

Artificial Intelligence in the Social Sciences (SZF_119)

[ABOUT STUDY COURSE](#)

About Study Course

 Department: Faculty of Social Sciences	 ECTS: 3
 Course supervisor: Agate Ambulte	 Study type: Part-Time, Full time
 Course level: All levels	 Target audience: Civil and Military Defense; Communication Science; Juridical Science; Law; Management Science; Marketing and Advertising; Person and Property Defence; Political Science; Psychology; Social Anthropology; Sociology
 Language: English, Latvian	 Study course description Full description, Part-Time, Full time
 Branch of science: -	

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Objective

The study course is designed to inform about artificial intelligence technologies and to promote the practical application of artificial intelligence technologies in learning and improving personal and professional productivity. During the course, it is planned to learn practical skills and gain an insight into artificial intelligence technologies, with the aim of implementing them in speeding up various processes and improving quality. Students will gain practical knowledge of artificial intelligence tools that generate text and images.

Prerequisites

Computer skills; basic knowledge of English.

Learning outcomes

Knowledge

- 1.1. Students will have good knowledge of artificial intelligence solutions and industry trends.
2. Students will have all the necessary knowledge to discuss the applications of AI and to argue for the use of different solutions.
3. Students will have mastered at least 10 AI tools and will be able to operate freely in various generative artificial intelligence solutions.
4. Students will have mastered at least 10 different prompt engineering techniques and will be able to generate high-quality and meaningful content.

Skills

- 1.1. Students will be able to generate results in both text and image format.
2. Students will be able to write prompts to achieve effective results when generating a wide variety of content.
3. Students will be able to freely discuss the ethics and applications of artificial intelligence tools.
4. Students will be able to design and digitise various processes, as well as streamline their personal work and increase productivity using AI tools.

Competence

- 1.1. Competence to generate high-quality content.
2. Competence to critically evaluate AI tools and their applications: Students must not only freely orient in artificial intelligence solutions and industry trends, but also be able to critically evaluate different AI tools and their applications based on their knowledge of different AI tools and their capabilities.
3. Understanding of ethics and responsibility: Competence includes the ability to discuss and argue about the ethics and responsible use of artificial intelligence tools, an understanding of potential risks and opportunities, and the ability to make informed choices based on ethical considerations.
4. Students must be able not only to create and digitise different processes, but also to streamline their personal work and productivity using artificial intelligence tools. This includes the ability to adapt and integrate AI tools into different work processes to improve efficiency and performance.
5. Prompt engineering and problem-solving competence: Students must have learned different methods of prompt engineering and be able to use these methods to generate meaningful content of high quality. This includes the ability to analyse and define the problem, design an effective prompt and use critical thinking to adapt and optimise generation processes according to specific needs and objectives.

Study course planning

Planning period: Year 2026, Spring semester

Study programme	Study semester	Program level	Study course category	Lecturers	Schedule
Multimedia Communication	2	All levels	Required		

Planning period: Year 2025, Autumn semester

Study programme	Study semester	Program level	Study course category	Lecturers	Schedule
International Marketing and Advertising	3	All levels	Limited choice		

Planning period: Year 2026, Spring semester

Study programme	Study semester	Program level	Study course category	Lecturers	Schedule
Public Relations	2	All levels	Required		

Planning period: Year 2025, Autumn semester

Study programme	Study semester	Program level	Study course category	Lecturers	Schedule
International Business and Sustainable Economy	3	All levels	Limited choice		

Planning period: Year 2026, Spring semester

Study programme	Study semester	Program level	Study course category	Lecturers	Schedule
International Relations - European Studies	4	All levels	Limited choice		
Journalism	2	All levels	Required		

Planning period: Year 2025, Autumn semester

Study programme	Study semester	Program level	Study course category	Lecturers	Schedule
Multimedia Communication	5	All levels	Required		