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DEVELOPMENT STRATEGY OF THE STUDY FIELD "MANAGEMENT, ADMINISTRATION AND REAL ESTATE MANAGEMENT" OF THE COLLEGE OF LAW 2018–2023

APPROVED

at the Board Meeting of the College of Law as of 20 December 2017

The study field "Management, Administration and Real Estate Management" is implemented in accordance with the strategic priorities of the College of Law, with the aim to provide full-fledged, innovative and high quality education both in the Latvian and foreign higher education space.

During the period of 2018–2023, the development of the programme will be based on the key national policy documents and regulatory frameworks. One of the priorities of the National Development Plan 2014–2020 is "Growth of the National Economy" that defines such strategic objectives as "Outstanding Business Environment", "Advanced Research and Innovation and Higher Education", and "Highly Productive Manufacturing and Internationally Competitive Services with Export Potential". Education Development Guidelines 2014–2020 elaborated by the Ministry of Education and Science of the Republic of Latvia envisage ensuring quality education and expanding international opportunities.

Development Goals and Priorities

During the period of 2018–2023, the main goal of the development of the study field is closely related to the strategic guidelines of the College, which are aimed at promoting the development of the study field.

The strategic goal of the study field is to educate and train theoretically knowledgeable and practically competent specialists for the labour market/national economy within two years.

To achieve the goal, the main objectives are as follows:

- to develop and offer study programmes that are in high demand and competitive in the labour market, to ensure their implementation and continuous improvement;
- to ensure the acquisition of the knowledge necessary for practical activities, modern professional knowledge and skills in management, administration and real estate management;
- to provide students with all necessary study materials, offering maximum opportunities for professional studies;
- to promote the ability to think creatively and to show initiative, to develop the ability to work in non-standard situations, to link the acquired knowledge with real economic activity and to ensure that the theoretical knowledge acquired at the study program is related to practice as effectively as possible using all possible forms and methods of the study process to meet the requirements of the labour market;
- to pay attention to the growing role of information technologies and to promote students' knowledge and skills in the acquisition and use of these technologies;
- to regularly update the study programme and free elective study courses according to the labour market development tendencies and necessity;
- to promote the mobility of academic staff members and students in cooperation with the Latvian and foreign higher education institutions, as well as partner organisations;
- to ensure international recognition and reputation of the study field and its study programmes;
- to ensure a modern learning environment, academically, pedagogically and professionally qualified academic staff members;
- to implement the study process as a component of lifelong learning, taking into account students' knowledge and experience previously acquired, as well as forecasting future trends in the labour market; to motivate students for further vocational education at higher education institutions both in the Republic of Latvia and abroad.

Improvement of the Study Process Implementation

The main areas of the study process improvement:

- to provide an annual in-depth evaluation of the study programme by attracting external experts, incl. in some cases also experts from abroad and employers, as well as representatives of professional non-governmental organisations, incl. representatives of professional associations/organisations in the field of management, administration and real estate management, according to the study programmes;

- for the purpose of organising the study process, to intensify the use of experience of other higher education institutions, incl. abroad, both by visiting and getting acquainted on site with the experience of these institutions and by inviting relevant professionals to the College of Law;

- to promote the involvement of guest lecturers/professionals in the study process;
- to expand and deepen the work with students so that from the beginning of their studies they acquire modern methods of learning and learn how to more effectively combine classroom work with independent work at home, libraries and places of internship;

- to improve the initiated experience in supplementing theoretical knowledge with practice, by organizing study tours on a regular basis.

Attraction and Professional Development of Academic Staff

- to expand cooperation with the doctoral departments of higher education institutions in order to attract young and prospective Doctoral students to work at the College;

- to support academic staff members of the College of Law to pursue Doctoral studies, by paying for their studies partially or in full and providing other incentives for raising their qualification;

- to encourage and support the participation of lecturers in scientific conferences and seminars in Latvia and abroad, as well as organizing such events regularly at the College of Law;

- to improve the attraction process of guest lecturers to the study process by inviting renowned professionals as well as specialists and academic staff from other countries and international organisations to deliver individual lectures or lecture cycles;

- to involve all academic staff members, in accordance with the approved plan, in the improvement of their qualification and ensure that each academic staff member is involved in the implementation of the research programme of the College of Law and publishes his/her research results at least every 3 years.

Student Attraction and Advertising Campaign

- to expand work with professionals who have an interest in developing their knowledge and competences, as well as those with an interest in retraining;

- to support and develop the promotion opportunities of the profession at the College of Law and its affiliations, to explain its importance in choosing one's future career and profession;

- taking into account the diverse and often intrusive tendencies of advertisers, to conduct advertising market research, by identifying the most effective forms and types of college advertising, and develop an appropriate concept for advertising campaign;

- to stimulate students who have good academic performance, by providing material and other incentives, such as covering the tuition fee.

Development of the Methodological Resources of the Study Process

- to encourage and support the participation of lecturers in scientific conferences and seminars in Latvia and abroad, as well as organizing such events regularly at the College of Law;

- to stimulate the College's lecturers to elaborate textbooks and methodological aids, and to publish these materials, to create audio and video recordings of lectures as an aid to the study process;

- to publish regularly the scientific articles of the College of Law, including the results of research conducted by lecturers and students. To continue the practice of organising international conferences on the topics related to the study programmes of the College;

- to regularly supplement the collection of materials in the field of economics and legal sciences at the Library of the College of Law, to expand the variety of foreign literature and databases necessary for the study process.

The Development of Material and Technical Facilities

- to attract additional funds, state financing and EU funds for improvement of the material and technical facilities;

- in accordance with the approved plan, to regularly purchase new equipment (computers, projectors, overhead projectors, interactive whiteboards, etc.) that is necessary within the framework of the study field.

The Main Problems and Challenges for Future Development of the Study Field

The development of the College and the study field in the coming years will be affected by the further decrease in the number of students in Latvia due to the poor demographic situation in the country, the outflow of the population abroad, and the increase of competition in higher education. Qualitative work, high-quality study process, modern material and technical facilities and the training of specialists that are in demand in the labour market are possible solutions for the future development of the study field. Within the framework of the development of the study

field, one should be able to respond to the demand of the labour market by developing new, demanded study programmes and offering them both in Latvia and abroad, i.e., attracting also foreign students.