Curriculum of the Study Programme
Bachelor study programme "Business Administration in Tourism"

APPROVED
ISMA University of Applied Sciences
Senate Meeting, prot.No 3-23, 30.05.2023

Study Course	Name of the responsible academic staff member	ECTS	Full-time studies								
			Semester								
			1	2	3	4	5	6	7	8
A part											
Philosophy, World Culture and Ethics	O. Pozdnakova	6	3	3						
Business English/ Latvian language for foreigners	T. Lapaine, M.Grinchuk/ S.Plota	6	3	3						
Quantitative Methods and Statistics	A.Mrochko, K.Hamruna, E.Liepa	6	3	3						
Applied Informatics	K.Hamruna, J.Chaiko	6	6							
Environment, Labour and Civil Protection	Z..Klescevnikov a	3		3						
Labour Law	J.Galkina, Z.Klescevnikova	3		3						
B part										
Legal Regulation of Enterprise Activity	J.Galkina, Z.Klescevnikova	6	6							
Introduction to Entrepreneurship	D.Zmicerevska, Z.Oborenko	6	6							
Economics	I.Spicha, T. Odinokova	6	3	3						
Introduction to studies and research. Course Project 1	Z. Oborenko	6		6						
Management Psychology and Sociol	S.Paramonovs	6			6					
Accounting and Taxes	K.Hamruna	6			6					
Management Theory	D.Zmicerevska	6			6					
Marketing	Z.Oborenko	6			6					
Business Communication	J.Korjuhina	3					3			
Personnel Management and Record Keeping	O.Verdenhofa	6				6				
Enterprise Management	Z.Oborenko	3				3				
Project management Course Project 2	I.Linde	6				6				
Travel and Hotel Management Information Technology	I.Balode, V.Gopejenko	6					3	3		
Financial Management	M.Grinchuk, I.Spicha	6					6			
Event Management	J.Mironova	3				3				
Strategic management Course Project 3	V.Riashchenko	6						6		
Logistics	T.Odinokova	3					3			
Startup Business Management	V.Riashchenko	3							3	
Total Quality Management	I.Linde	3							3	
Innovation Management	V.Riashchenko.	3							3	
Social Entrepreneurship	D.Lapkis	3							3	
Marketing Visual Communication	A.Djakona	3							3	
Digital Marketing	R.Sevelis	3							3	
Electronic Commerce	R.Sevelis	3							3	
Marketing Research	Z.Oborenko	3							3	
Tourism Basics	I.Balode; J.Mironova	3		3						
Hospitality Industry	I.Balode; J.Korjuhina	3			3					
Second Foreign Language	G.Krupska; S.Samuļenkova	6		3	3					
Complex Tourism Product Development	G.Berjozkina	3					3			
Catering Enterprise Management	J.Mironova	3					3			
Tourism Company Activity Practice	O.Slaugotne	3						3		
Tourism Management	O.Slaugotne	3						3		
Excursion Training	O.Slaugotne	3						3		
Economic Justification for Complex Tourism Industry Product	G.Berjozkina	3						3		
Recreology	J.Korjuhina	3							3	
Traineeship 1		12				12				
Traineeship 2		12					6	6		
Qualification Traineeship		12								12
Qualification exam, Bachelor Paper development and defence		18								18
C daļa										
Elective study courses		9					3	3	3	
Total:		**240**	**30**	**30**	**30**	**30**	**30**	**30**	**30**	**30**