



Centre adscrit



UNIVERSITAT DE
BARCELONA

SYLLABUS

Center in Hotel management and Hospitality

Code - Course	580003 – Economic and financial management		
Course year	1	Credits	3 ECST
Thematic Area	Business administration and management	Course type	Compulsory
In-class hours	42 hours	Hours of individual work	108 hores

BRIEF COURSE DESCRIPTION

The purpose of business is to create and keep a customer (Peter Drucker). In order to create and keep a customer, it is necessary to offer him/her products or services which satisfy their needs. It will be essential to carry out investments financed in such a way as their cost doesn't prevent from obtaining a proper profitability. Therefore, it is very important to carry out a consistent financial policy to support the actions implemented by other departments in the company.

The current economic framework is characterized by a decrease in overnight stays, an over-supply and a increasing competition from other tourist destinations. Working to raise management standards, offering a well define product, and following a competition model beyond the cost-quality ratio forces companies to rethink their business model and to get into new fields which promote, in a different and innovative way, the companies competition.

This course unit aims to give students the knowledge they need to analyse the real problems organizations need to deal with. This is done by establishing quantitative and qualitative analysis criteria and designing alternative scenarios in order to be able to make decisions and implement the strategic solutions in the field of commercialization, the human resources management, and the optimization of the economic and financial resources.

It is very important to know the economic and financial structure of a company and how to analyse it by studying its evolution throughout the different tax years in order to identify its current situation and its solvency ratio. Moreover, the analysis allows us to forecast its future evolution and to solve any problem if necessary.



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The results of the analysis will help us to take decisions and to establish an operational budget and a financial budget which will allow us to know the company's manager framework for action. The implementation of the budgets will let directors to manage the company with the objective of knowing the correspondences and differences between the established objectives and the results achieved.

This course unit bring together all the skills students need to develop in order to assimilate the specific knowledge about hotels and restaurants management. This is way the unit is focused on developing the management tools from a strategic scope.

BASIC SKILLS

BS10- Students should gain learning skills that allow them autonomous or self-directed lifelong learning.

GENERAL SKILLS

GS1 – Business oriented.

SPECIFIC SKILLS

SS4 – Optimize the management of the human and economic resources of the undertaken tourism projects.

ACADEMIC CONTENT

1. Financial accounting: foundations. A service company's financial statements. Control of assets.
2. Economic and financial analysis. Tools. Asset accounts, liability accounts and profit and loss statements.
3. Financial balance principles: liquidity of assets and maturity of liabilities. Cash flow statements.
4. Profitability and self-financing.



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5. Economic and financial analysis. Practical application.
6. Operational budget and financial budget.
7. Analysis of the profitability of services provided.
8. Receipt management. Credit management. Risk analysis.

LEARNING METHODOLOGY

The learning methodology is based on sessions which combine theoretical components with practical applications by means of individual tasks. Students will also analyse a practical case study in group. Theoretical concepts will be explained accompanied by practical examples applied to the sector in order to provide students with the necessary knowledge and tools they need to make decisions in an economic and financial environment.

ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous assessment along the academic year or a single assessment at the end of the established period of time.

Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams. Attending a minimum of 80% of the classes is required to follow this system.

Single Assessment consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.



Evaluation systems	Continuous	Single
Tasks done by the student	60 %	40 %
Final written exam	40 %	60 %

Review and Reassessment of the Course

The student has the right to review 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 reassessment of the course and submit a new reassessment task, it will be mandatory to fulfil one of these conditions:

A) Students must have been awarded a mean grade of 5.0 or higher in relation to the activities carried out throughout the semester without taking into account the final exam/s (both continuous assessment and single assessment) and having attended the final exam.

B) Students must have been awarded a final minimum grade of 4.0 in the overall course.

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