



**UCAM**  
UNIVERSIDAD  
CATÓLICA DE MURCIA

# Teaching Guide 2018/2019

## Hospitality Financial Management

Master in Hospitality Management

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Hospitality financial management

## **Hospitality financial management**

Module: **Financial management and cost accounting**

Course: **Hospitality financial management**

Mode: **Mandatory**

Number of academic credits: **4 ECTS**

Term: **1<sup>st</sup> Term**

Lecturer: **Mr. Jesús Martínez**

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Lecturer office hours: **Wednesdays, from 11:00 am to noon**

Module, course lecturer/Coordinator: **D. Jesús Martínez**

## **Course description**

The course of Hospitality Financial Management offers a current vision of the financial environment in the Hospitality Industry, along with an analysis of key issues that configure the financial planning of hotel and restoration business. Specially, after studying general principles of corporate finance, this course focused on the particularities of managing financial area of hotel and restoration business.

## **Previous requirements**

None specified.

## **Course objectives**

1. Professional integration in the financial areas of Hospitality Industry.
2. Deepening the knowledge on the company's nature and its relation to the national and international financial and economic environment.
3. To be able to identify and learn how to use methods and techniques of financial analysis of hotel and restoration businesses.

## Competences and learning outcomes

### General Competences

- **G1:** Acquire the ability to manage and run hotels and restoration integrated in the current work scenery.
- **G2:** Acquire advanced knowledge to answer the demands of the hotel market.
- **G3:** Develop abilities to promote and manage and continuous change. Promote abilities key to improve management and business competition.
- **G4:** Go deep in the knowledge of the different areas of hotel corporations within a global focus.

### Specific Competences

- **E.7** Train in the strategic and operational decision making in terms of the management, financial and economic analysis tools applicable to hotel and restoration business.

## Methodology

	Hours	Contact hours	Independent study work
Lectures and seminars	18	30 (30%)	
Tutorials	6		
Assessment in class	6		
Personal study	31.5		70 (70%)
Assignments and papers	21		
Research	17.5		
<b>TOTAL</b>	<b>100</b>	<b>30</b>	<b>70</b>

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## Syllabus

### Theoretical classes

UNIT 1: General principles of corporate financial management.

#### **UNIT 2: Long term financial plan**

Concepts and tools for decision-making in the hospitality industry

Analysis and critical interpretation of economic and financial reports

Decision making based on economic and financial information. Investment selection criteria.

Mechanisms to detect and assess new financing systems associated with the development of innovative activities.

#### **UNIT 3: Short and medium term financial plan**

Identification of financing needs.

Tools for decision-making on the management of assets and current liabilities. Management of working capital: liquidity, solvency and debt.

Decision making financing based on markets and financial products suitable for the business cycle and characteristics of the hotel and catering companies.

### Case study analysis

Case studies unit 1: The time value of money, investment and financial decisions.

## **Relation to other disciplines of the study program**

The Hospitality financial management course corresponds to the module Financial management and cost accounting.

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## Assessment system

June Call:

- **Individual work:** 70% of total grade
- **Attendance and participation:** 30% of total grade

September Call:

- **Individual work:** 70% of total grade
- **Attendance and participation:** 30% of total grade

## Bibliographic references

### Basic bibliography

BREALEY, R.A., MYERS, S.C. AND ALLEN, F. (2014). Principles of Corporate Finance. MC Graw Hill.

### Complementary bibliography

HULL, J.C. (2015). Options, futures, and other derivatives. Pearson.

MADURA, J. (2011). International Financial Management.

AMAT, O. (2008). Análisis Económico-Financiero. Gestión 2000.

ARROLLO, A.M. AND PRAT, M. (1996). Dirección Financiera. Deusto.

DURBÁN, S. (2008). Dirección Financiera. MC Graw Hill.

FERNÁNDEZ, P. (2005). Valoración de empresas. Gestión 2000.

RUIZ, R.J. AND GIL, A.M. (2005). Introducción a la Dirección Financiera. Síntesis.

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## **Webs related**

- ✓ <http://www.bde.es>: Banco de España
- ✓ <http://www.ceca.es>: Confederación Española de Cajas de Ahorros
- ✓ <http://www.aebanca.es>: Asociación Española de Banca

## **Study recommendations**

There are not study recommendations.

## **Instructional materials**

Not needed.