



RTU Course "Business Economics and Fundamentals of Marketing"

22701 null

General data

Code	IUE206
Course title	Business Economics and Fundamentals of Marketing
Course status in the programme	Compulsory/Courses of Limited Choice
Course level	Undergraduate Studies
Course type	Academic
Field of study	Economics
Responsible instructor	Rita Greitāne
Academic staff	Iveta Pokromoviča
Volume of the course: parts and credits points	1 part, 2.0 Credit Points, 3.0 ECTS credits
Language of instruction	LV
Annotation	Forms of entrepreneurship. General description of company's assets and sources of financing. Composition and utilization of fixed assets. Current assets, utilization indicators. Labour resources. Indicators of labour productivity. Types and systems of remuneration. Concepts of costs and expenditures. Classification of costs. Calculation of prime cost. Calculation of cost items. Profit and profitability. Company launching in the consumer goods market. Research of market conjuncture.
Recommended literature	<ol style="list-style-type: none"> 1. Alsiņa, R., Gertners, G. Uzņēmējdarbības plānošanas principi un metodes. - Rīga: RTU, 2005. - 229.lpp. 2. Alsiņa R., Kravinska B., Bojarenko J. Uzņēmējdarbības ekonomika. – Rīga: Kamene, 1999. - 165lpp. 3. Alsiņa R., Zolotuhina K., Bojarenko J. Vadības grāmatvedības pamati. – Rīga.: Raka. 2000. – 180 lpp. 4. Ahenbahs H. Uzņēmējdarbība tirdzniecībā. – R. Vadelote. 1999.-213 lpp. 5. Didenko K., Lāce N. Investīciju lēmumu pieņemšana. – Rīga.: RTU, 2001.-126lpp. 6. Frolova L. Ekonomisko procesu matemātiskā modelēšana. – R.: Biznesa augstskola Turība, 1999. – 308 lpp. 7. Hofs Kjells Gunnars. Biznesa ekonomika/Tulkots no norvēģu valodas. – Rīga: Jāņa Rozes apgāds, 2002. – 560 lpp. 8. Petrova L., Alsiņa R. Esi uzņēmējs! – R. Kamene, 1999.-184 lpp. 9. Praude V., Beļčikovs J. Menedžments. – R. Turības mācību centrs, 1997. – 135 lpp. 10. Rurāne M. Ražošana. – R.: Turības mācību centrs, 1998. – 184 lpp. 11. Živitere M. Komercedarbības (biznesa) plāns. – R. Biznesa komplekss, 2000.-100 lpp. 12. Eugene F. Brigham. Fundamentals of Financial Management. – USA: the Orydem Press, 1995. 13. Grifin, Ebert. Buseness.-USA: Prentice Hall, 1996. 14. Mcguigan, Moyer, Harris. Managerial Economics.-USA: West Publishing, 1993.-724lpp. 15. Джай К. Шин. Джойл Г. Сигел. Основы коммерческого бюджетирования. Пер. с англ.-СПб. Азбука, 2001 496 стр. 16. Сироплис Н.К. Управление малым бизнесом. Пер. с англ. – М., Дело, 1997.-672 с. 17. Составление бизнес – плана Э.С.Зилель, Л.А. Шульц, Б.Р.Форд, Д.С. Карни.-2-е изд.-М.: Джон Уайли энд Санз, 1995.-223.
Course prerequisites	

Course outline

Theme	Hours
	1
	4
	8
	8
	4
	1
	6

Learning outcomes and assessment

Learning outcomes	Assessment methods

Study subject structure

Part	CP	Hours per Week			Tests		
		Lectures	Practical	Lab.	Test	Exam	Work
1.	2.0	1.0	1.0	0.0	*		