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MANAGEMENT STUDY PLAN ELABORATION METHADODOLOGY APPLIED IN LATVIA

***Annotation.** The purpose of this article is to provide a general guidance on designing and developing management study courses. It also deals with the different methadological approaches for management study programmes development.*

***Key words:** management study programme.*

Management studies at University of Larvia

The Faculty of Business, Management and Economics is one of the largest faculties of the University of Latvia, in the academic year of 2019/2020 teaching more than 2000 students, and 801 of them in their first year. The Faculty offers higher education rooted in real business, because at the very beginning of their studies, in addition to mastering lecture courses, the students have an opportunity to start developing and implementing their business idea at the University of Latvia Student Business Incubator. Everyone can receive free consultations, as well as support from mentors, industry professionals and experienced entrepreneurs. The Faculty regularly engages industry professionals in the study process through guest lectures, company visits, student internships, and various forms of cooperation with companies. In these circumstances very much attention is payed for improving study programmes and courses within them.

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The Management Master Study Programme provides students with academic education and highest level professional knowledge, skills in management science according to globalization processes in the world.

The programme is unique- the students have different possibilities for specialization in several management areas according to labor market requirements and students interests. The study directions within the Management Programme: Strategic Management and Leadership, Management of Marketing, Business Analysis and Management

Theoretical support of management study courses elaboration

The study courses elaboration consist of five stages: initiation, design, development, implementation, and evaluation..

The Initiation Stage

In this stage, you formulate a broad course plan and prepare proposals to support the project. Consider questions such as: What would I like the students to learn, and how will I assess their progress and whether they have achieved these learning goals? What online materials and activities will the course include and what funding might be required to design and produce it?

The Design Stage

This phase starts with a kickoff meeting with s online team. It is necessary to discuss all aspects of your course design, including learning goals and course activities. You will meet with the video producers to plan the video production process. Using the course design template, we agree on a course design plan and on a project schedule.

The Development Stage

During this stage, it is necessary to create the course content. You might spend the most time on slide presentations and recording videos, but creating assignments and putting together readings and other course resources can also be time-consuming.

The Implementation Stage

During this stage, it is necessary to build the course site and launch the course.with publishing the course plan in social medias network and high scool electronic systems.

The Evaluation Stage

Evaluation is a continuous part of the course development and delivery process. Fundamentally it involves knowing what you want students to learn and using clear criteria to assess and evaluate their work toward these learning goals. Another form of evaluation consists in reviewing and analyzing your students' work. As your course comes to an end, a survey will give you additional information about what worked and what kind of adjustments is possible make for future versions of the course.

The management study courses designe methadology involves:

1. Establish aims,objectives and learning outcomes,
2. Meetings with key stakeholders,
3. Development of course materiāls, case studies and tasks,
4. Presentation and validation of course materiāls and learning/ teaching strategy,
5. Pilot programme,
6. Feedback, review and atjust,
7. Roll out main programme,
8. Course evaluation and feedback.

The process of management course development must be based upon the value of pre-course research and the inclusion of all key stakeholdetrs, therefore ensuring relevance, a valid shared vision. It also provides the basics of study courses elaboration methadology.

The contents of Management Science Study Programmes at University of Latvia

1. Bachelors level study programme “Business Administration”

The aim of the study programme "Business Administration" with a specialization in international business is to prepare students to develop their own business in international environment or to work as a highly qualified specialist in state, private and international institutions. The graduates will have a full range of competences to work in the field of entrepreneurship in the context of laws and regulations. Students will be trained to work both – individually and in groups; they will also develop their presentation skills, analytical skills and critical thinking skills, which are necessary both for the labour market to remain effective and for business organizations to develop in a volatile economic environment. Studies are in English.

The duration of studies is 3 years on working days. The faculty within next 2 years is planning to reduce the study time for bochelors study programme up-to 2 years.

1st year – Start-up, economic theory, business English, economic informatics, statistics;

2nd year – management, theory of finance, marketing, optimization theory, theory of accounting, international economic relations, record keeping and correspondence, course paper;

3rd year – business strategy and policy, introduction to law, financial accounting, personnel management, specialization courses, course paper;

During the study time theoretical knowledge is supplemented with practical know-how in the field of entrepreneurship. Students have an opportunity to take practicums or find internships in a variety of businesses, government institutions, and international organizations.

2. Masters level study programme “Strategic Management and Leadership”

The duration of full time studies is 2 years, classes 2-3 times per week, 1-2 times on working days (6:15 p.m.- 9:30 p.m.) and on Saturdays (8:30 a.m.- 8:05 p.m).

1.year. Basic courses: Companies Strategy and Business Policy, Risk Analysis and Management, Project Management, Management of Information Systems, Leadership in Organizations, International Marketing

Optional specialized courses: Companies Value Management, Management of Innovation, Entrepreneurship and Environment, Quantitative Analysis of Business, International Finances, Macroeconomic Analysis and Policy, Accountancy of Costs and Financing, Technology of Multimedia, Strategic Planning of Marketing

2. year. Optional specialized courses: Social Psychology, MANAGEMENT OF Balanced Development, Analysis and Dynamics of Global Systems, Multidimensional Analysis, State and Municipalities Information Systems, Integrate Marketing Communications.

Theoretical knowledge of study programme is supplemented with practical skills in different areas of management in connection with functional directions of business which mainly appears in optional courses.

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