

Basic version	Approved by	No.of Minutes/Decision	Date (YY/MM/DD)	Effective from (YY/MM/DD)
		Council	No. 9/19	26.11.2019.
Amendments	Declared void: 1. Study Programme Content and Implementation Description (2015); 2. Regulation for the Development of the Curriculum (2013); 3. Template for the Course Description (2018).			



## **Regulation of Alberta College on Curriculum Development, Implementation Supervision and Improvement**

1. During the development and improvement of the programme curriculum the following regulations shall be applied:
  - 1.1. Law on Higher Education Institutions,
  - 1.2. Regulations of the Cabinet of Ministers No.141, 20.03.2001. Regulations regarding the State Standard for First Level Professional Higher Education
  - 1.3. Regulation No 795, 11.12.2018. Regulations for Study Programme Licencing
  - 1.4. Quality Agency for Higher Education (AIKA) Guidelines for the Submission and Description of the Application for the Accreditation of the Study Programme,
  - 1.5. Latvian Qualifications Framework (LQF and EQF)
  - 1.6. Professional standards and employers ' opinions,
  - 1.7. Internal laws and standards of Alberta College, incl., Alberta College Quality Assurance Policy, Guidelines for the Development of Study Content and Implementation Description, Guidelines for the Development of the Course Description, etc.,
  - 1.8. European Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG, 2015),
  - 1.9. PRME (*The Principles for Responsible Management Education*, <https://www.unprme.org/about-prme/the-six-principles.php>).
2. The opening of a new study direction and the opening of a new study programme must be supported by the Council and the Board.
3. The design and development of the study programme shall be the responsibility of the director of the study programme or the acting director of the study programme, the head of study direction and the College director.
4. According to Article 50 of Alberta College Statutes, "The decision to initiate a new study programme and to terminate an existing study programme shall be adopted by the Board", while " The study programme and any changes therein shall be approved by the Council". In accordance with the Statutes of Alberta College Council (hereinafter-the Council), the content and implementation descriptions of study programmes, the Self-Assessment Reports and changes in subjects are approved by the Council.

### **Procedure for the development of curriculum for a new programme**

5. The development of curriculum for a new study programme may be initiated by the Council, the director of the College (incl., alumni of the College and the Student Council), head of the study direction, director of the study programme, members of the academic staff, representatives of the

College partners, incl., employers, industry associations, and through the strategic partnership, the rector of the EKA University of Applied Sciences.

6. After receiving the approval from the Council and the Board, coordinating the decision with the head of the study direction (if applicable), the director of the College shall initiate the decision of the Council on:
  - 6.1. opening of a new study direction (if applicable),
  - 6.2. opening of a new study programme,
  - 6.3. allocation of the necessary funding.
7. Following the decision of the Council on the opening of a new study programme and the Board's decision on opening a new study programme and the allocation of funding, the director of the College will, in agreement with the head of study direction, appoint the director of the study programme.
8. The director of the study programme shall establish a working group for the development of the programme curriculum, with obligatory inclusion of representatives of employers (or of industry associations) and academic staff, the head of the study direction or other study programme, as well as students or graduates of Alberta College (unless the programme is organised within the framework of a new study direction). If necessary, the study programme director conducts surveys and organises focus group discussions.
9. The working group shall draw up the study programme under the direction of the director. The director of the study programme informs about the progress the director of the College and the Board.
10. The director of the study programme shall prepare the documentation necessary for the licencing of the study programme (Self-Assessment Report) and submit it to the Council for consideration and approval.
11. The Council decides on the approval the study programme's Self-Assessment Report. If the Self-Assessment Report of the study programme is approved, the Council authorises the director of the College (or other person) to submit documents for licencing. If the Self-assessment Report of the study programme is not approved, the Council points out the necessary improvements, the director of the study programme organises the improvement of the Self-Assessment Report and submits the improved Self-Assessment Report to the Council for a repeated review.
12. The authorised representative of the Council shall submit the study programme for licencing and in collaboration with the director of the study programme, the head of study direction or the director of the College organize the qualitative progress of procedures related to the licensing of study programme (communication with the AIKA, experts, additional information, etc.) If, at the request of the AIKA or experts, it is necessary to submit additional information or the documentation, it must be drawn up in accordance with the record-keeping standards, aligned with the authorities and, if necessary, the changes shall be approved (e.g., in the Council).
13. Upon receipt of the licence:
  - 13.1. College director informs the responsible authorities, the group for the development of the programme curriculum, and staff, and organises the display of information at Alberta College website,
  - 13.2. director of the study programme shall draw up an action plan for the implementation of the study programme, i.e.:
    - 13.2.1. organises the entry of information and storing of documentation in Alberta College database,
    - 13.2.2. initiates changes in all the related internal documents (such as admission requirements, the Regulation Student Fees and Other Charges, the Regulation on the Procedure for Studies and Examinations, the Guidelines on Independent Work, etc.), and prepares the necessary documentation (e.g., description of the contents and implementation of the study programme for the new study year),

- 13.2.3. initiates the announcement of admission,
- 13.2.4. organizes the publication of the information in the e-environment (Moodle)
- 13.2.5. initiates a widening of the composition of the Study Direction Methodological Commission, the establishment of a Commission for the Recognition of Study Results in Previous Education or Professional Experience (if applicable).

### **Supervision and development of the study programme implementation**

- 14. Before the beginning of each study year, the director of the study programme:
  - 14.1. updates the content of the programme and the implementation description;
  - 14.2. organises the updating of course descriptions and their publication in the e-environment (Moodle),
  - 14.3. updates the study plan and schedule (schedule for internships, development of the Research or Qualification papers) for the new study year and their submission to the Department of Studies,
  - 14.4. organises informative meetings for academic staff and students involved in the implementation of the study programme.
- 15. At the end of each study year, the director of the study programme shall carry out the evaluation of the study programme content and its implementation by participating in the development of the annual Self-Assessment Report, with a mandatory analysis and comparison with the data from the previous periods (at least 3 years):
  - 15.1. achievement of the planned learning outcomes of the study programme,
  - 15.2. student success rates in the study programme,
  - 15.3. results of final examinations in the study programme (if applicable),
  - 15.4. drop-out rate in the study programme,
  - 15.5. results of the student survey on the content and implementation of the study programme,
  - 15.6. results of the graduate survey on the content, implementation of the study programme, self-growth and employment (if applicable),
  - 15.7. results of the employer survey,
  - 15.8. results of the staff survey,
  - 15.9. results of the staff appraisal and development interviews;
  - 15.10. organises, if necessary, additional interviews with students, graduates, partners.
- 16. At least once during the study year, the director of the study programme shall initiate a meeting of the Methodological Commission which shall discuss and decide on the necessary development measures for:
  - 16.1. result analysis mentioned in Paragraph 15 of the Regulation,
  - 16.2. strengths, weaknesses, opportunities and threats of the study programme,
  - 16.3. content of the course descriptions and their updating,
  - 16.4. overlapping of course content, prevention of thematic gaps
  - 16.5. The progress made towards achieving the expected outcomes of the the courses and the need to describe the results achieved (clarification of the outcomes, the development of teaching methods, the development of content, the development of independent assignments, assessment criteria improvement, etc.),
  - 16.6. internship objectives,
  - 16.7. sample themes for Qualification papers,
  - 16.8. organisation of the study process and its development,
  - 16.9. e-environment improvement,
  - 16.10. the provision of study courses with the necessary resources, i.e., the library collection supplementation,
  - 16.11. specification of research directions,

- 16.12. development of internal normative documents,
- 16.13. discusses other topical issues, exchanging information on current events of the industry.
- 17. Taking into account the results of the Self-Assessment Report, the views and decisions of the Methodological Commission, the director of the study programme:
  - 17.1. conducts and organises the approval of changes to the content of the study programme, course descriptions, internship tasks, themes for the Qualification paper, controlling and ensuring compliance with the documents referred to in Paragraph 1 of this Regulation,
  - 17.2. initiates the specification of research directions,
  - 17.3. recommends themes for the methodical conference, methodological seminars, staff training,
  - 17.4. informs the management of the necessary resources for the implementation of the study programme and research, including supplementation of the library collection,
  - 17.5. provides recommendations for the management of the organisation of studies,
  - 17.6. informs the staff and students of decisions taken and planned activities.

**Development and updating of the study programme content and implementation description**

- 18. The study programme shall be governed by the description of the study content and implementation, which is developed by the director of the study programme immediately after the receipt of the licence and is updated each year, taking into account the provisions of Article 55 of the Law on Higher Education Institutions.
- 19. Description of the study content and implementation:
  - 19.1. sets out the requirements for prior education,
  - 19.2. determines which course the study programme corresponds to,
  - 19.3. According to the level and type of education determines:
    - 19.3.1. the objectives of the implementation of a specific study programme and the planned learning outcomes at the conclusion of the study programme, including the provided courses of study, study modules and their planned study outcomes,
    - 19.3.2. the content of the implemented education;
    - 19.3.3. the division of credit points between the compulsory courses, restricted choice courses, and courses of free choice) (A, B, and C parts respectively),
    - 19.3.4. educational criteria for the achievement and assessment of the learning outcomes, examination forms and procedures.
  - 19.4. includes a list of the academic staff involved in the implementation of the programme, their qualifications and duties,
  - 19.5. includes a list of supporting staff and departments involved in the implementation of the programme, indicating their role in the implementation of the specific programme,
  - 19.6. includes the characteristics of the required supporting staff, indicating its tasks,
  - 19.7. includes the description of material resources necessary for the implementation of the programme,
  - 19.8. assesses the costs of the programme,
  - 19.9. includes justification for the adequacy of the study programme to the College's development strategy and available resources.
- 20. Developing, improving, and making changes in the description of the study programme content and implementation, the following must be observed:
  - 20.1. The documents referred to in Paragraph 1 of the Regulation,
  - 20.2. Procedures of this Regulation in the previous paragraphs,
  - 20.3. Requirements of Alberta College for the development of the study programme content and implementation description (Annex 1),
  - 20.4. Requirements of Alberta College for the CV (Annex 6).
- 21. The description of the study programme content and implementation is approved by the Council.

22. The director of the study programme organizes the saving of the approved document in the database and the publication on the website of Alberta College.

### **Development and updating of the course description**

23. A course description is a document which:
  - 23.1. defines the requirements for commencement of studies in the course,
  - 23.2. determines objectives of the course of study and the planned learning outcomes,
  - 23.3. sets out the content of the course of study required to attain the learning outcomes, includes the schedule of the course of study, compulsory literature and supplementary literature, identifies other sources of information,
  - 23.4. describes the organization of student's independent work and tasks for all forms of study, including mandatory reading and/or use of audio/video material,
  - 23.5. determines the distribution of the academic hours between hours of contact hours and hours of independent work, following the procedure adopted by the College (see the Regulation on the Order of Studies and Final Examinations),
  - 23.6. establishes criteria for the evaluation of the study results, requiring an examination for the achievement of each learning outcome.
24. The course description is prepared by the College lecturer of the respective course. If a course is provided by several College lecturers, it is prepared jointly by all the lecturers, agreeing on course acquisition requirements and course content.
25. The course description is submitted to the director of the study programme.
26. The study course description shall be agreed with the Methodological Commission and verified by mapping the study results.
27. Developing, improving and making changes to the study course the following must be observed:
  - 27.1. The documents referred to in Paragraph 1 of the Regulation,
  - 27.2. Procedures of this Regulation in the previous paragraphs,
  - 27.3. The template of Alberta College for the course descriptions (see Annexes 2, 3 and 4),
  - 27.4. Alberta College Guidelines on the Development of Course Descriptions (Saltikova, 2018),
  - 27.5. Albert College practices for to mapping of the results of the study programme (Annex 5).
28. Description of the course is approved by the director of the study programme.
29. Course descriptions shall be updated as necessary, but at least every two years.
30. The director of the study programme arranges for the preservation of an approved document in the database, the doctor inserts it into the College e-Environment (Moodle).

### **Closure of the study programme**

31. Closure of a study programme (if necessary, the closure of a study direction) may be initiated by the Council of Alberta College, the head of the study direction or the director of the study programme, as well as the Board of Alberta College.
32. The Board, when deciding on the closure of a study programme, must respect the learner's interests by providing opportunities to complete the studies.
33. If Albert College cannot provide the opportunity to complete his studies, students should be informed of the possibilities of continuing studying in other educational institutions, including information on financial aspects, documentation and procedures required, and ensure that all documentation relating to the ex-matriculation documentation is free of charge.

### **For the implementation of this Regulation:**

34. Declared void:
  - 34.1. Content and Implementation Description of the Study Programme (2015),
  - 34.2. Guidelines for the Development of the Programme Curriculum (2013),
  - 34.3. Template for the Course Description (2018).

35. In Paragraph 2.2 of the Procedure for Studies and Examinations, read as follows: "The principles for the development of study programmes, description of study content and implementation, annual study schedule, calendar schedules, lectures (internships) and tutorial schedules, preparation of examination period schedules shall be governed by Alberta College Regulation on Study Programme Development, Implementation, Supervision, and Improvement.
36. If there is a contradiction between this Regulation (2019) and Alberta College Regulation on the Developing a Course Description (2018), then these Regulation is taken as a basis.

## **Example of study programme content and implementation description**

### **Description of the study programme content and implementation**

#### **Contents**

1. REQUIREMENTS FOR PREVIOUS EDUCATION
2. RESPECTIVE STUDY DIRECTION OF THE STUDY PROGRAMME
3. DESCRIPTION OF THE STUDY PROGRAMME
  - 3.1. Objectives for the implementation of the study programme and planned learning outcomes
  - 3.2. Educational content
  - 3.3. Programme curriculum and distribution of credits
  - 3.4. Education criteria for the achievement and assessment of the study outcomes, examination forms and procedures
4. ACADEMIC STAFF INVOLVED IN THE IMPLEMENTATION OF THE STUDY PROGRAMME
5. DEPARTMENTS OF ALBERTA COLLEGE INVOLVED IN THE IMPLEMENTATION THE STUDY PROGRAMME
6. SUPPORTING STAFF AND TASKS THEREOF
7. DESCRIPTION OF THE MATERIAL RESOURCES
8. COST OF THE STUDY PROGRAMME
9. CURRICULUM CONSISTENCY WITH ALBERTA COLLEGE DEVELOPMENT STRATEGY

#### **ANNEXES**

- Annex 1: Objectives of the Study Programme Internship
- Annex 2: Objectives for the Study Programme Qualification Internship
- Annex 3: List of the Study Programme Themes for the Research Paper
- Annex 4: List of the Study Programme Themes for the Qualification Paper
- Annex 5: Tentative Questions for the State Final Examination in the Study Programme
- Annex 6: The Research Directions of the Study Programme
- Annex 7: Copies of the Study Programme Licence and/or Accreditation Sheet

## Template for a Course Description (Study course)



Title of the study programme:  
Specialization of the programme: (if applicable)

APPROVE  
Alberta College  
Director of the study programme "Title"  
(personal signature) Name, surname  
\_\_\_\_\_ . 20\_\_\_\_\_

### DESCRIPTION OF STUDY COURSE

#### TITLE OF THE STUDY COURSE IN LATVIAN

*Title of the study course in English*

<b>Author/s of Study course:</b>	
Scientific or academic degree, name, surname	
<b>Credits:</b>	<b>Credit scores in the ECTS system:</b>
Number of	Number of
<b>Examination form:</b>	
<b>Required knowledge:</b>	
<b>Objective (s) of the study course:</b>	
Provide knowledge/raise awareness/develop competencies	
<b>Course results (knowledge, skills, competencies):</b>	
<ol style="list-style-type: none"> <li>1. Knows [verb] [Specific action/skill, including the nature of studies]</li> <li>2. Understands [verb] [Specific action/skill, including the nature of studies]</li> <li>3. Able [verb] [Specific action/skill, including the nature of studies]</li> </ol>	

<b>The content of the study course required to attain the learning outcomes (thematic plan of the course):</b>	
1.	Topic



<b>Calendar of schedule of the course:</b>					
<i>Taking into account the needs of the study group/learners, interests, the level of existing knowledge and understanding, the number of contact hours and the order of subjects may be adjusted accordingly.</i>					
No.	Topic		Number of contact hours for lectures (including seminars and discussions)		
	<i>Subject, subtopic</i>	<i>Teaching methods, tests, etc.</i>	<i>Full-time studies</i>	<i>Part-time studies</i>	<i>Part-time studies with e-study elements</i>
1.	Subject, subtopic				

<b>Description of independent assignments:</b>		
Study form	Type of the independent assignment	Form of assessment
<i>Full-time studies</i>	Brief description of the independent/practical assignment	
	A brief description of the compulsory reading and/or audio, and listening video	
<i>Part-time studies</i>	Brief description of the independent/practical assignment	
	A brief description of the compulsory reading and/or audio, and listening video	
<i>Part-time studies with e-study elements</i>	Brief description of the independent/practical assignment	
	A brief description of the compulsory reading and/or audio, and video for the listening task	

<b>Organisation and volume of the independent assignment:</b>							
Study form	Contact hours				Number of independent work hours	Mandatory reading and/or audio/video viewing/listening	Total hours of the study course
	Number of lecture (including seminars, discussions) contact hours	Consultations, guest lectures, conferences, study tours, practical games, etc.	Final test (exam, test, defence)	Total			
<i>Full-time</i>							
<i>Part-time</i>							
<i>Part-time with e-learning elements</i>							

<b>Requirements for the completion of the course and assessment of learning outcomes:</b>						
<i>Description of how the final grade in each study form is formed ...</i>						
No	<i>Outcome of the study course</i>	<i>Assessment method/s</i>	<i>Assessment criteria</i>			
			<i>Minimum level (4 to 5)</i>	<i>Intermediate level (6 to 7)</i>	<i>High level (from 8 to 9)</i>	<i>Excellent (10)</i>
1.	<a href="#">Outcome of the study course</a>					

<b>Literature and other sources of information:</b>	
<i>Mandatory literature and sources</i>	
1.	<a href="#">Bibliographical reference to the source of literature</a>
<i>Recommended</i>	
1.	
<i>Other sources of information</i>	
1.	

## Template for the description of the study course (study and qualification internship)



Title of the study programme:  
PUBLIC RELATIONS  
Specialization (if applicable):  
no

APPROVE  
Alberta College  
Director of the "Public Relations" study programme  
\_\_\_\_\_  
Name, surname  
\_\_\_\_\_. \_\_\_\_\_, 20\_\_\_\_

### DESCRIPTION OF STUDY COURSE STUDY INTERNSHIP *Internship*

<b>Course author:</b>	
Scientific or academic degree, name, surname	
<b>Credits:</b>	<b>Credit scores in the ECTS system:</b>
8	12
<b>Examination form:</b>	
Defence	
<b>Place of internship:</b>	
At the employer	
<b>Required knowledge:</b>	
Study courses in accordance with the curriculum	
<b>Objective of the study course:</b>	
Strengthen the theoretical knowledge and practical skills acquired at the study programme in accordance with the professional knowledge, skills, and competences set in the standard for the profession of a public relations specialist in order to perform the professional duties and tasks.	
<b>Course learning outcomes (knowledge, skills, competencies):</b>	
<ol style="list-style-type: none"> <li>1. Knows how to apply the theoretical knowledge of public relations in practice and recognizes the link with the specifics of the public relations specialist's work.</li> <li>2. Applies theoretical knowledge and practical skills in carrying out professional duties in companies, organisations, industry agencies or as a self-employed person.</li> <li>3. Applies the professional skills required by the professional standard of a public relations specialist, to develop competencies and to learn further independently.</li> </ol>	
<b>Objectives of a study internship:</b>	
<i>A detailed list of themes and subthemes for internship objectives is available in Moodle environment.</i>	

1.	Topic
2.	Topic
3.	Topic
4.	Topic

**Requirements for the completion of the course and assessment of learning outcomes:**

*Full-time studies.* The final assessment of the course shall be based on the an Internship report which has been prepared in compliance with the Guidelines on Independent Work and submitted within the prescribed deadline with a signed reference from the internship supervisor, and its defence.

*Part-time studies.* The final assessment of the course shall be based on the Internship report which has been prepared in compliance with the Guidelines on Independent Work and submitted within the prescribed deadline with a signed reference from the internship supervisor, and its defence.

*Part-time studies with e-learning elements.* The final assessment of the course shall be based on the Internship report which has been prepared in compliance with the Guidelines on Independent Work and submitted within the prescribed deadline with a signed reference from the internship supervisor, and its defence.

No.	Outcome of the study course	Assessment method/s	Assessment criteria			
			Minimum level (4 to 5)	Intermediate level (6 to 7)	High level (from 8 to 9)	Excellent (10)
1.	Knows how to apply the theoretical knowledge of public relations in practice and recognizes the link with the specifics of the public relations specialist's work.	Internship report, reference from the internship supervisor, internship defence	Insufficiently knows how to apply the theoretical knowledge of public relations in practice and recognizes the link with the specifics of the public relations specialist's work.	Knows how to apply the theoretical knowledge of public relations in practice but is unable to recognize the link with the specifics of the public relations specialist's work.	Knows how to apply the theoretical knowledge of public relations in practice and recognizes the link with the specifics of the public relations specialist's work, recognizes the underlying patterns.	Knows how to apply the theoretical knowledge of public relations in practice and recognizes the link with the specifics of the public relations specialist's work, recognizing the underlying patterns and applications during the internship.
2.	Able to apply the theoretical knowledge and practical skills while carrying professional duties in companies, organisations, industry agencies and as a self-employed person.	Internship report, reference from the internship supervisor, internship defence	Insufficient ability to apply the theoretical knowledge and practical skills while carrying professional duties in companies, organisations, industry agencies and as a self-employed person.	Able to apply the theoretical knowledge and practical skills while carrying out professional duties in companies, organisations, industry agencies and as a self-employed person, but has difficulties in adapting them to the task.	Able to apply the theoretical knowledge and practical skills while carrying out professional duties in companies, organisations, industry agencies and as a self-employed person.	Able to apply the theoretical knowledge and practical skills while carrying out professional duties in companies, organisations, industry agencies and as a self-employed person, recognizing the underlying patterns and appropriateness to the task.

3.	Able to apply practically the professional skills set in the standard for the profession of a public relations specialist, develop competences and to continue learning independently.	Internship report, reference from the internship supervisor, internship defence	Insufficient ability to apply practically the professional skills set in the standard for the profession of a public relations specialist, develop competences, lack of interest in independent development of one's knowledge.	Able to apply practically the professional skills set in the standard for the profession of a public relations specialist, develop competences and the development of one's knowledge independently, but requires external motivation.	Able to apply practically the professional skills set in the standard for the profession of a public relations specialist, develop competences and to continue learning independently.	Able to apply practically the professional skills set in the standard for the profession of a public relations specialist, develop competences and to continue learning independently, showing initiative and willingness to share the latest findings.
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<b>List of literature and other sources of information:</b>	
1.	According to the place of internship, profession to be acquired and internship objectives
2.	Šteinbergs, K., Kalniņš, A., Saltikova, A. (2018) Guidelines on Independent Work Guidelines on the Research Papers, Qualification Papers, Internship Reports and other Independent Assignments. Riga: Alberta College
3.	Link to the standard for the profession of a public relations specialist.



Title of the study programme:  
**PUBLIC RELATIONS**  
 Specialization (if applicable):  
 no

APPROVE  
 Alberta College  
 Director of the "Public Relations" study programme  
 \_\_\_\_\_ Name, surname  
 \_\_. \_\_., 20\_\_

## DESCRIPTION OF STUDY COURSE

# QUALIFICATION INTERNSHIP

*Qualification Internship*

<b>Course author:</b>	
Scientific or academic degree, name, surname	
<b>Credits:</b>	<b>Credit scores in the ECTS system:</b>
8	12
<b>Examination form:</b>	
Defence	
<b>Place of qualification internship:</b>	
At the employer	
<b>Required knowledge:</b>	
Study courses in accordance with the curriculum	
<b>Objectives of the study course:</b>	
<ol style="list-style-type: none"> <li>1. Strengthen the theoretical knowledge and practical skills acquired at the study programme in accordance with knowledge, skills and competence defined by the standard for the profession of a public relations specialist while carrying out professional duties;</li> <li>2. Provide an opportunity to obtain, analyse and study the materials needed for the development of the Qualification paper.</li> </ol>	
<b>Course learning outcomes (knowledge, skills, competencies):</b>	
<ol style="list-style-type: none"> <li>4. Knows how to apply the theoretical knowledge of public relations in practice and recognizes the link with the specifics of the public relations specialist's work.</li> <li>5. Applies theoretical knowledge and practical skills in carrying out professional duties in companies, organisations, industry agencies or as a self-employed person.</li> <li>6. Applies the professional skills required by the professional standard of a public relations specialist, to develop competencies and to learn further independently.</li> <li>7. Able to apply practically the information and materials obtained during the internship for the development of the Qualification paper.</li> </ol>	

<b>Objectives for the Qualification internship:</b>	
<i>A detailed list of themes and subthemes for internship objectives is available in Moodle environment.</i>	
1.	Topic
2.	Topic
3.	Topic
5.	Individual task for the preparation of the Qualification paper

**Requirements for the completion of the course and assessment of learning outcomes:**

*Full-time studies.* The final assessment of the course shall be based on the an Internship report which has been prepared in compliance with the Guidelines on Independent Work and submitted within the prescribed deadline with a signed reference from the internship supervisor, and its defence.

*Part-time studies.* The final assessment of the course shall be based on the Internship report which has been prepared in compliance with the Guidelines on Independent Work and submitted within the prescribed deadline with a signed reference from the internship supervisor, and its defence.

*Part-time with e-learning elements.* The final assessment of the course shall be based on the Internship report which has been prepared in compliance with the Guidelines on Independent Work and submitted within the prescribed deadline with a signed reference from the internship supervisor, and its defence.

No.	Outcome of the study course	Assessment method/s	Assessment criteria			
			Minimum level (4 to 5)	Intermediate level (6 to 7)	High level (from 8 to 9)	Excellent (10)
1.	Knows how to apply the theoretical knowledge of public relations in practice and recognizes the link with the specifics of the public relations specialist's work.	Internship report, reference from the internship supervisor, internship defence	Insufficiently knows how to apply the theoretical knowledge of public relations in practice and recognizes the link with the specifics of the public relations specialist's work.	Knows how to apply the theoretical knowledge of public relations in practice but is unable to recognize the link with the specifics of the public relations specialist's work.	Knows how to apply the theoretical knowledge of public relations in practice and recognizes the link with the specifics of the public relations specialist's work, recognizes the underlying patterns.	Knows how to apply the theoretical knowledge of public relations in practice and recognizes the link with the specifics of the public relations specialist's work, recognizing the underlying patterns and applications during the internship.
2.	Able to apply the theoretical knowledge and practical skills while carrying out professional duties in companies, organisations, industry agencies and as a self-employed person.	Internship report, reference from the internship supervisor, internship defence	Insufficient ability to apply the theoretical knowledge and practical skills while carrying out professional duties in companies, organisations, industry agencies and as a self-employed person.	Able to apply the theoretical knowledge and practical skills while carrying out professional duties in companies, organisations, industry agencies and as a self-employed person, but has difficulties in adapting them to the task.	Able to apply the theoretical knowledge and practical skills while carrying out professional duties in companies, organisations, industry agencies and as a self-employed person.	Can apply theoretical knowledge and practical skills in the exercise of professional duties in companies, organisations, industry agencies or as a self-employed person, noticing the underlying patterns and relevance for the task

						performed.
3.	Able to apply practically the professional skills set in the standard for the profession of a public relations specialist, develop competences and to continue learning independently.	Internship report, reference from the internship supervisor, internship defence	Insufficient ability to apply practically the professional skills set in the standard for the profession of a public relations specialist, develop competences, lack of interest in independent development of one's knowledge.	Able to apply practically the professional skills set in the standard for the profession of a public relations specialist, develop competences and the development of one's knowledge independently, but requires external motivation.	Able to apply practically the professional skills set in the standard for the profession of a public relations specialist, develop competences and to continue learning independently.	Able to apply practically the professional skills set in the standard for the profession of a public relations specialist, develop competences and to continue learning independently, showing initiative and willingness to share the latest findings.
4.	Able to apply practically the information and materials obtained during the internship for the development of the Qualification paper.	Internship report, internship defence	Insufficient ability to apply practically the information and materials obtained during the internship for the development of the Qualification paper, requires instructions for the completion of tasks.	Able to apply practically the information and materials obtained during the internship for the development of the Qualification paper, but not always notices the underling patterns.	Able to apply practically the information and materials obtained during the internship for the development of the Qualification paper, seeing the underling patterns.	Able to apply practically the information and materials obtained during the internship for the development of the Qualification paper, seeing the underling patterns and applying them in the development of the Qualification paper.

<b>List of literature and other sources of information:</b>	
1.	According to the place of internship, profession to be acquired and internship objectives
2.	Šteinbergs, K., Kalniņš, A., Saltikova, A. (2018) Guidelines on Independent Work Guidelines on the Research Papers, Qualification Papers, Internship Reports and other Independent Assignments. Riga: Alberta College
3.	Link to the standard for the profession of a public relations specialist.



## Template of the study course description (Qualification paper)



Title of the study programme:  
PUBLIC RELATIONS  
Specialization (if applicable):  
no

APPROVE  
Alberta College  
Director of the "Public Relations" study programme  
\_\_\_\_\_. \_\_\_\_\_ Name, surname  
\_\_\_\_. \_\_\_\_\_, 20\_\_\_\_\_

### DESCRIPTION OF STUDY COURSE QUALIFICATION PAPER *Qualification Paper*

<b>Course author:</b>	
Scientific or academic degree, name, surname	
<b>Credits:</b>	<b>Credit scores in the ECTS system:</b>
8	12
<b>Examination form:</b>	
Defence	
<b>Required knowledge:</b>	
Study courses and two internships are completed according to the study programme curriculum	
<b>Objective of the study course:</b>	
Summarise the results of the independent research and/or develop a project and formulate the findings and recommendations, demonstrating theoretical knowledge and practical skills in accordance with the knowledge, skills and competences defined by the standard for the profession of a public relations specialist.	
<b>Course outcomes (knowledge, skills, competencies):</b>	
<ol style="list-style-type: none"> <li>1. Demonstrates knowledge on the theories of public relations, the principles and methods of the research organisation and the formatting requirements of a scientific paper.</li> <li>2. Able to choose appropriate research methods for the research subject and to apply them practically for the collection of data and their processing, using appropriate data processing methods.</li> <li>3. Able to defend publicly the results of the research and/or project, findings and recommendations.</li> <li>4. Able to apply the professional skills required by the standard for the profession of a public relations specialist, develop competences and demonstrates readiness to learn further.</li> </ol>	
<b>Research directions for the Qualification paper:</b>	
<i>A detailed list of sample themes for the Qualification paper is available in the Moodle environment.</i>	

1.	Topic
2.	Topic
3.	Topic
4.	Topic

**Requirements for the completion of the course and assessment of learning outcomes:**

*Full-time studies* The final assessment of the course shall be based on the Qualification paper on the appropriate model theme which has been prepared in compliance with the Guidelines on Independent Work and submitted within the prescribed deadline with a signed reference from the supervisor of the Qualification paper, and its defence. The defence of the Qualification paper is a part of the State Final Examination.

*Part-time studies.* The final assessment of the course shall be based on the Qualification paper on the appropriate model theme which has been prepared in compliance with the Guidelines on Independent Work and submitted within the prescribed deadline with a signed reference from the supervisor of the Qualification paper, and its defence. The defence of the Qualification paper is a part of the State Final Examination.

*Part-time with e-learning elements.* The final assessment of the course shall be based on the Qualification paper on the appropriate model theme which has been prepared in compliance with the Guidelines on Independent Work and submitted within the prescribed deadline with a signed reference from the supervisor of the Qualification paper, and its defence. The defence of the Qualification paper is a part of the State Final Examination.

No.	Outcome of the study course	Assessment method/s	Assessment criteria			
			Minimum level (4 to 5)	Intermediate level (6 to 7)	High level (from 8 to 9)	Excellent (10)
1.	Demonstrates knowledge on the theories of public relations, the principles and methods of the research organisation and the formatting requirements of a scientific paper.	Qualification paper, reference from the supervisor of the Qualification paper, paper review, defence of the Qualification paper.	Insufficient ability to demonstrate knowledge about the theories of public relations, principles and methods for the performance of research, and the requirements for the formatting of a scientific research paper, there are a few inconsistencies.	Demonstrates knowledge on the theories of public relations, the principles and methods of the research organisation and the formatting requirements of a scientific paper, but fails to recognize the underlying patterns.	Demonstrates knowledge on the theories of public relations, the principles and methods of the research organisation and the formatting requirements of a scientific paper, recognizes the underlying patterns.	Demonstrates knowledge on the theories of public relations, the principles and methods of the research organisation and the formatting requirements of a scientific paper, recognizes the underlying patterns and is able to justify one's opinion.
2.	Able to choose appropriate research methods for the research subject and to apply them practically for the collection of data and their processing, using appropriate data processing methods.	Qualification paper, reference from the supervisor of the Qualification paper, paper review, defence of the Qualification paper.	Insufficient ability to choose appropriate research methods for the research subject and to apply them practically for the collection of data and their processing, using appropriate data processing methods, requires instructions.	Able to choose appropriate research methods for the research subject and to apply them practically for the collection of data and their processing, using appropriate data processing methods, but fails to recognize the underlying patterns	Able to choose appropriate research methods for the research subject and to apply them practically for the collection of data and their processing, using appropriate data processing methods, recognizes the underlying patterns.	Able to choose appropriate research methods for the research subject and to apply them practically for the collection of data and their processing, using appropriate data processing methods, recognizes the underlying pattern and is able to justify one's

						opinion.
3.	Able to defend publicly the results of the research and/or project, findings and recommendations.	Defence of the Qualification paper	Insufficient ability to defend publicly the results of research and/or a project, findings and recommendations, there are difficulties in justifying one's opinion.	Able to defend publicly the results of the research and/or project, findings and recommendations, but lacks assurance about the views demonstrated.	Convincingly able to defend publicly the results of the research and/or project, findings and recommendations, able to justify one's opinion, but is not engaging in discussion.	Convincingly able to defend publicly the results of the research and/or project, findings and recommendations, able to justify one's opinion and engages in discussion.
4.	Able to apply practically the professional skills required by the standard for the profession of a public relations specialist, develop competences and demonstrates readiness to learn further.	Qualification paper, reference from the supervisor of the Qualification paper, paper review, defence of the Qualification paper.	Insufficient ability to apply the professional skills required by the standard for the profession of a public relations specialist, develop competences and fails to demonstrate readiness to learn further.	Able to apply practically the professional skills required by the standard for the profession of a public relations specialist, develop competences and demonstrates readiness to learn further, but needs external motivation.	Able to apply practically the professional skills required by the standard for the profession of a public relations specialist, develop competences and demonstrates readiness to learn further, seeing the underlying patterns and the necessity for professional development.	Able to apply practically the professional skills required by the standard for the profession of a public relations specialist, develop competences and demonstrates readiness to learn further, seeing the underlying patterns and the necessity for professional development.

#### List of literature and other sources of information:

1.	According to the thematic direction for the Qualification paper chosen by the student, sample theme and the acquired profession.
2.	Procedure of Alberta College for the Order of Studies and Examinations (2019). Available at: <a href="https://www.alberta-koledza.lv/index.php?parent=28&amp;lng=lva">https://www.alberta-koledza.lv/index.php?parent=28&amp;lng=lva</a>
2.	Šteinbergs, K., Kalniņš, A., Saltikova, A. (2018) Guidelines on Independent Work Guidelines on the Research Papers, Qualification Papers, Internship Reports and other Independent Assignments. Riga: Alberta College



## Europass CV Sample

Examples of documents in Latvian and English are found in the database and in the e-environment un the titles "AK\_EuropassCV\_template\_LV.docx" and "AK\_EuropassCV\_template\_ENG.docx".

### Sample 1 (LV)

The image shows three pages of a Europass CV form in Latvian. The first page contains personal information, including name, date of birth, and contact details. The second page lists work experience, education, and personal skills. The third page lists organizational/managerial skills, job-related skills, computer skills, and additional information like publications and conferences.

### Sample 2 (ENG)

The image shows three pages of a Europass CV form in English. The first page contains personal information, including first name, surname, date of birth, and contact details. The second page lists work experience, education, and personal skills. The third page lists organizational/managerial skills, job-related skills, computer skills, and additional information like publications, conferences, and memberships.