



Code-Course	064508 - Financial Management in Tourism Organizations				
Year	4th	Credits	4,5 cr ECTS		
Thematic Area	Economics and Finance	Course Type	OMH		
In-class hours	36	Teacher-led learning hours	36	Individual work hours	40,5

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.

The subject is part of the compulsory specialization in Tourism Management and is essential to achieve the study of knowledge management and leadership that currently require companies.

Financial Management is a course 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 teach 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

GS2- Have business vision.



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COURSE CONTENT

Bachelor's Degree in Tourism

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.

ACADEMIC CONTENTS

Lesson 1. Main topics on Corporate Finance in the Tourism Industry

- 1.1 Introduction
- 1.2 Introduction to Accounting
- 1.3 Economic and Financial Flows
- 1.4 Balance Sheet
- 1.5 Profit and Lost Accounts
- 1.6 Break Even Point
- 1.7 P&L Budget
- 1.8 Business Case

Lesson 2. Cash Flow

- 2.1 Introduction
- 2.2 Working Capital
- 2.3 Cash Flow and Tourism Business
- 2.4 Business Case

Lesson 3. Financial Strategy

- 3.1 Types of financial needs



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COURSE CONTENT

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3.2 Main Financial sources

3.3 Business case

Lesson 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
Activity 1. Bgt y CF	Individual	15 %	20%	Week 6
Activity 2. Investments	Individual	15 %	20%	Week 11
Midterm Exam	Individual	20 %	0 %	Week 7
Individual Exam Final	Individual	50 %	60 %	At the end of the course
TOTAL		100%	100%	

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.

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

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- Rodríguez Antón, José Miguel (2009). *Organización y Dirección de Empresas Hoteleras*. Editorial Síntesis.
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