

Professional Bachelor's Degree Programme

TOURISM AND HOSPITALITY MANAGEMENT

1st Study Year



Dear Student!

We are truly delighted, that you chose to study at OUR higher education institution. School of Business Administration *Turība* is one of the fastest growing higher education institutions in Latvia, whose operations are orientated to provide students the opportunity to acquire the knowledge and useful skills necessary to meet the demands of modern changing market.

We are an institution that provides each and every student the knowledge, support and belief in one's strength necessary to achieve one's personal and career goals. An institution that not only teaches each student the basics of entrepreneurship but also encourages to dare and endeavour. You have the opportunity to meet and share experience with experienced entrepreneurs as well as those who dream of starting their own businesses.

Our mission is to promote the spirit of entrepreneurship in Latvia that is based on the confidence that each and every person himself holds the key to success and welfare. It is necessary to dare to use one's freedom – act freely, make mistakes and conquer.

We are sure that we are both on the same path to achievement of our goals and reliable companions for each other.

Your School of Business Administration *Turība*

Professional Bachelor's Degree Programme Studies in
TOURISM AND HOSPITALITY MANAGEMENT

Nr.	Study Courses	Department	CP	test	1st Year of Studies						2nd Year of Studies					
					1st		2nd		1st		2nd					
					CP	test	CP	test	CP	test	CP	test				
	Obligatory Courses (Part A)		74	27	20	6	18	7	18	7	18	7	18	7		
A1	Introduction to Tourism	Tourism and Hospitality	4	1	4	1										
A2	International Hotel Business	Tourism and Hospitality	3	1	3	1										
A3	Food and Beverage Operations	Tourism and Hospitality	6	1	6	1										
A4	Business English	Language	8	4	2	1	2	1	2	1	2	1	2	1		
A5	Business German/French as the Second Language	Language	8	4	2	1	2	1	2	1	2	1	2	1		
A6	Tourism Geography	Tourism and Hospitality	3	1	3	1										
A7	Information Technology	Information Technology	3	1			3	1								
A8	Quantitative Research Methods	Information Technology	2	1			2	1								
A9	Communication Psychology	Communication Science	3	1			3	1								
A10	Course Paper	Faculty of International Tourism	6	3			2	1					2	1		

Nr.	Study Courses	Department	CP	test	1st Year of Studies						2nd Year of Studies					
					1st		2nd		1st		2nd					
					CP	test	CP	test	CP	test	CP	test				
A11	Practical Training	Tourism and Hospitality	8	2			4	1						4	1	
A12	Tourism Business	Tourism and Hospitality	3	1							3	1				
A13	Commercial Law	Private Law	3	1							3	1				
A14	Microeconomics	Commercial Operation	3	1							3	1				
A15	Marketing	Commercial Operation	2	1							2	1				
A16	Accounting	Commercial Operation	3	1							3	1				
A17	Business Management	Commercial Operation	3	1										3	1	
A18	Human Resource Management	Commercial Operation	3	1										3	1	
A19	Management Information Systems	Information Technology	2	1										2	1	
	Optional Courses (Part B)		6	3							2	1	2	1	1	
B1	Hotel Housekeeping Management	Tourism and Hospitality	2	1							2	1				
B2	Science of Food Commodities, Sanitation, Hygiene	Tourism and Hospitality	2	1							2	1				
B3	Tour Management	Tourism and Hospitality	2	1							2	1				
B4	Tour Agencies Operations	Tourism and Hospitality	2	1							2	1				
B5	Principles of Active Tourism	Tourism and Hospitality	2	1							2	1				
B6	Hotel Front Office Management	Tourism and Hospitality	2	1									2	1		

Nr.	Study Courses	Department	CP	test	1st Year of Studies				2nd Year of Studies						
					1st		2nd		1st		2nd				
					CP	test	CP	test	CP	test	CP	test			
B7	Managements of Bars; Features of National Cuisines	Tourism and Hospitality	2	1					2	1					
B8	Leisure Management	Tourism and Hospitality	2	1					2	1					
B9	History of Latvia and the Baltic Culture	Tourism and Hospitality	2	1					2	1					
B10	Informations Systems in Travel Agencies	Tourism and Hospitality	2	1									2	1	
B11	Methodology of Tour Guiding	Tourism and Hospitality	2	1									2	1	
B12	Information and Reservation Systems of Hotel Management	Tourism and Hospitality	2	1									2	1	
B13	Catering Management	Tourism and Hospitality	2	1									2	1	
B14	Survival Management	Tourism and Hospitality	2	1									2	1	
Total			80	30	20	6	8	20	8	20	8	20	8	20	8

Nr.	Study Courses	Department	CP	test	3rd Year of Studies						4th Year of Studies									
					1st		2nd		1st		2nd									
					CP	test	CP	test	CP	test	CP	test								
	Obligatory Courses (Part A)		74	27																
A4	Business English	Language	2	1																
A5	Business German/French as the Second Language	Language	2	1																
A10	Course Paper	Faculty of International Tourism	2	1			2	1												
A11	Practical Training	Tourism and Hospitality	18	2			6	1							12	1				
A20	Financial Management	Commercial Operation	2	1			2	1												
A21	Tourism Planning and Management	Tourism and Hospitality	3	1			3	1												
A22	Management of Tourism Projects	Tourism and Hospitality	2	1			2	1												
A23	Tour Operations	Tourism and Hospitality	3	1			3	1												
A24	Taxes	Commercial Operation	2	1			2	1												
A25	Macroeconomics	Commercial Operation	3	1								3	1							
A26	Intrnational Tourism Marketing	Tourism and Hospitality	3	1								3	1							
A27	International Tourism Economics	Tourism and Hospitality	3	1								3	1							
A28	History of the World Culture*	Tourism and Hospitality	3	1								3	1							
A29	Political Science	Communication Science	3	1											3	1				

Nr.	Study Courses	Department	CP	test	3rd Year of Studies				4th Year of Studies			
					1st		2nd		1st		2nd	
					CP	test	CP	test	CP	test	CP	test
A30	Philosophy	Communication Science	3	1				3	1			
A31	Business Ethics	Communication Science	2	1				2	1			
A32	Globalization and Tourism	Tourism and Hospitality	2	1				2	1			
D	Graduation Paper	Faculty of International Tourism	12	1						12	1	
	Optional Courses (Part B)		4	1	4	2						
B15	Stress Management and Business Etiquette	Tourism and Hospitality	2	1	2	1						
B16	Communication and Speech Culture	Tourism and Hospitality	2	1	2	1						
B17	Meetings and Conferences	Tourism and Hospitality	2	1	2	1						
B18	Banket Management	Tourism and Hospitality	2	1	2	1						
B19	Outdoor Activities	Tourism and Hospitality	2	1	2	1						
	Free Choice Courses (Part C)		6	3				6	3			
C1	Intercultural Communication	Communication Science	2	1				2	1			
C2	International Law	Private Law	2	1				2	1			
C3	Tourism and Environment	Tourism and Hospitality	2	1				2	1			
C4	Rural Tourism	Tourism and Hospitality	2	1				2	1			

Nr.	Study Courses	Department	CP	test	3rd Year of Studies				4th Year of Studies			
					1st		2nd		1st		2nd	
					CP	test	CP	test	CP	test	CP	test
C5	Health and SPA Tourism	Tourism and Hospitality	2	1				2	1			
C6	Adventure Tourism	Tourism and Hospitality	2	1				2	1			
C7	E- Marketing in Tourism	Tourism and Hospitality	2	1				2	1			
C8	Specialisation Exam	Faculty of International Tourism	0	1				0	1			
Total			80	24	20	9	20	6	16	7	24	2

Specialisation Modules

Nr.	Study Courses	Department	1st Year of Studies				2nd Year of Studies					
			1st		2nd		1st		2nd			
			CP	test	CP	test	CP	test	CP	test		
Hotel Administrator												
B1	Hotel Housekeeping Management	Tourism and Hospitality			2	1	2	1	2	1	2	1
B6	Hotel Front Office Management	Tourism and Hospitality			2	1						
B12	Information and Reservation Systems of Hotel Management	Tourism and Hospitality							2	1		
Restaurant Manager												
B2	Science of Food Commodities, Sanitation, Hygiene	Tourism and Hospitality			2	1						
B7	Managements of Bars; Features of National Cuisines	Tourism and Hospitality					2	1				
B13	Restaurant Management	Tourism and Hospitality								2	1	2
Tour Organiser and Travel Consultant												
B4	Travel Agency's Operations	Tourism and Hospitality			2	1	2	1	2	1	2	1
B9	History of Latvia and the Baltic Culture	Tourism and Hospitality					2	1				
B10	Information Systems in Travel Agencies	Tourism and Hospitality									2	1
Tour Manager and Tourist Guide												
B3	Travel Agency's Operations	Tourism and Hospitality			2	1	2	1	2	1	2	1
B9	History of Latvia and the Baltic Culture	Tourism and Hospitality					2	1				
B11	Methodology of Tour Guiding	Tourism and Hospitality									2	1
Leisure Manager												
					2	1	2	1	2	1	2	1

Nr.	Study Courses	Department	1st Year of Studies						2nd Year of Studies					
			1st		2nd		1st		2nd					
			CP	test	CP	test	CP	test	CP	test				
B5	Principles of Active Tourism	Tourism and Hospitality			2	1								
B8	Leisure Organisation	Tourism and Hospitality								2	1			
B14	Survival Management	Tourism and Hospitality										2	1	
K	Specialisation Exam	STF												

Nr.	Study Courses	Department	3rd Year of Studies						4th Year of Studies					
			1st		2nd		1st		2nd					
			CP	test	CP	test	CP	test	CP	test				
Hotel Administrator			4	2					6	3				
B15	Stress Management and Business Etiquette	Tourism and Hospitality	2	1										
B17	Meetings and Conferences	Tourism and Hospitality	2	1										
C1	Intercultural Communication	Communication Science							2	1				
C2	International Law	Public Law							2	1				
C4	Rural Tourism	Tourism and Hospitality							2	1				
Restaurant Manager			4	2					6	3				
B15	Stress Management and Business Etiquette	Tourism and Hospitality	2	1										
B18	Banket Management	Tourism and Hospitality	2	1										
C1	Intercultural Communication	Communication Science							2	1				
C3	Tourism and Environment	Tourism and Hospitality							2	1				
C4	Rural Tourism	Tourism and Hospitality							2	1				
Tour Organiser and Travel Consultant			4	2					6	3				

Nr.	Study Courses	Department	3rd Year of Studies				4th Year of Studies			
			1st		2nd		1st		2nd	
			CP	test	CP	test	CP	test	CP	test
B15	Stress Management and Business Etiquette	Tourism and Hospitality	2	1						
B16	Communication and Speech Culture	Communication Science	2	1						
C1	Intercultural Communication	Communication Science					2	1		
C2	International Law	Public Law					2	1		
C7	E- Marketing in Tourism	Tourism and Hospitality					2	1		
	Tour Manager and Tourist Guide		4	2			6	3		
B15	Stress Management and Business Etiquette	Tourism and Hospitality	2	1						
B16	Communication and Speech Culture	Communication Science	2	1						
C1	Intercultural Communication	Communication Science					2	1		
C2	International Law	Public Law					2	1		
C3	Tourism and Environment	Tourism and Hospitality					2	1		
	Leisure Manager		4	2			6	3		
B15	Stress Management and Business Etiquette	Tourism and Hospitality	2	1						
B19	Outdoor Activities	Tourism and Hospitality	2	1						
C3	Tourism and Environment	Tourism and Hospitality					2	1		
C5	Health and SPA Tourism	Tourism and Hospitality					2	1		
C6	Adventure Tourism	Tourism and Hospitality					2	1		
K	Specialisation Exam	Faculty of International Tourism					0	1		

Tourism and Hospitality Enterprises Management study
Programmes
STUDY CALENDAR PLAN
1st Study Year

Study form	1st Semester LESSONS AND INDEPENDENT STUDIES	
day dept.	4th September-24th November	weekdays
SESSION* 27th November - 16 December		
HOLIDAYS 2nd December - 30th December		
Study form	2nd Semester LESSONS AND INDEPENDENT STUDIES	
day dept.	2nd January - 30th March	weekdays
STUDENT CONFERENCES*		
day dept.	2nd April - 7th April	
SESSION *		
day dept.	10th April - 27th April	
DEFENCE OF STUDY PAPERS*		
day dept.	30th April - 11th May	
PRACTICE		TIMETABLE
day dept.	14th May - 8th June	WEEKDAYS
DEFENCE OF PRACTICE REPORTS		1. 08.30-10.00
		2. 10.10-11.40
day dept.	2nd April - 20th April	3. 11.50-13.20
HOLIDAYS		4. 13.50-15.20
day dept.	14th May - 8th June	5. 15.30-17.00
<i>*can be planned on days, that do not match with the lessons schedules</i>		

Professional Bachelor's Study Programme
TOURISM AND HOSPITALITY MANAGEMENT

Full-time 1st Year Studies

No	Study Courses	Department	Full-time Day Studies						
			1st Semester		2nd Semester		h	test	CP
			h	CP	h	CP			
OBLIGATORY COURSES (PART A)			288	6	20	144	7	18	
A1	Introduction to Tourism	Tourism and Hospitality	48	1	4				
A2	International Hotel Business	Tourism and Hospitality	36	1	3				
A3	Food and Beverage Operations	Tourism and Hospitality	72	1	6				
A4	Professional terminology (English) I	Language	48	1	2				
A5	Professional terminology(German/French as the Second Language) I	Language	48	1	2				
A6	Tourism Geography	Tourism and Hospitality	36	1	3				
A7	Information Technology	Information Technology				36	1	3	
A8	Kvantitative methods	Information Technology				24	1	2	
A9	Professional terminology(German/French as the Second Language) II	Language				24	1	2	
A10	Professional terminology (English) II	Language				24	1	2	
A11	Communication Psychology	Communication Science				36	1	3	
A12	Course Paper I	Faculty of International Tourism					1	2	

No	Study Courses	Department	Full-time Day Studies					
			1st Semester		2nd Semester		CP	CP
			h	test	h	test		
A13	Practical Training I	Tourism and Hospitality				1	4	
	OPTIONAL COURSES (PART B)				24	1	2	
2G	Tour management	Tourism and Hospitality			24	1	2	
2A	Principles of Active Tourism	Tourism and Hospitality			24	1	2	
Total Scope of the Programme			288	6	20	168	8	20