



----- Riga, Latvia -----

## Study programmes



Communication

Business  
Administration

Law

International  
Tourism

Information  
Technologies



## Aldis Baumanis

Rector, Dr. paed., Associate Professor

In *Turība University*, knowledge goes hand in hand with practical skills – it is a combination that is highly appreciated by employers worldwide. In *Turība*, practical studies account for 60% of study time, whereas the theory – only 40%. In addition to the theory, the lecturers are professionals having considerable practical experience. All students can acquire useful, business-oriented education and develop themselves as creative leaders in their professional area.

*Turība University* is principally closely related to business; therefore, real challenges, difficulties and ideas of business environment are included in the study process. We are a University that is developing based on all new trends in the economy. *Turība* is an international player, where development goes alongside with the changes in global business trends.

In *Turība University*, we think globally – it has been acknowledged by our partners in more than 20 countries and youngsters from 50 different countries of the world, who have chosen *Turība University*. Over 1000 foreign students study at the university and we appreciate everyone, who has joined the growing number of *Turība* students.

We wish that the knowledge you will acquire during studies will help you to integrate into the labour market, be competitive and build a successful career in the chosen field!



## Imants Bergs

Vice Rector for Study Development and International Cooperation

*Turība University* offers several forms of international cooperation. We welcome those who are involved in Erasmus+ and other exchange programmes, as well as those who want to obtain their degree in one of the leading Business higher education institutions in the Baltics. While studying at *Turība University*, it is possible to obtain a double degree from higher education institutions in France, Great Britain, Turkey, Spain, Switzerland, Kazakhstan and Taiwan. Moreover, students of 2nd and 3rd study years can participate in bilateral exchange programmes and study for one semester in higher education institutions in South Korea, Russia, Georgia, Kazakhstan, Mexico, Moldova, Ukraine, Egypt, India, Ireland, USA, Peru, China and Georgia.

Studies at *Turība University* are not just lectures and practical lessons. It is a complete students' life. Basketball, students' parties, sports, cultural and academic events before examination periods, students' campus: lecture rooms, cafeterias, the students' hostel, the gym – all in one place.

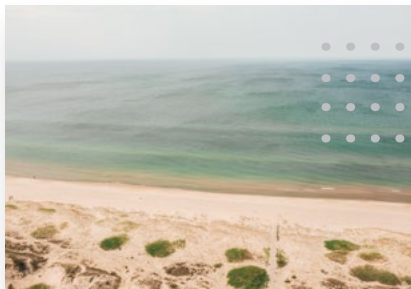
*Turība University* welcomes the students who wish to obtain a quality education, gain practical experience, establish business contacts and make friends for life!

# Table of CONTENTS

<b>Living and Studying in Riga &amp; Latvia</b>	2
<b>Turība University</b>	4
<b>International Cooperation</b>	6
<b>International Education for <i>Turība</i> Students</b>	8
<b>Events for Foreign Students</b>	10
<b>Bachelor's Study Programmes</b>	
Tourism and Hospitality Management	12
Business Administration	14
Business Logistics Management	16
International Finance Management	18
International Communication Management	20
Computer Systems	22
<b>Master's Study Programmes</b>	
Tourism Strategic Management, MBA	24
Business Administration, MBA	26
Business Psychology in Human Resource Management, MBA	28
<b>Doctoral Study Programmes</b>	
Business Administration	30
Communication Management	32
Law	34
<b>Application Procedure</b>	36



# Living and studying in Riga & Latvia



## Latvia

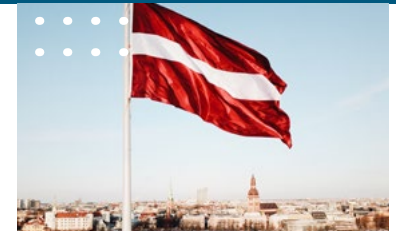
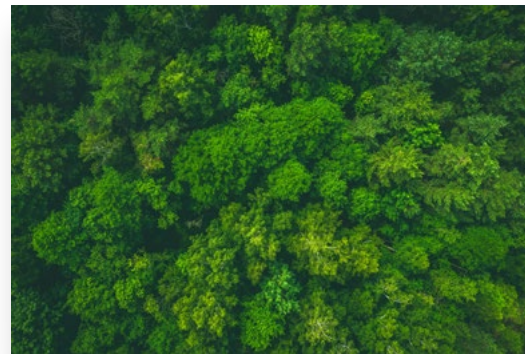
is a country in the Baltic region of Northern Europe next to the Baltic Sea. It borders on Estonia, Lithuania, the Russian Federation, and Belarus.

In 2004 Latvia joined EU and since then has been actively developing its prominent new role in a rapidly globalizing world community. There are various attractive tourist sights suited for every taste.

From the global viewpoint, although Latvia is a land of rare natural beauty and rich cultural heritage, it still remains relatively unknown - a terra incognita. There are only a few destinations in the Central and Northern Europe that offer such a varied and untouched environment. Latvia with its relatively small area offers an incredible diversity - forests, lakes, rivers, marshes and a 500 km long sandy coast near the Baltic Sea. The proximity to the nature in the urbanized Europe amazes most visitors. Latvia has been recognized as the second greenest country in the world, immediately following Switzerland.

Latvia can be proud of its rich traditional heritage - especially, with its folk songs dating back to more than a thousand years.

At the same time, Latvia is renewing its old traditions, creating new windows of opportunity and proudly displaying a revitalized national presence on the European scene.



## Riga

It is the capital of Latvia, the population of Riga exceeds one third of the total population of Latvia, which is about 650 000 people. Riga is the largest city in the Baltic States and the third largest city in the Baltic Sea region (after St. Petersburg and Stockholm). It is also the geographical center of the Baltic States.

Riga is not only the keystone of the Latvian economy, but also a renowned center of education and science. It is famous as the chief industrial, business, cultural, sport and finance center in the Baltic States - a modern metropolis which can be proud of its ancient history, unique architecture, high quality cultural activities and exciting entertainment options. It is evidenced by the numerous cultural events, international exhibitions, scientific conferences and seminars that take place in Riga annually. Riga has unique values due to its rather intact medieval architecture and that of later periods, its urban structure, the richness and quality of Art Nouveau architecture.

# Turiba University

*Turiba University* is one of the leading higher education institutions in Latvia with established traditions and a clear vision of the common European higher education area. Now *Turiba* offers studies to over 4000 students. It is one of the leading Tourism education institutions in Northern Europe. The institution offers five major disciplines: Business Administration, Law, International Tourism, Communication and Information Technology.



## Lecturers – Professionals

*Turiba* educators are real professionals in their area and deliver lectures that are based on their practical experience, i.e. teach what is necessary for life!



## Library

The University offers a new computerized modern access library with electronic registration of subscription and receipt of books, and an electronic catalogue of books and periodicals as well.

The mission of the library is to ensure access to the latest textbooks and scientific literature for bachelor, postgraduate as well as doctoral research in the study programmes and disciplines offered by the University, not only through an extensive fund of books, press, journals and periodicals but also through on-line and local databases and Internet resources available in the library.

Knowledgeable librarians will offer students their assistance in choosing the necessary literature sources and gathering information from local and online databases. The library reading room boasts 285 work places, 80 from those are computerized.

## Catering facilities

There is a varied choice of dishes on offer in the canteen *Nike-E* and *Café Turiba* – the students and guests of *Turiba University* are welcomed there. Delicious meals at a really competitive price and a pleasant atmosphere attract both the students and employees from the surrounding companies to the canteen and café on daily basis.



## StartUp Hotel

A training classroom *StartUp Hotel* of the Faculty of International Tourism is a multifunctional, cosy and attractive study environment which is fitted to the real conditions of providing tourism services, and where the future tourism and hospitality professionals can improve their practical skills. The classroom is designed as a prototype of a restaurant, a hotel room and a reception area, so the students can exercise their skills by playing the process of welcoming guests and providing accommodation according to international standards and requirements.



## Court Room

*Turiba* Faculty of Law is proud of its model courtroom which is designed at the University premises, where future lawyers may play their parts as judges, prosecutors and attorneys, and role-play mock trials that are scripted as close to real-life cases as possible. Courtroom role plays have earned a special appreciation from potential employers – on several occasions the participants have received real employment offers from lawyers' offices.

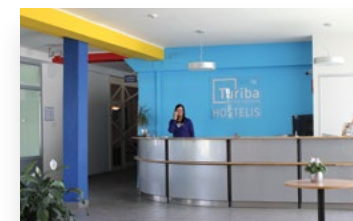
## Gym

The fully equipped modern gym is used for playing basketball, volleyball and other sports. The games of Latvian Students' Basketball league and Latvian Basketball League regularly take place in the gym. The University also offers the students an opportunity to achieve new heights in the field of sports and participate in basketball and volleyball trainings and championships. Join our team of cheerleaders or attend aerobic classes as well!



## Student Hostel

*Turiba* students can be accommodated at the students' hostel, which is situated right on the *Turiba* campus, just a few steps away from the lecture rooms. Become part of the cosy students' town, where students study, cook meals and spend their time together, therefore making friends from Latvia as well as other countries. The *Turiba* Students' Hostel offers comfortable well equipped rooms, a silent reading room, a recreation lounge with a TV, a computer room with work stations and a free Wi-Fi internet access, a games room, a self-service laundry, a hairdresser's, a dentist's service as well as other facilities. In addition, a *Turiba Hostel Comfort* with 11 rooms, equipped with a shower and WC, is available to our students.





# International Cooperation

## UN WTO - World Tourism Organisation

The United Nations World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism. The Tourism and Hospitality Management programme of *Turiba University* has been awarded the UNWTO accreditation – UNWTO *TedQual* Certificate. *Turiba* is the first higher education institution in the Baltics and Scandinavia to have been awarded the UNWTO accreditation and received the highest evaluation of internationally recognised experts.



## European Foundation for Management Development

The European Foundation for Management Development (EFMD) is an international non-profit association. Europe's largest network association in the field of management development, it has over 890 member organizations from academia, business, public service and consultancy in 88 countries. EFMD provides a forum for networking in management development.



## AACSB International - The Association to Advance Collegiate Schools of Business

AACSB International - The Association to Advance Collegiate Schools of Business is a global, non-profit membership organization of educational institutions, businesses and other entities devoted to the advancement of management education. AACSB International membership includes educational institutions that offer business-oriented education, business organisations, foundations, professional associations, non-profit and public sector organizations interested in supporting the development of business education.

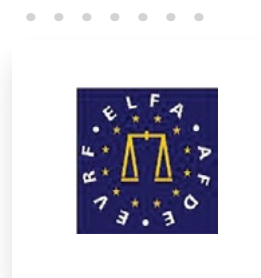


## The International Leadership Association

The International Leadership Association (ILA) is the global network for everyone who practices, studies or teaches leadership. The ILA promotes a deeper understanding of leadership knowledge and practices for the greater good of individuals and communities worldwide.

## European Law Faculties Association

European Law Faculties Association (E.L.F.A) is a global organisation aimed at enhancing legal education by paying special attention to the improvement of the quality of study programmes offered by European higher education institutions and their accreditation. *Turiba University* became a member in March 2006.



## European Association of Institutions in Higher Education


EURASHE (European Association of Institutions in Higher Education) offers professionally-oriented education programmes and is one of the implementers of the Bologna Process along with the ENQA, ESU and EUA. EURASHE is focused on three main priorities in education – grading system, quality assurance and the recognition of grades and studies by building capacity both at the higher education institution and government level.




# International Education for *Turiba* Students

Students of *Turiba University* can participate in three international cooperation programmes.

Students can study for a definite period at *Turiba* and one of the partner higher education programmes under the **DOUBLE DEGREE PROGRAMME** and acquire two higher education degrees. At present, *Turiba* has concluded cooperation agreements with nine higher education institutions in France, Great Britain, Turkey, Spain, Switzerland, Kazakhstan and Taiwan. Both students of Bachelor's and Master's programmes can participate in double degree programmes.


 **Anglia Ruskin University (Great Britain)** – for students of the Professional Bachelor's Study Programme *Business Administration*.

 **Y Schools (France)** – for students of the Professional Master's Study Programme *Tourism Strategic Management*.

 **University of South Wales (Great Britain)** – for students of the Professional Bachelor's Study Programme *Business Administration* and Professional Bachelor's Study Programme *Event and Leisure Management*.


 **Ming Chuan University (Taiwan, China)** – for students of the Professional Bachelor's Study Programme *Tourism and Hospitality Management*.


 **Dogus University (Turkey)** – for students of the Professional Bachelor's Study Programme *International Communication Management*.


 **La Rochelle Business School (France)** – for students of the Professional Bachelor's Study Programme *Tourism and Hospitality Management*, Professional Bachelor's Study Programme *International Communication Management*, Professional Bachelor's Study Programme *Business Administration*, Professional Master's Study Programme *Business Administration*.

 **Cesine Business School (Spain)** – for students of the Professional Bachelor's Study Programme *Business Administration*.

 **Lapland University of Applied Sciences (Finland)** – for students of the Professional Bachelor's Study Programme *Business Administration*.

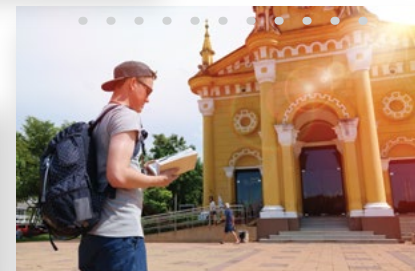
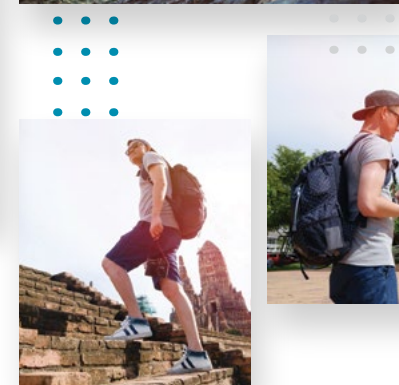
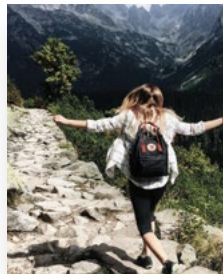
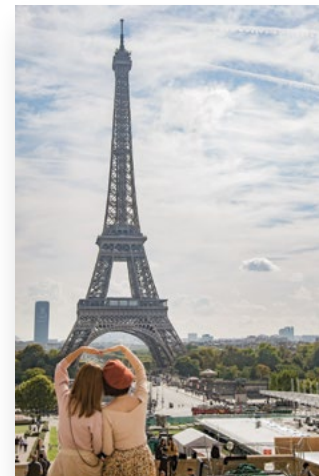
 **Business & Hotel Management School (Switzerland)** – for students of the Professional Bachelor's Study Programme *Tourism and Hospitality Management*.

 **KAZGUU University (Kazakhstan)** – for students of the Professional Master's Study Programme *Business Administration*.

 **Rey Juan Carlos University (Spain)** – for students of the Professional Master's Study Programme *Tourism Strategic Management*.

**ERASMUS PROGRAMME** offers studies in other EU higher education institutions for a period from three months to a year. At present, *Turiba* students can study in more than 100 partner universities under the ERASMUS programme.

Students of the 2nd and 3rd study year can participate in **BILATERAL EXCHANGE PROGRAMMES** and study for one semester in higher education institutions in South Korea, Russia, Georgia, Kazakhstan, Mexico, Moldova, Ukraine, Egypt, India, Ireland, USA, Peru, China and Georgia.





# Turiba Business Incubator

One of the aims of *Turiba University* is to provide its students and graduates with opportunities to develop their business ideas. Since 2006, *Turiba* Business Incubator is operating at the university, providing students with everything that necessary to support the business growth from an idea into a success story.



## What does *Turiba* Business Incubator offer?

**Mentor class** – a specially elaborated and organized programme for those who want to develop or commence their own business. All participants get to know and work with experienced business mentors throughout the programmes who offer their expertise during all stages of business development. At the end of the programme, all participants receive the certificate for completing the programme.  
*Free of charge for Turiba University students.*

**Co-working** – workplace + legal address for your company or business.  
*For Turiba University students, this service is available for a friendly price – only 48.40 EUR/month.*

**Legal address** – the legal address and a mailbox for your company.  
*For Turiba students, this service is available for a friendly price – 9.07 EUR/month.*

**Association of Mentors** – an opportunity to receive a consultation from a mentor of the Association regarding a particular issue for the development of your business, for example, marketing, brand development, taxes, financial planning, etc.  
*Available for Turiba students free of charge.*

**Business Startup Package** – support for the new entrepreneurs; the package includes both legal address and assistance during the company registration process. There are three consultations available about the development of a business plan and strategy, taxes and financial issues, marketing, etc.  
*Available for Turiba students free of charge.*

**The Business Night** – a contest in which teams of participants should develop and present a business plan for an idea within 24 hours. The works are evaluated by a professional jury, and the best team is awarded a money prize.  
*Available to Turiba students free of charge.*

**Speed date with an entrepreneur** – a meeting of businessmen (potential employers) and students looking for a job; the meeting takes place according to the “speed dating” principle. Every prospective employee is given 2-3 minutes to persuade the potential employer that they’re suitable to work at a particular company.  
*Available for Turiba students free of charge.*

# EVENTS for Foreign Students



Apart from the lectures, *Turiba* offers its students a variety of sports, educational, recreational and entertainment opportunities. Foreign students have a chance to attend events organized by the Students’ Council. It’s a non-governmental organization that represents the interests of all *Turiba* students and is responsible for all leisure activities in the university – the Freshmen Initiation, pre-exam events „Night before session” and “Swim into session”, Christmas ball, etc. The International cooperation group of the Students’ Council takes part in organizing educational and recreational events, and excursions to explore Latvia and, therefore, help new students to integrate into the local society and become familiar with other cultures. In the same way, foreign students have Welcome and Farewell events, various themed parties, etc.



The University takes care of the study and living conditions to create a positive atmosphere and environment.



Follow the current events on the International Students' Facebook page  
[facebook.com/Turiba.International.Students](https://facebook.com/Turiba.International.Students)



Professional Bachelor's study programme

# TOURISM AND HOSPITALITY MANAGEMENT

## Tuition fee

EU/EEA, CIS countries and citizens of Georgia and Ukraine – 2470 EUR per year  
Citizens of other countries – 3000 EUR per year

Accreditation for the maximum period from the UN World Tourism Organization, which shows that the study programme meets the excellent quality standards in the area of tourism.



## Degree

Professional Bachelor's Degree  
in Business Administration

## Qualification

Company and  
Institution Manager

## Length of studies

4 years

## Career

- Hotels and restaurants (Accommodation and HORECA sector);
- Organise tours and manage travel agencies, demonstrate your competences in tourism, geography, as well as your customer service skills;
- Planning and administration in State and municipality institutions;
- Providing customer service in all types of tourism and hospitality enterprises and using intercultural communication as your key strengths.

## Compulsory study courses

Principles of Hospitality and Customer Service  
Information Technologies and Cybersecurity  
Food and Beverage Operations  
Civil and Environmental Defence  
Tourism Geography  
Food and Beverage Service  
Introduction to Research Methods  
Tourism and Market Research  
Accounting and Taxes  
English and Second Foreign Language by Choice  
Management  
Economics  
Social Psychology  
Business Process Regulation  
Tour Operation and Management  
Tourism Business  
Financial Management  
Tourism Planning and Management  
Service and Tourism Marketing  
Personal Data Protection  
Survey of Philosophy  
Tourism Project Management  
Personnel Management  
International Relationship  
Tourism Economics and Globalization  
Corporate Responsibility and Sustainability  
E-commerce  
Research Papers  
Pre-diploma Internship  
Bachelor's Thesis

## Optional study courses

Travel Agencies and Information Systems  
Hotel Department Management  
Systems of Hotel Management  
Culture of the Baltic States  
Management of Catering Enterprises  
Tourism Logistics  
Intercultural Communication  
Business Etiquette and Communication in Hospitality  
City as a Sustainable Destination  
Creativity and Leadership  
History of Culture  
Self-Realization Skills in Team  
Front Office Operations (AHLEI)  
Health and SPA Tourism  
Rural Tourism

## INTERNSHIP

The internship is offered in Latvian or foreign tourism and hospitality enterprises each study year. Students can acquire the AHLEI (The American Hotel & Lodging Educational Institute) certificate.

AHLEI courses are organized for students of *Turība* University and representatives of industry about topics that are important working in the industry of tourism and hospitality. Studies take place as face to face with experienced lecturers and also remotely using online access to AHLEI learning materials for individual studies.







Professional Bachelor's study programme

# BUSINESS ADMINISTRATION



## Tuition fee

EU/EEA, CIS countries and citizens of Georgia and Ukraine – 2470 EUR per year  
Citizens of other countries – 3000 EUR per year

## Degree

Professional Bachelor's Degree  
in Business Administration

## Qualification

Company and Institution  
Manager, Owner, Investor

## Length of studies

4 years

## Career

- Start your own company or enterprise and be your own boss.
- Join a Latvian or foreign company as a middle or top level manager.
- Work as a project manager or a manager in any other department and demonstrate your skills and knowledge.
- Become a finance director if you are really good at figures and money matters.

## Compulsory study courses

Information Technologies  
Financial Mathematics  
Macroeconomics  
Microeconomics  
Econometry  
Management  
Business Process Regulation  
Civil and Environment Defence  
Foreign Language for Business  
Tax Laws and Procedures  
Managerial Accounting  
Marketing  
Finance Accounting  
Commercial Transaction  
Entrepreneurship  
Political Science  
Social Psychology  
Financial Management  
Survey of Philosophy  
Labour Rights and Legislation  
Psychological Aspects of Business  
Quality Management  
Personnel Management  
Coaching  
Risk Management  
Project Management  
Strategic Management  
Statistical Research Methods  
International Business Environment

## Optional study courses

Presentation Skills  
Information Selection and Interpretation  
Business Ethics  
Team Building  
Digital marketing  
Accounting Software  
Media Communication  
E-commerce  
Time management  
Spanish Language of Business  
Market research  
Business Accounting  
Selling Management  
International Marketing  
Finances and Crediting  
Intellectual Property Law  
Office work  
Formation of Company's image  
Complex of Marketing Communication  
Financial Instruments and markets  
Consumer behaviour in market  
Logistics  
Diversity Management





Professional Bachelor's study programme

# BUSINESS LOGISTICS ADMINISTRATION

## Tuition fee

EU/EEA, CIS countries and citizens of Georgia and Ukraine – 2470 EUR per year  
Citizens of other countries – 3000 EUR per year

## Degree

Professional Bachelor's Degree  
in Business Administration

## Qualification

Company Manager

## Length of studies

4 years

## Career

- Start your own company or enterprise in field of logistics;
- Become a director of department of logistics in international company.

## Compulsory study courses

Business Economics  
Business English and German  
Business Mathematics  
Civil and Environmental Defence  
Computer Science  
Conduction of Research and Presentation  
Document Circulation and Record-Keeping  
International Labour Law  
Legal Aspects of Business  
Logistics  
Organisational Management  
Social Psychology  
Entrepreneurship  
Finance Accounting  
Imports and Exports  
Labour Protection  
Logistics Business Management  
Managerial Accounting  
Marketing  
Project Management  
Taxation Management  
Transport Systems and Processes  
Database Management  
Distribution Logistics  
International Transactions  
Personnel Management  
Process Management  
Procurement Process Organisation  
Production and Service Operation Planning  
Quality Management and Systems  
Survey of Philosophy  
Warehouse Management  
Customs Procedures and Regimes  
Innovations in Logistics  
International Business Ethics and Etiquette  
Risk Management  
Service Logistics

## Optional study courses

Business Communication  
Basic Latvian  
Marketing Research  
Selling Management  
Coaching  
Leadership  
Consumer Behaviour in Market  
Development of Analytical Thinking  
Formation of Company's Image  
Problem Solving  
Tactic Planning and Stress Management  
Time Management  
EU Financial Instruments  
Finances and Crediting  
E-commerce  
Intercultural Communication







Professional Bachelor's study programme

# INTERNATIONAL FINANCE MANAGEMENT

## Tuition fee

EU/EEA, CIS countries and citizens of Georgia and Ukraine – 2470 EUR per year  
Citizens of other countries – 3000 EUR per year

## Degree

Professional Bachelor's Degree  
in Business Administration

## Qualification

Company manager

## Length of studies

4 years

## Career

- Become a finance director, economist or project manager;
- Start your own company or enterprise.

## Compulsory study courses

Banks and Financial Institutions  
Business Economics  
Business English and German  
Business Mathematics  
Civil and Environmental Defence  
Computer Science  
Conduction of Research and Presentation  
Entrepreneurship  
International Labour Law  
Legal Aspects of Business  
Organisational Management  
Social Psychology  
Auditing and Revision  
Basic Accounting Principles  
Budget Planning  
Finance Accounting  
International Commerce Transactions  
Labour Protection  
Managerial Accounting  
Project Management  
Statistical Research Methods  
Survey of Philosophy  
Taxation Management  
Accounting Software  
Database Management  
Entrepreneurship Planning and Control  
Financial Management  
International Marketing  
International Transactions  
Personnel Management  
Public Finance Management  
Quality Management and Systems  
International Business Ethics and Etiquette  
International Finance Management  
Inventory Management  
Risk Management  
Tax Optimisation

## Optional study courses

Business Communication  
Capital Market  
Critical Thinking  
Intellectual Property Law  
Basic Latvian  
EU Financial Instruments  
Pricing  
Business French  
Leadership  
E-commerce  
Intercultural Communication





Professional Bachelor's study programme

# INTERNATIONAL COMMUNICATION MANAGEMENT



## Tuition fee

EU/EEA, CIS countries and citizens of Georgia and Ukraine – 2470 EUR per year  
Citizens of other countries – 3000 EUR per year

## Degree

Professional Bachelor's Degree  
in Public Administration

## Qualification

Head of External Relations  
Department

## Length of studies

4 years

## Career

- Communication Manager at enterprises, state and municipal institutions;
- Local and International Sales Manager;
- Company Representative abroad.

## Compulsory study courses

English for Special Purposes  
Communication Management and Media Studies  
Speech Skills and Interpersonal Communication  
Social Psychology  
Civil and Environmental Defence  
Globalisation, European Integration and Multicultural Communication  
International Organisations  
Communications Research Methods and Presentations  
Business  
Communications Ethics, Applied Etiquette and Protocol  
Creative Industries: Music  
Marketing Communication and Brand Management  
Political Science  
Management  
Critical Thinking  
International Networking  
Creative Industries: Multimedia  
Digital Marketing  
Leadership  
Communication Rights  
Personal Data Protection  
Diplomatic Protocol and Etiquette  
International Marketing  
Language Theory and Practice  
Survey of Philosophy  
Latvian Language  
Creative Industries: Cinema  
Media Literacy  
Environment Communication  
Sociology  
Crisis Communication

## Optional Courses:

Russian for Special Purposes  
French for Special Purposes  
Spanish for Special Purposes  
German for Special Purposes  
Creative Industries: Event Management  
Creative Industries: Audio and Video  
Creative industries: Photo Visual Editing  
Product Innovation  
Sports Projects Management  
Project Management  
Sports Organisation  
Sports Communication





Professional Bachelor's study programme

# COMPUTER SYSTEMS



## Tuition fee

EU/EEA, CIS countries and citizens of Georgia and Ukraine – 1970 EUR per year  
Citizens of other countries – 3300 EUR per year

## Degree

Professional Bachelor's  
Degree in Computer Systems

## Qualification

Software Engineer

## Length of studies

4 years

## Career

- Become a programming engineer;
- Start your career in international company or enterprise as a system analyst.

## Study courses

Software Development Basics, Java  
Introduction to Computer Architecture,  
Software Engineering and Computer Systems  
Mathematical Analysis  
Professional Vocabulary (English)  
Latvian Language  
Object-Oriented Programming  
Linear Algebra and Analytical Geometry  
Algorithms, Data Structures and Complexity  
Civil and Environmental Protection  
Discrete Mathematics  
Database Management Systems  
Economics and Business in IT  
Multimedia Data Processing  
Data Networks and Communication  
Data Analysis and Benchmarks  
Professional Vocabulary in French, Spanish,  
German, or Russian  
IT Finance and Accounting  
Coding and Cryptography  
Big Data  
Basics of Computer Graphics and Image  
Processing  
Software Project Management  
Optimisation  
WEB App Development Tools  
Machine Learning and Intelligent Analytics  
Information Compliance and Security  
IT Risk Management  
Internet of Things  
Green IT Systems and Methods  
Automatic Software Testing and Quality

Software Development for Modelling  
and Simulation  
Blockchain  
Internet Systems and Standards  
Cyber Security  
Augmented Reality  
Robotics  
Chatbots





Professional Master's study programme

# TOURISM STRATEGIC MANAGEMENT, MBA

## Tuition fee

EU/EEA, CIS countries and citizens of Georgia and Ukraine – 2570 EUR per year  
Citizens of other countries – 3000 EUR per year

Accreditation for the maximum period from the UN World Tourism Organization, which shows that the study programme meets the excellent quality standards in the area of tourism.



## Degree

Professional Master's Degree in Business Administration (MBA)

## Qualification

Company and Institution Manager

## Length of studies

2 years

## Career

- Manage tourism and hospitality enterprises strategically applying the knowledge and experience gained in the world tourism market.
- Work as a tourism development and research project manager, research and monitor the trends in the tourism development and develop new exciting tourism products.
- Work as tourism experts in national and regional tourism boards and agencies planning and promoting the tourism development.

## Compulsory study courses

International Tourism Business Environment  
Corporate Finance  
Strategic and Change Management  
Legal Order of Tourism  
Strategic Tourism Marketing  
Strategic Tourism Planning  
E-tourism Research Methods  
Internship  
Master's Thesis

## Optional study courses

Communication of Organizations  
Baltic Destination Studies  
Sustainable development and Tourism  
Hotel Operational Management  
International Tourism Research (ITB)

In addition to compulsory study courses Strategic Management in Tourism programme provides unique and comprehensive field and study trips. The field trips are targeted to supplement the theoretical part of the study courses and they aim to disclose the complex character of the tourism industry through engagement in scientific and applied research. Moreover, a study trip to the largest international tourism fair in Berlin encourages the strategic understanding of the international aspect of tourism.





Professional Master's study programme

# BUSINESS ADMINISTRATION, MBA



## Tuition fee

EU/EEA, CIS countries and citizens of Georgia and Ukraine – 2570 EUR per year  
Citizens of other countries – 3000 EUR per year

## Degree

Professional Master's Degree in  
Business Administration (MBA)

## Qualification

Company and Institution  
Manager

## Length of studies

2 years

## Career

- The knowledge will help you to become a manager of your own business or highest level manager in another company, who is aware of the latest achievements and trends in business management;
- If you wish to investigate, search for regularities and plan whether particular operation or project should be implemented, you can work as a business analyst;
- By having good knowledge in the current global market trends, you can better understand its progression in future. This skill is very essential for strategic business planning.

## Compulsory study courses

Education Management  
Export and Import Business  
Forecasting in Entrepreneurship  
Global Marketing  
Healthcare Management  
Human Resources Management and  
Development  
Public Administration Management  
Strategic and Change Management  
Sustainable Development and Innovations

## Optional study courses

Business Models  
Change Management in Public Administration  
Data Protection Rights in International  
Environment  
Economics of Education  
Environment of Education  
EU Support to Entrepreneurship (SME)  
Financial Investment Management  
Medical Tourism  
Pharmacy Business Management  
Process Efficiency in Company  
Public Administration Economics  
Regional Economics  
Scientific Research  
Latvian Language  
Change Management in Education  
Economics  
Educational Institution Financing  
Educational Institution Quality Management  
Educational Legislation  
Healthcare Financing  
Healthcare Legislation  
Healthcare Quality Management  
International Business Environment  
Public Administration Financing  
Public Administration Legislation  
Public Administration Quality Management  
Project Management  
Logistics  
Quality Management  
Risk Management



Professional Master's study programme

# BUSINESS PSYCHOLOGY IN HUMAN RESOURCE MANAGEMENT



## Tuition fee

EU/EEA, CIS countries and citizens of Georgia and Ukraine – 2570 EUR per year  
Citizens of other countries – 3000 EUR per year

## Degree

Professional Master's Degree  
in Business Administration  
(MBA)

## Qualification

Company manager

## Length of studies

2 years

## Career

- Start your own company or enterprise;
- Manage human resources department in international company;
- Work as human resource management specialist.

## Compulsory study courses

Client Psychology  
Conflict Management and Mediation  
Corporate Social Responsibility and Ethics  
Entrepreneurship and Process Management  
Finance Management  
Global World Economy and International Business  
Human Resource Management  
International Labour Law  
Networking in the Global Business Environment  
Organisation Management Psychology  
Strategic and Change Management

## Optional study courses

Business Economics  
Business English  
Business German  
Civil and Environmental Defence  
Communication and Media Management  
Coaching and Supervision  
Emotional Intelligence  
Intercultural Communication  
Labour Protection  
Project Management  
Research Methodology  
Sustainable Development and Innovation  
Team Building and Management







Doctoral study programme

# BUSINESS ADMINISTRATION

Tuition fee

2570 EUR per year

## Degree

Doctor Degree in  
Management Science (Ph.D.)

## Length of studies

3 years

## Career

### Doctor Degree in Management Science:

- Proves your intellectual wisdom, purposefulness, creativity and ability to analyse by developing new approaches in business administration;
- Significantly increases the value of your brand in the labour market, and it is a notable prerequisite to earn enough in your professional life;
- Opens the doors for you and your business in Europe;
- Significantly expands the career choice in business, state and municipality institutions, as well as higher education institutions.

## Compulsory study courses

Qualitative and Quantitative Research Methods  
Pedagogy and Management of Higher Education Institutions  
Current Issues in Strategic Management  
Modern Management Theory  
Foreign Language  
Research in Business  
Cooperation in the Realization of Study Programmes

### Optional study courses

Legal Aspects of Business  
Business Mathematical Modelling  
Change Management in Company  
Risk Management  
Innovation Management  
Business Communication



Doctoral study programme

# COMMUNICATION MANAGEMENT



**Tuition fee**

2570 EUR per year

## Degree

Doctor of Social Sciences  
in Communication (PhD.)

## Length of studies

3 years and 6 months

## Career

- Transparent, professional communication is a necessary prerequisite for any responsible management body of any enterprise or organisation.
- Research work in the field of Communication Sciences such as Communication and Management, especially Strategic Management, is closely linked to practice in a variety of enterprises, including media enterprises.

## Compulsory study courses

Integrated Marketing Communication  
The Methodology of Scientific Studies and  
Research Methods  
PhD Theoretical Seminars and Individual  
Research  
Strategic Management and Communication  
Management Models  
Modern Communication Theory  
Pedagogy and Governance of Higher  
Education Institutions  
Business Communication  
Foreign Language  
Psychology of Management and  
Communication  
Public Administration and Government  
Communication  
Doctoral Thesis

## Optional courses

Media Management  
Economic Analysis of Interaction between  
Public Relations and Journalism  
Communication Science and Journalism  
Strategic Communication  
Risk and Crisis Communication  
Contemporary Social Processes and Society  
Management  
History of Communication  
Media Audiences  
Communication Law  
Public Relations, Persuasion and Propaganda  
International Policy and Communication  
Advertising and Brand Management  
Knowledge and Innovation Management  
Latvian Language







Doctoral study programme

**LAW**



**Tuition fee** 2570 EUR per year

## Degree

Doctor Degree in  
Law Science (PhD)

## Length of studies

3 years

## Career

- You'll obtain an opportunity to work as a leading researcher in a scientific institution;
- If you choose to work in educational institutions, you can apply for an academic position of a Docent or a Professor;
- You can become an Attorney at Law without passing advocacy examinations;
- You'll obtain an opportunity to become a scientific expert in Legal Sciences of the Latvian Science Council.

## Compulsory study courses

Problems of the History of Law  
Actualities of the Theory of Law  
Participation in the Implementation of  
Bachelor's or Master's Programme  
Studies  
Doctoral Thesis (PhD Thesis)  
Foreign Language  
Pedagogy and Governance of Higher  
Education Institutions

## Optional courses

Civil Law  
Criminal Law  
International Law  
State Law  
Theory of Law and History



# Application Procedure

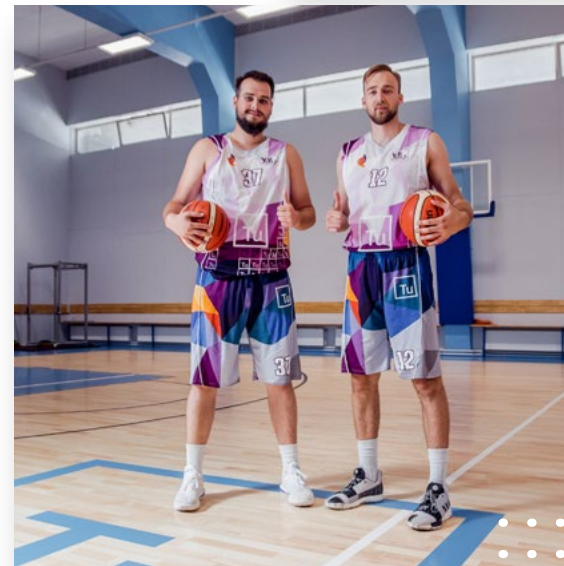
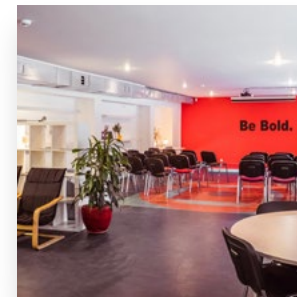
## Students can apply for 2 intakes of enrolment:

- Autumn intake (all programmes) – the studies begin at the end of September;
- Winter intake (Bachelor's programmes: Tourism and Hospitality Management, Business Administration, Business Logistics Management, Computer Systems; Master's programmes: Business Administration, Business Psychology and Human Resource Management in Entrepreneurship, Tourism Strategic Management; Doctoral study programmes: Law, Communication Management, Business Administration) – the studies begin in February.

Students must apply for the studies through an online application system at [www.turiba.lv](http://www.turiba.lv).

- 1 Before starting the online application procedure, please prepare the following documents:
  - A copy of the senior secondary education certificate with a transcript in the original language and an official translation to English or Russian;
  - A copy of the Bachelor's degree certificate with a transcript in the original language and an official translation to English or Russian (if applying for Master's studies);
  - A copy of the Master's degree certificate with a transcript in the original language and an official translation to English or Russian (if applying for Doctoral studies);
  - IELTS (6.0 points), TOEFL (IBT 70 points) if the candidate has successfully passed such exam (if not, the student will receive a link to *Turiba* online English test after the registration);
  - Curriculum Vitae;
  - A copy of the passport;
  - One photo.
- 2 During the online application procedure, you will need to upload your passport copy, the education documents of all education levels completed (starting from the secondary education), TOEFL or IELTS certificate (if any), CV and photo.
- 3 After the online registration, you will be requested to send notarized copies of all your education documents (secondary education, Bachelor's and Master's degree certificates with transcripts) to the *Turiba University* by courier service or the regular mail.
- 4 You shall pay the application fee of EUR 150, which is non-refundable.
- 5 You will have to pass online entrance tests and the Skype interview.  
The English language test is mandatory for all students of all study levels (not requested for those who have IELTS, TOEFL).  
Bachelor level students will be asked to pass a Math test (if applying for Computer Systems programme) or Social Science test (applying for all other programmes).

For further information related to the application procedure, please refer to [www.turiba.lv](http://www.turiba.lv) or contact University's International Office via [international@turiba.lv](mailto:international@turiba.lv) or +371 67625371.







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