



Centre adscrit



UNIVERSITAT DE  
BARCELONA

## COURSE CONTENT

Bachelor's Degree in Tourism  
Academic Year [2024/25]

<b>Code - Course</b>	<b>064508 – Financial Management in Tourism Organizations</b>				
<b>Type</b>	Elective: specialization		<b>Year</b>	4 <sup>th</sup>	
<b>Thematic Area</b>	Economics and Finance		<b>Credits</b>	4.5 ECTS	
<b>Teacher in charge of the course</b>			Jordi Vila		
<b>In-class</b>	45 hours	<b>Teacher-led</b>	30 hours	<b>Individual</b>	38 hours

### BRIEF COURSE DESCRIPTION

To manage a company effectively, it is important to know the external and internal factors that can affect the choice of the financial corporate strategy.

Financial Management is a subject that draws upon the knowledge that the student has acquired from other courses (accounting, economic and financial analysis and revenue management). The course objective is to learn how to define, design and implement appropriate financial strategies to face the real problems in the tourism sector.

### BASIC SKILLS

BS02- Students must be able to apply their knowledge to their work in a professional way and possess the skills used to develop and defend arguments and solve problems within their study field.

### GENERAL SKILLS

GS02- Have business vision.

### SPECIFIC SKILLS

SS14- Identify and manage the internal aspects, functions, and operational processes of tourism business units.

### LEARNING OBJECTIVES

1. To know instruments and mechanisms for obtaining financial resources.
2. Prepare reports assessing the trend of the results obtained and the evolution and expectations of service prices, according to internal economic information and market needs.



Centre adscrit



UNIVERSITAT DE  
BARCELONA

## ACADEMIC CONTENTS

---

- 1 Main topics on corporate finance in the tourism industry
  - 1.1 Introduction
  - 1.2 Economic and Financial Flows
  - 1.3 Balance Sheet
  - 1.4 Profit and Lost Accounts
  - 1.5 Break Even Point
  - 1.6 P&L Budget
  - 1.7 Business Case
  
- 2 Cash Flow
  - 2.1 Introduction
  - 2.2 Working Capital
  - 2.3 Cash Flow calculation
  - 2.4 Business Case
  
- 3 Financial Strategy
  - 3.1 Types of financial needs
  - 3.2 Main financial sources
  - 3.3 Business case
  
- 4 Investment decisions
  - 4.1 Introduction
  - 4.2 Investment Value Ratios: NPV, IRR, Payback
  - 4.3 Business Case

## LEARNING METHODOLOGY

---

The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

- Lectures
- Case studies
- Guided discussions
- Practical exercises
- Problem-based learning



## ASSESSMENT SYSTEM

---

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

**Continuous Assessment:** the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

**Single Assessment:** for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.

Activities	Type	Continuous	Single	Week deadline
P&L – CF Exercise	Individual	-	20%	Week 8
Midterm	Individual	30%	-	Week 8
Investments ex.	Group	30%	30%	Week 16
Final exam	Individual	40%	50%	Exam Week
<b>Total</b>		<b>100%</b>	<b>100%</b>	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

### **Revision and Reassessment of the Course**

The student has the right to revise all the evidences that have been designed for the assessment of learning.



Centre adscrit



If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

## REFERENCES

---

- Vogel, Harold L. (2021). Travel Industry Economics: A Guide for Financial Analysis. Springer.
- MTM-5 (2018). Accounting and Finance for Managers in Tourism. GPH Books.
- Farinós Viñas, José Emilio (2016). Gestión Financiera de la empresa turística.. Editorial Síntesis
- Rodríguez Antón, José Miguel (2009). Organización y Dirección de Empresas Hoteleras. Editorial Síntesis.
- Such, M. J. (2007). La financiación de las multinacionales hoteleras españolas. Delta Publicaciones, Madrid
- Amat, O. (2008). Anàlisi integral d'empreses. Accid Profit, Barcelona.
- Díez de Castro, L.T.; López Pascual, J. (2007). Dirección Financiera. La inteligencia financiera en la gestión empresarial. Prentice Hall, Madrid
- Huselid, A; Becker, B; Beatly, R (2005). El Cuadro de Mando Integral. Ediciones Deusto, Madrid
- Quintero, J.A. (2005). Dirección estratégica y viabilidad de empresas. Pirámide, Madrid
- Abernethy, M. A. and P. Brownell. 1999. The role of budgets in organizations facing strategic change: An exploratory study. Accounting, Organizations and Society
- Arnold, E. 1986. Budgeting: The modeling approach. Management Accounting U.K.
- Lovallo, D. and D. Kahneman. 2003. Delusions of success: How optimism undermines executive decisions. Harvard Business Review
- O'Sullivan, K. 2010. From adversity, better budgets: Tempted to abandon budgeting altogether, companies have instead taken it to a new level
- Gibson, C. (2012). Financial Reporting and Analysis. Cengage Learning.
- Holmes, G., Sugden, A., Gee, P. (2005). Interpreting Company Reports and Accounts. Pearson.



Centre adscrit



UNIVERSITAT DE  
BARCELONA

## COURSE CONTENT

Bachelor's Degree in Tourism

Academic Year [2024/25]

- Hales, J. (2006). Accounting and Financial Analysis in the Hospitality Industry. Elsevier. |