



<b>Code - Course</b>	<b>721106 – Economic and financial management</b>				
<b>Type</b>	Basic training			<b>Year</b>	1 <sup>st</sup>
<b>Thematic Area</b>	Company fundamentals			<b>Credits</b>	6 ECTS
<b>Professor in charge of the course</b>				Roger Camps	
<b>In-class</b>	60 hours	<b>Teacher-led</b>	40 hours	<b>Individual</b>	50 hours

## BRIEF COURSE DESCRIPTION

Financial economic management is essential for the management of an economic unit, and this subject aims to prepare and manage the economic and financial information derived from the development of a business tourist activity.

The goal of the course is the acquisition of the necessary knowledge to elaborate, communicate, validate, analyse and interpret the relevant information of the economic and financial situation of an economic unit aimed at control and decision-making at an operational and strategic level.

Students will learn to analyse the financial and economic situation of an organization, establish the necessary measures for the smooth running of a company, evaluate the suitability of certain investments before making them, and make the most convenient decisions to obtain the best financial resources, at the right time, in the necessary volume and at an acceptable cost for the organization.

We must highlight the contents approach towards a practical dimension, being the businesses in the tourism sector the main subjects of application.

## LEARNING OUTCOMES

The learning process designed for this course allows students to achieve the following Subject Related Learning Outcomes:

M02H2- Identify the key concepts of financial accounting, understanding their importance in making business decisions.

M02S3- Interpret basic financial statements, such as the balance sheet, income statement, and cash flow statement.

Likewise, these contribute to the achievement of the following Degree Learning Outcomes: *TH05*, *TS04*. They are all available for consultation [in this link](#).

## ACADEMIC CONTENTS

**Unit 1: Introduction to financial accounting.**



- 1.1 Concept of Accounting and typology.
- 1.2 Accounting concepts and content: Assets, Liabilities and Net Equity. Financial and economic structure
- 1.3 Basic Annual Statements: Balance Sheet, Income Statement and Annual Report

## **Unit 2: Economic and financial analysis in tourism companies**

2.1 Financial analysis in Tourism companies. Financial structure, graphic representation. Working Capital and main financial ratios. Use of industry data as complement for the analysis.

2.2 Economic analysis in Tourism companies. P&L analysis, sales evolution. Return On Assets, Return On Equity, Financial Leverage. Use of industry data as complement for the analysis.

## **Unit 3: Basic concepts of Financial Math for Tourism companies**

- 3.1 Simple and compound capitalisation and discount, period interest rates
- 3.2 Equivalent annual fees
- 3.3 French method for loans

## **Unit 4: Investment decisions in tourism companies**

- 4.1 Investment decisions and Cash flow forecasts
- 4.2 Investment analysis methods and decision criteria: payback, NPV and IRR.

## **Unit 5: Financing alternatives in tourism companies**

- 5.1 Corporate finance funds:
- 5.2 Equity funds
- 5.3 Short-term and long-term financial debts

## **LEARNING METHODOLOGY**

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The learning methodologies related to this course include a wide window of different actions to set off its learning outcomes, which mean a development of different kinds of capacities referred to the learning of processes and attitudes applicability in the organization's environment.

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

- Lectures
- Case studies
- Discussions
- Practical exercises
- Project-based learning



## ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's learning outcomes 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 <sup>1</sup>
Activity 1 (Exam)	Individual	30%	-	Week 10
Activity 2 (Exam/Activity)	Individual	30%	40%	Week 15
Final Exam	Individual	40%	60%	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 evidence that have been designed for the assessment of learning.

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<sup>1</sup> The week deadline is an estimation which may be subject to changes that may prompt modifications to the planning or context of the syllabus.



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 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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BREALEY, R.A.; MYERS, S.C; ALLEN, F. (2010). Principles of Corporate Finance. McGraw Hill, New York.

MASSONS I RABASSA, JOAN (2008). Finanzas. Editorial Hispano-Europea, S.A. – Colección ESADE. Barcelona.

ROSS, W. J. (2012) Finanzas corporativas. McGraw Hill, México.

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