2023, from:  
<https://www.youtube.com/watch?v=7DQ03MdRT7I>
  19. Day in the Life: Events Manager – Roger Hooker. Viewed: 12/09/2023, from: <https://www.youtube.com/watch?v=oUjCwvRmU2s>
  20. Life of the event manager. Viewed: 12/09/2023, from:  
<https://www.youtube.com/watch?v=5HzMbSGg6VA>
  21. Plan event sample. Viewed: 12/09/2023, from:  
<https://www.youtube.com/watch?v=pJXb8dPLMVI>

Terminology sources [online]:

22. <https://www.mpi.org/search?q=terminology>
23. <https://www.eventplannerspain.com/en/glossario>
24. <http://www.micfinder.com/mice-glossary.html>
25. <http://www.termcoord.eu/wp-content/uploads/2016/07/meeting-industry-terminology.pdf>

## SUPPLY CHAIN AND SUSTAINABLE RESOURCE MANAGEMENT

Name of the study course in Latvian and English	<b>SAGĀDE UN ILGTSPĒJĪGA RESURSU PĀRVALDĪBA</b> <b>SUPPLY CHAIN AND SUSTAINABLE RESOURCE MANAGEMENT</b>							
Course developer(s)	Mg. oec. Dzintars Priedītis							
Study course provider(s)	Romāns Artamonovs							
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total	
			Lectures	Practice				
	4	4.	28	12	Exam	60	100	
Requirements for completing the study course	Basic knowledge of hotel management. Courses "The Contemporary Hospitality Industry", "Managing Accommodation Services", "Managing Food and Beverage Operations".							
Purpose of the study course	To introduce students to sustainable and responsible management of resources in the company and to provide practical knowledge of procurement processes in the hotel, evaluating the needs of hotel departments, selecting external service providers and suppliers, organizing deliveries and ensuring quality control of services and goods.							
Planned study results	<p>After successfully completing this course, the student is able to:</p> <ol style="list-style-type: none"> <li>1) refer to the principles of sustainable resource management and procurement process in the context of hospitality;</li> <li>2) analyze the technical and technological resources necessary for the provision of services in the hotel departments;</li> <li>3) organize, in cooperation with the hotel management, the necessary procurement of security, based on the evaluation of the offer;</li> <li>4) evaluate and select external service providers and suppliers and organize daily cooperation with them for the provision of services or goods;</li> <li>5) ensure quality control of purchased or rented services or goods;</li> <li>6) propose improvements for the development of a sustainable resource use strategy in a hospitality company.</li> </ol>							
Study course content and plan	No.	Planned topics or activities				Method (contact hours)		
					Lectures	Practice		
	1.	Introduction to the course. What is Hospitality Supply Chain Management?				2		
	2.	Basic principles of resource management.				2		
	3.	Resources – effective and sustainable resource planning and management.				2	1	
	4.	Supply organizations - use of technology.				2	2	
	5.	Supply chain management - relationships with suppliers and logistics service providers. The benefits of effective supply chain management .				2	1	
	6.	Development of procurement strategies, policies and procedures. Demand management, forecasting and planning.				2	2	
	7.	Factors affecting supply chain integration decisions.				1		
	8.	Hospitality supply chain.				1		
	9.	Global trends and potential – forecasted growth of the hospitality industry, opportunities for emerging markets and hotspots.				2	1	
10.	Supplier relations – price negotiations, risk factors,				2	2		

		contracts, tender procedures and documents.						
	11.	Customer relations. Change processes in organizations, change of organizational culture.	2					
	12.	Human resource management, productivity, health and safety management.	2	1				
	13.	Sustainability and Corporate Social Responsibility (CSR) initiatives in hospitality, sustainable design and green buildings.	2					
	14.	"Green Key" eco program criteria for hotel certification. Energy and Utilities Management and Strategies.	2					
	15.	The most frequently applied methods for sustainable use of resources in hotels.	2					
	16.	Exam.		2				
		<b>Total: 40</b>	<b>28</b>	<b>12</b>				
Characteristics of the organization and tasks of students' independent work	Students' independent work is organized individually. Students' independent work consists of learning textbooks, internet resources and learning materials. Students independently prepare and submit to the instructor a procurement / supply chain plan and sustainable environmental analysis, an assessment of the hospitality company's structure and resource use, as well as review the "Green Key" eco program criteria for hotel certification. Works are presented in seminars. At the end of the course, students take a written exam consisting of open and closed type questions.							
Evaluation criteria of study results	Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.							
	Assessment type	% of the final grade	Study results					
			1.	2.	3.	4.	5.	6.
	1st seminar	25	X	X				
	2nd seminar	25			X	X		
	3rd seminar	25					X	X
	Exam	30	X	X	X	X	X	X
		100						
Obligatory literature	<ol style="list-style-type: none"> <li>1. Hugos, M.H. (2018). <i>Essentials of Supply Chain Management</i>. USA: Wiley.</li> <li>2. Christopher, M. (2016). <i>Logistics &amp; Supply Chain Management</i>. UK: FT Publishing International.</li> <li>3. Russell, R., Taylor, B., Bayley, T., &amp; Castillo, I. (2019). <i>Operations Management</i> (2nd ed.). USA: Wiley [Perlego].</li> <li>4. Feinstein, A., Hertzman, J., &amp; Stefanelli, J. (2017). <i>Purchasing</i> (9th ed.). USA: Wiley [Perlego].</li> </ol>							
Additional literature Other sources of information	<ol style="list-style-type: none"> <li>5. Nikadimovs, O. (2016). <i>Facilities Operations and Management</i>. Riga: "HOTEL SCHOOL" Hotel business college.</li> <li>6. Grazi, S. (2009). <i>Can Hotels Accommodate Green? Examining What Influences Environmental Commitment in the Hotel Industry</i>. Germany: VDM Verlag.</li> <li>7. Farrington, B., Lyssons, K. (2012). <i>Purchasing and Supply Chain Management</i>. 8th edition. UK: Pearson.</li> <li>8. Slack, N., Brandon-Jones, A., Johnston, R. (2013). <i>Operations Management</i>. 7th edition. UK: Pearson.</li> </ol>							

## RESERVATION AND REVENUE MANAGEMENT

Name of the study course in Latvian and English	<b>REZERVĀCIJU UN IEŅĒMUMU VADĪBA</b> <b>RESERVATION UN REVENUE MANAGEMENT</b>						
Course developer(s)	Mg. oec. Dzintars Priedītis						
Study course provider(s)	Mg. oec. Dzintars Priedītis						
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total
			Lectures	Practice			
	4	4.	28	12	Exam	60	100
Requirements for completing the study course	Courses "Managing Accommodation Services", "Managing and Running a Small Business", "Record Keeping and Finances", "Hotel Management Software".						
Purpose of the study course	Provide theoretical and practical knowledge of hotel reservation processes, as well as an understanding of key online sales channels and technologies. To introduce students to the importance of revenue management in modern hotel management, to develop practical skills in calculating and analyzing the main indicators of revenue management, as well as using pricing tools and other technologies in revenue optimization decision-making.						
Planned study results	<p>After successfully completing this course, the student is able to:</p> <ol style="list-style-type: none"> <li>1) process individual customer reservations and group orders, add guest data to the hotel management system;</li> <li>2) describe the origins of revenue management and its impact on the hospitality industry, as well as explain key concepts;</li> <li>3) use online systems (OTA, GDS, etc.) in the sale of basic services and additional services;</li> <li>4) evaluate revenue management processes and their relationship to strategic, tactical and operational hospitality business objectives;</li> <li>5) analyze the quality and sources of information, as well as determine market segmentations in effective business analysis and forecasting;</li> <li>6) analyze market and evaluate the price policy of basic services provided by the hotel and additional services in the hotel;</li> <li>7) apply pricing tools and other revenue management technologies to formulate and justify revenue optimization decisions.</li> </ol>						
Study course content and plan	No.	Planned topics or activities	Method (contact hours)		Lectures	Practical	
	1.	Introduction to the course.	2				
	2.	Booking process, main stages and documentation for individual and group orders. Processing and storage of guest data.	4	2			
	3.	Main online sales channels and booking systems: <i>CRS, GDS, OTA</i> . Importance of search, comparison and review platforms in booking decisions.	4	1			
	4.	Intermediate test.		2			
	6.	History, development, basic concepts, definitions and concepts of revenue management.	4				
	7.	The main indicators of revenue management and hotel economic activity efficiency. Practical calculations.	4	2			
	8.	Key operational elements of revenue management in a hotel, from defining business goals, strategic decisions, forecasting, to online sales and day-to-	3	1			

	day tactical operations.																																																						
9.	Selection and processing of information for accurate and correct decision-making ai. Statistical data. Guest segmentation.	4	1																																																				
10.	Dynamic pricing. Key digital solutions and tools in pricing and revenue management.	3	1																																																				
11.	Final exam.		2																																																				
	<b>Total: 40</b>	<b>28</b>	<b>12</b>																																																				
Characteristics of the organization and tasks of students' independent work	<p>Students' independent work is organized individually. Students' independent work consists of learning textbooks, internet resources, databases and learning materials.</p> <p>At the end of the course, students take a written exam consisting of open and closed type questions.</p>																																																						
Evaluation criteria of study results	<p>Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th rowspan="2">Assessment type</th> <th rowspan="2">% of the final grade</th> <th colspan="7">Study results</th> </tr> <tr> <th>1.</th> <th>2.</th> <th>3.</th> <th>4.</th> <th>5.</th> <th>6.</th> <th>7.</th> </tr> </thead> <tbody> <tr> <td>Independent work.</td> <td style="text-align: center;">30</td> <td style="text-align: center;">X</td> <td></td> <td style="text-align: center;">X</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Intermediate test</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Exam</td> <td style="text-align: center;">70</td> <td></td> <td style="text-align: center;">X</td> <td></td> <td style="text-align: center;">X</td> <td style="text-align: center;">X</td> <td style="text-align: center;">X</td> <td style="text-align: center;">X</td> </tr> <tr> <td></td> <td style="text-align: center;">100</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>			Assessment type	% of the final grade	Study results							1.	2.	3.	4.	5.	6.	7.	Independent work.	30	X		X					Intermediate test									Exam	70		X		X	X	X	X		100							
Assessment type	% of the final grade	Study results																																																					
		1.	2.	3.	4.	5.	6.	7.																																															
Independent work.	30	X		X																																																			
Intermediate test																																																							
Exam	70		X		X	X	X	X																																															
	100																																																						
Obligatory literature	<ol style="list-style-type: none"> <li>1. Bardi, J. (2011). <i>Hotel Front Office Management</i> (5th edition). USA: Wiley.</li> <li>2. Kasavan, M. L. (2013). <i>Managing Front Office Operations</i>. Ninth Edition. USA: Educational Institute of the American Hotel Motel Assoc.</li> <li>3. Hayes, DK, Hayes, JD, Hayes, PA (2021). <i>Revenue Management for the Hospitality Industry</i>. USA: Wiley.</li> </ol>																																																						
Additional literature Other sources of information	<ol style="list-style-type: none"> <li>4. Xotel. Hotel terminology and vocabulary. Accessed: 24/08/23 from: <a href="https://www.xotels.com/en/glossary">https://www.xotels.com/en/glossary</a></li> <li>5. Little Hotelier. A guide to hotel revenue management. Accessed: 08/24/23 from: <a href="https://www.littlehotelier.com/blog/increase-your-revenue/revenue-management-small-hotels/">https://www.littlehotelier.com/blog/increase-your-revenue/revenue-management-small-hotels/</a></li> </ol>																																																						

## HOSPITALITY INDUSTRY MARKETING

Name of the study course in Latvian and English	<b>VIESMĪLĪBAS UZŅĒMUMU MĀRKETINGS</b> <b>HOSPITALITY INDUSTRY MARKETING</b>						
Course developer(s)	Mg. oec. Ilona Beliatskaya						
Study course provider(s)	Mg. oec. Ilona Beliatskaya						
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total
			Lectures	Practice			
	5	4.	35	15	Exam	75	125
Requirements for completing the study course	Courses "Professional Communication", Managing Accommodation Services".						
Purpose of the study course	To provide students with knowledge and understanding of consumer decision-making processes in the hospitality industry and the ways in which a company can influence a guest's choice at various decision-making stages. To develop the skills to analyze and evaluate the services provided by the hotel, their compliance with the needs and wishes of the customers, to develop and introduce new services in cooperation with the hotel departments.						
Planned study results	<p>After successfully completing this course, the student is able to:</p> <ol style="list-style-type: none"> <li>1) identify and analyze the cultural, social, personal and psychological factors that influence hospitality consumer behaviour and attitudes;</li> <li>2) describe and compare the stages of the decision-making process in different hospitality companies and different customer segments (B2B and B2C);</li> <li>3) analyze and evaluate the ways in which the hospitality company can influence the guest's choice at different decision-making stages;</li> <li>4) evaluate the demand for products and services provided by the hotel according to the criteria set by the company's management and the possibilities of introducing new services;</li> <li>5) develop a new product offer suitable for the hotel's target audience and guest segments;</li> <li>6) introduce new products and services in cooperation with hotel departments.</li> </ol>						
Study course content and plan	No.	Planned topics or activities				Method (contact hours)	
					Lectures	Practice	
	1.	Introduction to Hospitality Marketing				3	1
	2.	Marketing Environment and Strategy				4	2
	3.	What is Product in Services? Product Analysis				4	2
	4.	Segmentation and Brand Positioning				3	1
	5.	Market Research and Marketing Plan				3	2
	6.	Introduction to Consumer Behaviour. Consumer Decision-Making				4	2
	7.	Influences on Consumer Behaviour. Influencer Marketing				4	1
	8.	Experience Economy in Hospitality Services				3	1
	9.	Promotion and Marketing communications. Digital Marketing				4	2
10.	Exam				3	1	
	<b>Total: 50</b>				<b>35</b>	<b>15</b>	
Characteristics of the	<u>In-class participation:</u>						



organization and tasks of students' independent work	<p>Students are expected to contribute to the lectures by coming prepared with the homework exercises and actively participating in group discussions on the topic of the session. Students' participation will be assessed based on the quantity and quality of the input in class.</p> <p><u>Individual written assignment:</u> Each student should write a report that includes:</p> <ul style="list-style-type: none"> <li>• Situational marketing analysis of the chosen hotel</li> <li>• Develop a new marketing plan</li> <li>• Offer a new product for a hotel</li> </ul> <p>The detailed requirements for the written assignment will be presented during the introductory lecture.</p> <p><u>Exam</u> After the course, students will take an exam based on all the topics covered in the course.</p>																																														
Evaluation criteria of study results	<p>Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.</p> <table border="1" data-bbox="515 869 1468 1126"> <thead> <tr> <th rowspan="2">Type of test</th> <th rowspan="2">% of total rating</th> <th colspan="6">Study results</th> </tr> <tr> <th>1.</th> <th>2.</th> <th>3.</th> <th>4.</th> <th>5.</th> <th>6.</th> </tr> </thead> <tbody> <tr> <td>Homework exercises and in-class group participation</td> <td>20</td> <td>X</td> <td>X</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Individual assignment</td> <td>40</td> <td></td> <td></td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> </tr> <tr> <td>Exam</td> <td>40</td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> <td>X</td> </tr> <tr> <td></td> <td>100</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Type of test	% of total rating	Study results						1.	2.	3.	4.	5.	6.	Homework exercises and in-class group participation	20	X	X					Individual assignment	40			X	X	X	X	Exam	40	X	X	X	X	X	X		100						
Type of test	% of total rating			Study results																																											
		1.	2.	3.	4.	5.	6.																																								
Homework exercises and in-class group participation	20	X	X																																												
Individual assignment	40			X	X	X	X																																								
Exam	40	X	X	X	X	X	X																																								
	100																																														
Obligatory literature	<ol style="list-style-type: none"> <li>1. Kotler, P., Bowen, J. T., and Mackens J. C. (2010). <i>Marketing for Hospitality and Tourism</i>. USA: Prentice Hall.</li> <li>2. Bowie, D., &amp; Buttle, F. (2013). <i>Hospitality marketing</i>. UK: Taylor &amp; Francis.</li> <li>3. Kotler, P., Armstrong, G., Saunders, J., &amp; Wong, W. (2005). <i>Principles of marketing</i> .3rd European edition. UK: Pearson.</li> <li>4. Rao, KRM (2011). <i>Services marketing</i>. India: Pearson India.</li> </ol>																																														
Additional literature Other sources of information	<ol style="list-style-type: none"> <li>5. Vargo, LS, &amp; Lusch, FR (2004). Evolving to a New Dominant Logic for Marketing. <i>Journal of Marketing</i>, 68, 1 -17.</li> <li>6. Dolan, RJ (2000). <i>Note on Marketing Strategy</i>. USA: Harvard Business Review.</li> <li>7. Porter, M., Kramer, M. (2011). <i>Creating Shared Value</i>. USA: Harvard Business Review.</li> </ol>																																														

## 2.2. Part B (Limited Elective Courses) - Industry Study Courses

### LATVIAN FOR FOREIGNERS

Name of the study course in Latvian and English	<b>LATVIEŠU VALODA ĀRZEMNIEKIEM</b> <b>LATVIAN FOR FOREIGNERS</b>							
Course developer(s)	Mg. paed. Eduards Ādmīdiņš							
Study course provider(s)	Mg. paed. Eduards Ādmīdiņš							
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total	
			Lectures	Practice				
	4	2.	28	12	Exam	60	100	
Requirements for completing the study course	No requirements							
Purpose of the study course	To provide students with knowledge and skills about the Latvian language, its use in various communication situations.							
Planned study results	<p>After successfully completing this course, the student is able to:</p> <ol style="list-style-type: none"> <li>1) use the Latvian language in oral and written communication at A1/A2 level on simple and general topics;</li> <li>2) observe the basic rules of Latvian language grammar and vocabulary;</li> <li>3) introduce yourself in an engaging way, describing your occupation, education and experience.</li> </ol>							
Study course content and plan	No.	Planned topics or activities				Method (contact hours)		
						Lectures	Practice	
	1.	Alphabet, notation of sounds and pronunciation in Latvian. Greeting phrases. Phrases for talking about yourself.				2		
	2.	Listening to sounds and writing them down in different situations. Asking questions about a person's name, surname, nationality.					2	
	3.	Phone number, its note. The use of the verbs "to be", "not to be" in the present tense with singular and plural personal pronouns. Phrases of politeness. Farewell phrases.				1	1	
	4.	Providing information about yourself in written and oral communication.				2	1	
	5.	Use of narrative expression using 3rd person pronouns. Names of the most frequently used professions. Their use in singular and plural, masculine and feminine.				1		
	6.	The use of the verbs "to study", "to live", "to work" together with a 1st person pronoun and a noun in the locative. The most common nouns used with the verb "to study", "to live", "to work". Names of the most frequently used countries, their capitals.				1		

7.	Use of the verbs "to be", "not to be" in the past and future with singular and plural personal pronouns. Use of time adverbs "today", "currently", "now", "already", "yesterday", "earlier", "tomorrow", "soon".	1	
8.	The use of personal pronouns with the 2nd conjugation verbs "see", "visit", "photograph" in the singular and plural in connection with the noun in the accusative case.	1	
9.	Nouns related to the city. Use of adjectives 'big', 'young', 'tall', 'small', 'short', 'beautiful', 'fast', 'slow', 'loud', 'quiet', 'narrow', 'wide' with a noun, matching gender and number. A lecture on nouns related to the city and adjectives.	1	
10.	Names of colors. Names of days. The most frequently used names of animals, plant places, water bodies.	1	
11.	The use of the verbs "go", "don't go" with personal pronouns in the present, past, future. Use of adverbs of place "inside", "outside".	1	
12.	Tasks that develop listening, speaking and reading skills using what has been learned. The use of the verbs "to look", "to see" in the expression of a command. The use of the exclamation 'here'.	1	2
13.	Nouns related to house. Description of your place of residence.	1	
14.	The verb "to rent" with a noun in the accusative case. Use of prepositions "to", "at", "behind", "below" with a noun in the genitive case.	1	
15.	Nouns related to family. Use of nouns in the dative.	1	
16.	Use of personal pronouns in the dative. Adjectives 'expensive', 'interesting', 'hard'/'difficult', 'hardworking', 'tall', 'good' and previously learned adjectives and their antonyms.	1	
17.	Application of previously learned in communication situations. Cutlery. Kitchen utensils, dishes for cooking.	1	1
18.	The use of the verbs "go", "drive", "fly" with the preposition "to" and the noun in the accusative and instrumental case.	1	
19.	Ordinal numerals, their use in masculine and feminine genders. Conjugation and use of interrogative pronouns in communicative situations.	1	
20.	The use of the verbs "eat", "drink", "read", "clean", "wash", "cook" with the 1st person singular pronoun in the present tense in connection with a noun in the accusative case.	1	
21.	Using nouns to indicate time. Use of adverbs of type "always", "usually", "often", "sometimes", "rarely". Conjugation of the verb "to do" in the present, past, future with singular and plural personal pronouns.	1	
22.	Use of day names, their parts to indicate time. The use of the dative case of personal pronouns in relation to the gender of the noun to be explained.	1	

	23.	Clock times. Food and drink names.	1		
	24.	Time planning. Application of previously learned in communication situations.	1	2	
	25.	Conjugation of the verb "buy" in the present, past, future with singular and plural personal pronouns in connection with a noun in the accusative case.	1		
	26.	Conjugation of the verb "to sell" in the present, past, future with singular and plural personal pronouns in connection with a noun in the accusative case.	1		
	27.	Names of clothing and accessories. Naming the price. Creating a conversation by using the names of clothes and accessories and naming the price.	1	1	
	28.	Exam.		2	
		<b>Total: 40</b>	<b>28</b>	<b>12</b>	
Characteristics of the organization and tasks of students' independent work	The student's independent work consists of listening, reading, language use and speaking test tasks. The student attends lectures and takes an oral and written exam at the end of the semester.				
Evaluation criteria of study results	Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.				
	Assessment type	% of the final grade	Study results		
			1.	2.	3.
	Tests	40	X	X	X
	Written works	20	X	X	X
	Exam	40	X	X	X
		100			
Obligatory literature	<ol style="list-style-type: none"> <li>1. Auziņa, I. (2015). <i>Atvērsim vārtus</i>. Rīga: Latviešu valodas aģentūra.</li> <li>2. Auziņa, I., Berķe, M., Lazareve, A., Šalme, A. (2014). <i>Laipa 1a. Latviešu valoda: mācību grāmata</i>. Rīga: Latviešu valodas aģentūra.</li> <li>3. Klēvere-Velhli, I. (2012). <i>Latviešu valoda studentiem: mācību līdzeklis latviešu valodas kā svešvalodas apguvei</i>. Rīga: Latviešu valodas aģentūra.</li> <li>4. Guļevska, D. (2002). <i>Pareizrakstības un pareizrunas rokasgrāmata</i>. Rīga: Avots.</li> <li>5. Svarinska, A. (2014). <i>Latviešu valoda: mācību kurss 25 nodarbībām = Latvian in 25 lessons</i>. Rīga: Zvaigzne ABC.</li> </ol>				
Additional literature Other sources of information	<ol style="list-style-type: none"> <li>6. Auziņa, I., Berķe, M., Lazareve, A., Šalme, A. (2014). <i>Laipa 1a. Latviešu valoda: darba burtnīca</i>. Rīga: Latviešu valodas aģentūra.</li> <li>7. Ceplīte, B., Ceplītis, L. (1991). <i>Latviešu valodas praktiskā gramatika</i>. Rīga: Zvaigzne ABC.</li> <li>8. Latviešu valodas aģentūra. Apskatīts: 30.08.23., no: <a href="http://www.valoda.lv">www.valoda.lv</a></li> <li>9. Valsts izglītības satura centrs. Apskatīts: 30.08.23., no: <a href="http://www.visc.gov.lv">www.visc.gov.lv</a></li> </ol>				

## ENGLISH FOR HOSPITALITY

Name of the study course in Latvian and English	<b>PROFESIONĀLĀ ANĢĻU VALODA</b> <b>ENGLISH FOR HOSPITALITY</b>						
Course developer(s)	Mg. oec., Mg. philol. Jekaterina Korjuhina						
Study course provider(s)	Mg. oec., Mg. philol. Jekaterina Korjuhina						
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total
			Lectures	Practice			
	4	2.	28	12	Exam	60	100
Requirements for completing the study course	English at a secondary school level						
Purpose of the study course	To develop English language skills in the field of hospitality and the ability to use the professional terminology necessary to provide hospitality services in English for customers in hospitality companies.						
Planned study results	<p>After successfully completing this course, the student is able to:</p> <ol style="list-style-type: none"> <li>1) use English fluently in oral and written communication at the C1 level on specific topics in the field of hospitality, such as welcoming guests and customer service;</li> <li>2) use professional terminology, know how to recognize and define individual terms, be able to use special grammatical constructions;</li> <li>3) observe business etiquette in communication and correspondence;</li> <li>4) flexibly resolve intercultural conflicts in the work environment.</li> </ol>						
Study course content and plan	No.	Planned topics or activities			Method (contact hours)		
		Lectures	Practice				
	1.	Introduction. Trends in tourism.			3	1	
	2.	Advertising and publicity.			3	1	
	3.	Hotel branding. Customer service, customer satisfaction.			3	1	
	4.	Sustainability.			3	1	
	5.	At the airport. Airport security procedures.			3	1	
	6.	Heritage. Guest familiarization with the country and its recreational facilities.			3	1	
	7.	Event planning.			3	1	
	8.	Applying for a job. CV and application letter. Job interview.			3	1	
	9.	Food. Gastronomy. Culinary tourism.			3	1	
	10.	Crisis management. Risk prevention. Dealing with crisis.			1	1	
11.	Exam					2	
	<b>Total: 40</b>			<b>28</b>	<b>12</b>		
Characteristics of the organization and tasks of students' independent work	The course includes practical work, homework, situation analysis and group work. Practical work is organized individually and in groups. Students participate in discussions. At the end of the course, students sit for the final written exam, in which the understanding of knowledge of terminology and the use of written language will be tested.						

Evaluation criteria of study results	Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.					
	Assessment type	% of the final grade	Study results			
			1.	2.	3.	4.
	Active participation in workshops	10	X	X	X	X
	Submitted in time home tasks	20	X	X	X	X
	Final exam	70	X	X	X	
	100					
Obligatory literature	<ol style="list-style-type: none"> <li>1. Strutt, P. (2017). <i>English for International Tourism. Upper-Intermediate Student's book</i>. UK: Pearson.</li> <li>2. Tanji, H. (2014). <i>Professional Spoken English for Hotel &amp; Restaurant Workers</i>. 1st edition. Viewed: 31. 08.2023., from: <a href="http://www.hospitality-school.com">www.hospitality-school.com</a></li> </ol>					
Additional literature Other sources of information	<ol style="list-style-type: none"> <li>3. Murhpy, R. (2015). <i>EnglishGrammarinUse</i>. UK: Cambridge University Press.</li> <li>4. Buk, K., Rusmane, E. (2017). <i>A Manual of English Grammar. Student's Book</i>. Rīga: Star ABC.</li> <li>5. English Dictionary, Translations &amp; Thesaurus. Cambridge Dictionary. Viewed: 31. 08.2023., from: <a href="https://dictionary.cambridge.org/">https://dictionary.cambridge.org/</a></li> </ol>					

## SPANISH LANGUAGE FOR HOSPITALITY

Name of the study course in Latvian and English	<b>PROFESIONĀLĀ SPĀŅU VALODA</b> <b>SPANISH LANGUAGE FOR HOSPITALITY</b>						
Course developer(s)	Mg. paed. Klāra Priedīte						
Study course provider(s)	Mg. paed. Klāra Priedīte						
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total
			Lectures	Practice			
	4	3.	27	13	Exam	60	100
Requirements for completing the study course	Spanish language A1/A2.						
Purpose of the study course	Provide knowledge in Spanish and develop language skills that would allow not only to communicate on general topics, but also to use the professional terminology of the hospitality industry and observe the basic principles of etiquette in communication and correspondence.						
Planned study results	After successfully completing this course, the student is able to: 1) incorporate a foreign language into oral and written communication on general topics; 2) use professional terminology, recognize individual terms, use special grammatical constructions; 3) observe the basic principles of business etiquette in communication and correspondence.						
Study course content and plan	No.	Topic / Activity				Implementation form (contact hours)	
					Lectures	Practical	
	1.	Regular and irregular verbs of the third conjugation with pronunciation <i>-are</i> The verb <i>gustar/like</i> . Reflexive pronouns. Talk about tastes, preferences and interests. Daily plan.				4	1
	2.	The verbal construction <i>estar + gerundio</i> . Irregular verbs with <i>c - zc</i> alternation. Possessive pronouns (stressed forms). Education. School, college, university. Youth in Spain and your country.				4	1
	3.	Verbal construction <i>Ir a + infinitive</i> . Other constructions with verb + infinitive. Indefinite pronouns. Free time. Free time activities. Communication and social life.				3	1
	4.	Assessment test.					2
	5.	Verbal constructions <i>tener que, hay que, deber + inf.</i> , which expresses need, necessity. <i>Pretérito perfecto</i> – past tense. Weather conditions <i>ā</i> . Holidays/Vacation. Tourism and travel.				4	1
	6.	<i>Pretérito imperfecto</i> – long past. Construction <i>estar + gerundio</i> continuous past. The relative pronoun <i>que - which, which, which</i> ; relative pronouns with prepositions.				4	1

		Life senatnēand nowadays.		
	7.	<i>Preterito simple</i> – simple past tense, regular verbs. Comparative degrees of adjectives. Personal pronouns in direct/indirect complementizers. Types of oral business communication. Business conversation by phone.	4	1
	8.	<i>Preterito simple</i> – simple past tense, irregular verbs. Conditional auxiliary clauses. Direct/indirect speech. written business communication: letters, contracts, advertisements.	4	1
	9.	Written and oral exam.		4
		<b>Total: 40</b>	<b>27</b>	<b>13</b>
Characteristics of the organization and tasks of students' independent work	Students' independent work is organized individually. Students learn vocabulary, complete grammar tasks, write texts on assigned topics, read and translate texts into Spanish. In the written mid-term test, students perform an assessment test containing grammatical and lexical tasks. At the end of the course, students take a written and oral exam.			
Evaluation criteria of study results	Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.			
		Assessment type	% of the final grade	Study results
				1.    2.    3.
		Participation in practical work during classes	30	X    X    X
		Intermediate assesment	20	X    X    X
		Final test	50	X    X    X
			100	
Obligatory literature	<ol style="list-style-type: none"> <li>1. Fernández, N. G. (2005). <i>Español 2000 Nivel Elemental, Alumno</i> . Madrid: SGEL SA.</li> <li>2. Fernández, N. G. (2005). <i>Español 2000 Nivel Elemental, Cuaderno</i> . Madrid: SGEL SA</li> <li>3. Viúdez, F. C., Ballesteros, P. D. (2023). <i>Español en marcha, Alumno</i> . Madrid: SGEL Libros SL</li> <li>4. Viúdez, F. C., Ballesteros, P. D. (2023). <i>Español en marcha, Cuaderno</i> . Madrid: SGEL Libros SL</li> </ol>			
Additional literature Other sources of information	<ol style="list-style-type: none"> <li>5. Goded, M., Varela, R. (2004). <i>Bienvenidos. Español para Profesionales. Turismo y Hostelería</i>. Madrid: C lave- E le.</li> <li>6. Rozenberga, M. (1996). <i>Spāņu valoda</i>. Rīga: Jumava.</li> <li>7. Wikibooks (2003). ¡Approvéchalo! Learn the Spanish language. Retrieved: 09/29/2023 from: <a href="https://upload.wikimedia.org/wikipedia/commons/4/42/Spanish.pdf">https://upload.wikimedia.org/wikipedia/commons/4/42/Spanish.pdf</a></li> </ol>			



## GERMAN LANGUAGE FOR HOSPITALITY

Name of the study course in Latvian and English	<b>PROFESIONĀLĀ VĀCU VALODA</b> <b>GERMAN LANGUAGE FOR HOSPITALITY</b>							
Course developer(s)	Dr. philol. Nataļja Poļakova							
Study course provider(s)	Dr. philol. Nataļja Poļakova							
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total	
			Lectures	Practice				
	4	3.	28	12	Exam	60	100	
Requirements for completing the study course	Knowledge of the German language at A1/A2 level.							
Purpose of the study course	To provide knowledge of the German language and develop language skills that would allow not only to communicate on general topics, but also to use the professional terminology of the hospitality industry and to observe the basic principles of etiquette in communication and correspondence.							
Planned study results	After successfully completing this course, the student is able to: 1) engage in foreign language oral and written communication on general topics; 2) use professional terminology, recognize individual terms, use special grammatical constructions; 3) observe the basic principles of business etiquette in communication and correspondence.							
Study course content and plan	No.	Planned topics or activities				Method (contact hours)		
		Lectures	Practice					
	1.	Theme "Hotel". Reservation acceptance. Problem solving. Grammar - Verb - Past. Perfect.						4
	2.	Theme "Hotel" (continued). Confirmation of orders, changes and cancellations of reservations. Transaction letters. Grammar - the past. Perfect.						4
	3.	Topic "Answering Calls". Work with requests, Providing information. Grammar - sentences. Sentence types, structure, word order.						4
	4.	Intermediate examination/ abstracts.						4
	5.	The topic "Welcoming guests". Complaints. Grammar - sentences. Types of sentences, structure, word order (continued).						4
	6.	Topic "Checking out guests". Settlement. Complaints. Guest care and service, providing assistance.						4
	7.	The topic is "Serving food". Cutlery, kitchen utensils. Kitchen staff. Eating culture in Latvia and Germany.						4
	8.	Topic "Cooking". Food preparation technologies. Recipes.						4
	9.	Repetition. Application of previously learned in communication situations, situational monologue and dialogue. Discussion. Papers.						4
10.	Final test						4	
	<b>Total: 40</b>						<b>40</b>	
Characteristics of the organization and tasks of	Students' independent work consists of studying textbooks, online resources and learning materials. Practical work takes place in classes, students perform							

students' independent work	practical tasks. Students prepare and submit presentations and reports on relevant topics. Diagnostic assessment – oral and written intermediate tests are organized regularly. Students take an oral exam at the end of the course.																												
Evaluation criteria of study results	Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.																												
	<table border="1"> <thead> <tr> <th rowspan="2">Assessment type</th> <th rowspan="2">% of the final grade</th> <th colspan="3">Study results</th> </tr> <tr> <th>1.</th> <th>2.</th> <th>3.</th> </tr> </thead> <tbody> <tr> <td>Intermediate test</td> <td>20</td> <td>X</td> <td>X</td> <td>X</td> </tr> <tr> <td>Participation in practical classes</td> <td>60</td> <td>X</td> <td>X</td> <td>X</td> </tr> <tr> <td>Exam</td> <td>20</td> <td>X</td> <td>X</td> <td>X</td> </tr> <tr> <td></td> <td>100</td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Assessment type	% of the final grade	Study results			1.	2.	3.	Intermediate test	20	X	X	X	Participation in practical classes	60	X	X	X	Exam	20	X	X	X		100			
	Assessment type			% of the final grade	Study results																								
		1.	2.		3.																								
	Intermediate test	20	X	X	X																								
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	Exam	20	X	X	X																								
	100																												
Obligatory literature	<ol style="list-style-type: none"> <li>1. Buscha, A., Szita, S. (2013). <i>Encounters A1+. Deutsch als Fremdsprache. Integriertes Kurs_ und Arbeitsbuch</i>. Leipzig: Schubert Verlag.</li> <li>2. barber, P., Bruno, E. (2012). <i>Deutsch im Hotel. Gespräche führen</i>. Leipzig: Hueber Verlag.</li> <li>3. Barberis, P., Bruno, E. (2016.). <i>Deutsch im Hotel. Correspondence</i> Leipzig: Hueber 2016.</li> <li>4. Becker, N., Braunert, J. (2015). <i>Alltag, Beruf &amp; Co. Level A1/1. Kursbuch + Arbeitsbuch</i> . Leipzig: Hueber Verlag.</li> </ol>																												
Additional literature Other sources of information																													

## ITALIAN LANGUAGE FOR HOSPITALITY

Name of the study course in Latvian and English	<b>PROFESIONĀLĀ ITĀĻU VALODA</b> <b>ITALIAN LANGUAGE FOR HOSPITALITY</b>						
Course developer(s)	Giulia Trojano						
Study course provider(s)	Giulia Trojano						
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total
			Lectures	Practice			
	4	3.	28	12	Exam	60	100
Requirements for completing the study course	Italian language A1/A2.						
Purpose of the study course	To provide knowledge of the Italian language and to develop language skills that would allow not only to communicate on general topics, but also to use the professional terminology of the hospitality industry and to observe the basic principles of etiquette in communication and correspondence.						
Planned study results	<p>After successfully completing this course, the student is able to:</p> <ol style="list-style-type: none"> <li>1) incorporate a foreign language into oral and written communication on general topics;</li> <li>2) use professional terminology, recognize individual terms, use special grammatical constructions;</li> <li>3) observe the basic principles of business etiquette in communication and correspondence.</li> </ol>						
Study course content and plan	No.	Planned topics or activities	Method (contact hours)		Lectures	Practice	
	1.	Present tense of reflexive verbs. Talking about your daily life and habits; interests, passions, hobbies and free time. The verb <i>piacere</i>	3	1			
	2.	Expressing consent and disagreement. Direct pronouns.	2.5	1			
	3.	Scheduling an appointment. Making, accepting, rejecting and offering alternatives to invitations and proposals.	2.5	1			
	4.	Weather description and conversation about them. Research and obtain information about travel and travel The pronominal particle <i>ci</i> .	2.5	1			
	5.	Talking about past experiences. <i>Passato Remoto</i> time. Choice of auxiliary verbs <i>essere</i> or <i>avere</i> Regular and irregular past participles.	2.5	1			
	6.	Talk about a past trip / vacation. Expressing the length/duration of the journey. The pronominal verbs <i>volerci</i> and <i>metterci</i> .	2.5	1			
	7.	Describing hotel/accommodation services and requesting assistance at the hotel. Writing an online hotel/restaurant review. The present tense of the modal verb <i>dovere</i>	2.5	1			
	8.	Welcoming guests at home.	2.5	1			

		Welcoming guests and clients in hotels and restaurants.		
	9.	Shopping in store and online. In the market / supermarket / local shops and small businesses. Shops, weights, sizes, prices, colors. Demonstrative adjectives and pronouns. Indirect pronouns. In the kitchen and at the table: tools, verbs, recipes.	3	2
	10.	Physical appearance and clothing description	2	1
	11.	Their professional careers description. Expressing the pros and cons of the job <i>Imperfect tense.</i>	2.5	1
		<b>Total: 40</b>	<b>28</b>	<b>12</b>
Characteristics of the organization and tasks of students' independent work	Independent works and individual/group projects, which aim to develop 4+1 communication skills (reading u, listening o, speaking o, writing u+ interaction u) and which are based on the content used and learned during the lessons. At the end of the course, students pass a written and oral exam.			
Evaluation criteria of study results	Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.			
		Assessment type	% of the final grade	Study results
				1.    2.    3.
		Written and oral exam	100	X    X    X
Obligatory literature	<ol style="list-style-type: none"> <li>1. Naddeo, C.M., Orlandino, E. (2019). <i>Dieci A2</i>. Firenze: Alma Edizioni.</li> <li>2. Naddeo, C.M., Orlandino, E. (2019). <i>Dieci B1</i>. Firenze: Alma Edizioni.</li> <li>3. De Savorgnani, G., Carrara, E., Piotti, D. (2018). <i>Universitalia 2.0! vol.1</i>. Firenze: Alma Edizioni.</li> <li>4. De Savorgnani, G., Carrara, E., Piotti, D. (2018). <i>Universitalia 2.0! vol.2</i>. Firenze: Alma Edizioni.</li> <li>5. Ziglio, L., Rizzo, G. (2014). <i>Nuovo Espresso 2</i>. Firenze: Alma Edizioni.</li> <li>6. Ziglio, L., Rizzo, G. (2014). <i>Nuovo Espresso 3</i>. Alma Edizioni</li> </ol>			
Additional literature Other sources of information				

## INTERNATIONAL GASTRONOMY

Name of the study course in Latvian and English	<b>MŪSDIENU GASTRONOMIJA</b> <b><i>INTERNATIONAL GASTRONOMY</i></b>						
Course developer(s)	Romāns Artamonovs						
Study course provider(s)	Romāns Artamonovs						
Study course scope and implementation semester	ECTS	Semester	Contact Hours		Final Test/Exam	Student's individual work	Total
			Lectures	Practice			
	4	3.	28	12	Exam	60	100
Requirements for completing the study course	No requirements						
Purpose of the study course	To provide an understanding of modern gastronomy in the context of different regions and cultures. Develop practical knowledge in menu development, food preparation and serving, understanding of food quality criteria, ability to evaluate and give recommendations for its improvement.						
Planned study results	<p>After successfully completing this course, the student is able to:</p> <ol style="list-style-type: none"> <li>1) refine the basic concepts of gastronomy, describe the spectrum of gastronomy of different regions and cultures, as well as current and future trends;</li> <li>2) develop a menu and create a certain gastronomic experience;</li> <li>3) demonstrate cooking and serving skills, observing certain safety and hygiene requirements;</li> <li>4) evaluate the quality of gastronomic dishes and make recommendations for their improvement.</li> </ol>						
Study course content and plan	No.	Planned topics or activities				Method (contact hours)	
					Lectures	Practice	
	1.	Introductory lecture. What is modern gastronomy?				1	
	2.	Gastronomy: its history and evolution. Gastronomy in the world, the influence of culture and religion.				2	
	3.	What's new in gastronomy, what direction is gastronomy in? Modern restaurant concepts. Design, furniture.				3	2
	4.	What will we eat tomorrow: food products of the future? Food "atmosphere" (how to make an impression on food).				3	1
	5.	Menu types, planning principles, history of creation, development of requirements				3	1
	6.	Gastronomic tourism, history, definition, concept and classification. Types of gastronomic travel, food and drink festivals in the world.				2	1
	7.	Hygiene and safety, work protection and safety in the kitchen. Quality assessment using five shifts, and product allergens.				3	2
	8.	Culinary styles and ways of cooking. Service Method Standards.				4	1
	9.	What types of kitchen equipment exist; what types are divided? The latest trends.				3	1
10.	Ethics and etiquette in the kitchen and restaurant. Staff uniform and dress code.				1	1	

	11.	Contemporary gastronomy, theory and practice.	3	1			
	12.	Final test.		1			
	<b>Total: 40</b>		<b>28</b>	<b>12</b>			
Characteristics of the organization and tasks of students' independent work	Student's independent work is organized individually and in groups. Student's independent work consists of study guides, online resources and study materials. Students cook and serve their own meals. Teamwork consists of a multi-course menu preparation presentation. At the end of the course, the students take an exam consisting of written and practical work. The written work includes open and closed questions. The practical work consists of cooking food to determine the time from specific products.						
Evaluation criteria of study results	Completion of the study course is evaluated at the end of it on a 10-point scale in accordance with the regulations of the Cabinet of Ministers of the Republic of Latvia of June 13, 2023 No. 305 and "HOTEL SCHOOL" Hotel Business College of August 27, 2019 "Study and Examination Procedures" No. 4-6/68.						
	Assessment type		% of the final grade	Study results			
				1.	2.	3.	4.
	Individual activity and participation in the course.		40	X	X	X	X
	Practical work		40	X	X	X	X
	Final test		20	X	X	X	X
	100						
Obligatory literature	<ol style="list-style-type: none"> <li>1. Delstra, E. (2009). <i>Kitchen guide for hotel management</i>. Leeuwarden: Lexmedia.</li> <li>2. Traster, D. (2017). <i>Foundations of Menu Planning</i>. (2nd Edition). UK: Pearson.</li> <li>3. McVety, PJ, Ware, BJ, Ware CL. (2001). <i>Fundamentals of Menu Planning</i>. 2nd edition. USA: Wiley.</li> </ol>						
Additional literature Other sources of information	<ol style="list-style-type: none"> <li>4. Davis, B., Lockwood, A., Alcott, P., Pantelidis, I. S. (2018). <i>Food and Beverage Management</i>. Sixth Edition. UK: Routledge.</li> <li>5. Ninemeier, J.D. (2010). <i>Management of Food and Beverage Operations</i>. Fifth Edition. USA: American Hotel &amp; Lodging Educational Institute.</li> <li>6. Tanya, H. (2016). <i>Food and Beverage Service Training Manual with 225 SOP, Practical Food and Beverage Service Training Guide for Hoteliers and Hospitality Management Students</i>. USA: Amazon Digital Services.</li> <li>7. Rubene, T. (2015). <i>Питание в сфере гостеприимства организация мероприятия – меню, накрывание стола и расходы</i>. Rīga: "HOTEL SCHOOL" Viesnīcu biznesa koledža.</li> <li>8. Rubene, T. (2015). <i>Питание в сфере гостеприимства услуги, обслуживание и помещения</i>. Rīga: "HOTEL SCHOOL" Viesnīcu biznesa koledža.</li> <li>9. Rubene, T. (2015). <i>Ēdināšana viesmīlībā: pasākuma plānošana – ēdienkarte, galdu klājums un izmaksas</i>. Rīga: "HOTEL SCHOOL" Viesnīcu biznesa koledža.</li> <li>10. Rubene, T. (2015). <i>Ēdināšana viesmīlībā: pakalpojumi, apkalpošana un telpas</i>. Rīga: "HOTEL SCHOOL" Viesnīcu biznesa koledža.</li> </ol>						