



SYLLABUS

Academic year 2016-2017

1. Information regarding the programme

1.1. Higher education institution	Babeș-Bolyai University
1.2. Faculty	Faculty of Business
1.3. Department	Business
1.4. Field of study	Business Administration
1.5. Study cycle	Master
1.6. Study programme / Qualification	Business Administration in Hospitality and International Tourism

2. Information regarding the course

2.1. Name of the course	Economic and Financial Analysis in Hospitality and Tourism						
2.2. Code	IME0043						
2.3. Course coordinator	Assistant Professor Larissa-Margareta Bătrâncea, Ph.D.						
2.4. Seminar coordinator	Assistant Professor Larissa-Margareta Bătrâncea, Ph.D.						
2.5. Year of study	3	2.6. Semester	I	2.7. Type of evaluation	E	2.8. Type of course	Compulsory

3. Total estimated time (hours/semester of didactic activities)

3.1. Hours per week	2	Of which: 3.2. lecture	1	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	28	Of which: 3.5. lecture	14	3.6. seminar/laboratory	14
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					14
Additional documentation (in libraries, on electronic platforms, field documentation)					7
Preparation for seminars/labs, homework, papers, portfolios and essays					7
Tutorship					4
Evaluations					2
Other activities:	Preparing the final exam				8
3.7. Total individual study hours					42
3.8. Total hours per semester					70
3.9. Number of ECTS credits					3

4. Prerequisites (if necessary)

4.1. curriculum	Not applicable.
4.2. competencies	Not applicable.

5. Conditions (if necessary)

5.1. for the course	Course room with computer and beamer.
5.2. for the seminar /lab activities	Course room with computer and beamer; students should bring pocket calculators.



6. Specific competencies acquired

Professional competencies	<p>Assessing the financial state of economic entities within hospitality and tourism, using systems of financial indicators, implying that students acquire the following professional competencies:</p> <ul style="list-style-type: none"> • Knowledge of the theoretical-methodological basis required by the economic and financial analysis within hospitality and tourism; • Identification and interpretation of the indicators system used in economic and financial analysis within hospitality and tourism; • Application of procedures typical for the economic and financial analysis within hospitality and tourism, in order to identify causes and to interpret systems of financial indicators; • Critical assessment of results obtained in the framework of economic and financial analysis within hospitality and tourism, synthesis and statement of conclusions; • Development of the analysis report and interpretation of conclusions, with the purpose of innovatively using it during the assessment process.
Transversal competencies	<ul style="list-style-type: none"> • Development of communication, team work and leadership capabilities; • Accomplishment of tasks by following principles and norms of professional ethics; • Widening the spectrum regarding the importance and role of economic and financial analysis within hospitality and tourism, by accessing information sources available in Romanian and other foreign languages.

7. Objectives of the course (outcome of the acquired competencies)

7.1. General objectives of the course	<ul style="list-style-type: none"> • Becoming well-acquainted with the basic concepts of economic and financial analysis within hospitality and tourism; • Emphasizing the phenomena and processes within hospitality and tourism environment by using general or specific investigation methods; • Developing capabilities of using statistical-mathematical instruments in practicing economic and financial analysis within hospitality and tourism; • Acquiring a scientific language, specific for economic and financial analysis within hospitality and tourism.
7.2. Specific objectives of the course	<p>Part I: Theoretical-methodological bases of economic and financial analysis within hospitality and tourism:</p> <ul style="list-style-type: none"> • Learning instruments useful to elaborate models for efficiently analyzing phenomena occurring within hospitality and tourism; • Interpreting influences of factors which act upon economic phenomena within hospitality and tourism and suggesting adequate solutions for increasing economic efficiency; • Determining the role of economic and financial analysis within hospitality and tourism with respect to each decision-maker/user of financial statements. <p>Part II: Analysis of the entity's economic and financial status:</p> <ul style="list-style-type: none"> • Developing abilities of "reading" financial statements;



	<ul style="list-style-type: none"> • Getting accustomed to the structure of financial statements within hospitality and tourism and the information they provide, in order to achieve a global economic and financial analysis as relevant as possible; • Acquiring the methodology of analyzing financial statements within hospitality and tourism and developing students' capabilities of computing and, chiefly, interpreting indicators typical for the economic and financial analysis within hospitality and tourism.
--	---

8. Content

8.1. Course	Teaching Method	Remarks
1. Economic and financial analysis in hospitality and tourism – methodological approaches	interactive discussion, questioning, heuristic conversation	<ul style="list-style-type: none"> • Models of analysis • Decomposing into factors • Order of phenomena evolution • Quantitative and qualitative factors
2. Microeconomic analysis system	interactive discussion, questioning, heuristic conversation	<ul style="list-style-type: none"> • Components of the microeconomic analyses system • Types of microeconomic analysis • Specificity of microeconomic analysis
3. Microeconomic analysis system	interactive discussion, questioning, heuristic conversation	<ul style="list-style-type: none"> • Stages and content of the analysis process
4. Methodology of the entity's economic and financial analysis in hospitality and tourism	interactive discussion, questioning, heuristic conversation	<ul style="list-style-type: none"> • Methodology of quantitative analysis • Methodology of competition analysis • Methods established in the specialty literature and financial practice
5. Methodology of the entity's economic and financial analysis in hospitality and tourism	interactive discussion, questioning, heuristic conversation	<ul style="list-style-type: none"> • Method of isolated determination • Substitution method • Coefficients distribution method • Matrix method • Balance method
6. Methodology of the entity's economic and financial analysis in hospitality and tourism	interactive discussion,	<ul style="list-style-type: none"> • Relative substitution method • Indices method



	questioning, heuristic conversation	<ul style="list-style-type: none"> • Index logging method • Relative balance method • Regression analysis method • Production functions method
7. Analysis of the entity's financial position in hospitality and tourism	interactive discussion, questioning, heuristic conversation	<ul style="list-style-type: none"> • Balance sheet • Analyzing the evolution of financial position by determining chain-based indices
8. Analysis of the entity's financial position in hospitality and tourism	interactive discussion, questioning, heuristic conversation	<ul style="list-style-type: none"> • Structure ratios • Comparing results with average values corresponding to different industries and with safety intervals
9. Financial analysis of asset management in hospitality and tourism	interactive discussion, questioning, heuristic conversation	<ul style="list-style-type: none"> • Assets turnover ratios • Treasury excess/deficit • Dynamic model of inventories turnover ratios
10. Financial analysis of asset management in hospitality and tourism	interactive discussion, questioning, heuristic conversation	<ul style="list-style-type: none"> • Liabilities turnover ratios • Treasury excess/deficit • Comparison with assets turnover ratios
11. Analysis of financial equilibrium in hospitality and tourism	interactive discussion, questioning, heuristic conversation	<ul style="list-style-type: none"> • Liquidity • Solvency • Working capital • Working capital requirements • Net treasury
12. Analysis of financial performance in hospitality and tourism	interactive discussion, questioning, heuristic conversation	<ul style="list-style-type: none"> • Income statement • Vertical and horizontal analysis • Structure ratios • Profitability ratios
13. Cash flow analysis in hospitality and tourism	interactive discussion, questioning, heuristic	<ul style="list-style-type: none"> • Cash flow statement • Direct method of determining cash flows on three types of activities • Indirect method of determining



	conversation	cash flows on the three types of activities • Interpreting total and activity-based excess/deficit
14. Analysis of bankruptcy risk in hospitality and tourism	interactive discussion, questioning, heuristic conversation	• Statistical models • Banking models • Safety intervals
Bibliography	<ol style="list-style-type: none"> 1. Bătrâncea, I., Bătrâncea, L.M., Moscviciov, A., Nichita, A., <i>Financial statement analysis</i>, Editura Risoprint, Cluj-Napoca, 2012 2. Bătrâncea, I., Bătrâncea, L.M., Borlea, S., <i>Analiza financiară a entității economice</i>, Editura Risoprint, Cluj-Napoca, 2007 3. Bătrâncea I., <i>Raportări financiare</i>, Editura Risoprint, Cluj-Napoca, 2006 4. Bușe, L., <i>Analiză economico-financiară</i>, Editura Economică, București, 2005 5. Bernstein L.A., Wild J.J., <i>Analysis of Financial Statements</i>, McGraw-Hill, N.Y., 2000 6. Elliot A., Elliot J., <i>Financial Accounting & Reporting</i>, Pearson Education Limited, U.K., 2002 7. Higgins R., <i>Analysis for Financial Management</i>, Irwin Homewood, Boston, U.S.A., 1992 8. **** <i>International Financing Reporting Standards (IFRS)</i> 9. *** <i>US Generally Accepted Accounting Standards (GAAP)</i> 	

8.2. Seminar/laboratory	Teaching Method	Remarks
1. Economic and financial analysis in hospitality and tourism – methodological approaches	exercise	• Models of analysis • Decomposing into factors • Order of phenomena evolution • Quantitative and qualitative factors
2. Microeconomic analysis system	exercise	• Components of the microeconomic analyses system • Types of microeconomic analysis • Specificity of microeconomic analysis
3. Microeconomic analysis system	exercise	• Stages and content of the analysis process
4. Methodology of the entity's economic and financial analysis in hospitality and tourism	exercise	• Methodology of quantitative analysis • Methodology of competition analysis • Methods established in the specialty literature and financial practice



5. Methodology of the entity's economic and financial analysis in hospitality and tourism	exercise	<ul style="list-style-type: none">• Method of isolated determination• Substitution method• Coefficients distribution method• Matrix method• Balance method
6. Methodology of the entity's economic and financial analysis in hospitality and tourism	exercise	<ul style="list-style-type: none">• Relative substitution method• Indices method• Index logging method• Relative balance method• Regression analysis method• Production functions method
7. Analysis of the entity's financial position in hospitality and tourism	exercise	<ul style="list-style-type: none">• Balance sheet• Analyzing the evolution of financial position by determining chain-based indices
8. Analysis of the entity's financial position in hospitality and tourism	exercise	<ul style="list-style-type: none">• Structure ratios• Comparing results with average values corresponding to different industries and with safety intervals
9. Financial analysis of asset management in hospitality and tourism	exercise	<ul style="list-style-type: none">• Assets turnover ratios• Treasury excess/deficit• Dynamic model of inventories turnover ratios
10. Financial analysis of asset management in hospitality and tourism	exercise	<ul style="list-style-type: none">• Liabilities turnover ratios• Treasury excess/deficit• Comparison with assets turnover ratios
11. Analysis of financial equilibrium in hospitality and tourism	exercise	<ul style="list-style-type: none">• Liquidity• Solvency• Working capital• Working capital requirements• Net treasury
12. Analysis of financial performance in hospitality and tourism	exercise	<ul style="list-style-type: none">• Income statement• Vertical and horizontal analysis• Structure ratios• Profitability ratios
13. Cash flow analysis in hospitality and tourism	exercise	<ul style="list-style-type: none">• Cash flow statement• Direct method of determining cash flows on three types of activities• Indirect method of determining cash flows on the three types of



		activities • Interpreting total and activity-based excess/deficit
14. Analysis of bankruptcy risk in hospitality and tourism	exercise	• Statistical models • Banking models • Safety intervals
Bibliography	<ol style="list-style-type: none"> Bătrâncea, I., Bătrâncea, L.M., Moscviciov, A., Nichita, A., <i>Financial statement analysis</i>, Editura Risoprint, Cluj-Napoca, 2012 Bătrâncea, I., Bătrâncea, L.M., Borlea, S., <i>Analiza financiară a entității economice</i>, Editura Risoprint, Cluj-Napoca, 2007 Bătrâncea I., <i>Raportări financiare</i>, Editura Risoprint, Cluj-Napoca, 2006 Bușe, L., <i>Analiză economico-financiară</i>, Editura Economică, București, 2005 Bernstein L.A., Wild J.J., <i>Analysis of Financial Statements</i>, McGraw-Hill, N.Y, 2000 Elliot A., Elliot J., <i>Financial Accounting & Reporting</i>, Pearson Education Limited, U.K., 2002 Higgins R., <i>Analysis for Financial Management</i>, Irwin Homewood, Boston, U.S.A., 1992 *** <i>International Financing Reporting Standards (IFRS)</i> *** <i>US Generally Accepted Accounting Standards (GAAP)</i> 	

9. Corroborating the content of the course with the expectations of the epistemic community, professional associations and representative employers within the field of the program

<p>The course is useful for all liberal professions derived from the economics profession, as following:</p> <ul style="list-style-type: none"> - Financial evaluator, in grounding assessment diagnosis; - Financial auditor, in stating the auditor's opinion, especially concerning the application of the continuous activity principle; - Accounting expert, in diagnosing the financial state of the entity; - Fiscal consultant, in grounding the tax base, which is directly linked to the financial performances achieved by an economic entity; - Financial liquidator, in grounding the diagnosis for liquidating an economic entity.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Percentage in the final grade
10.4. Course	<ul style="list-style-type: none"> • Correctly applying the notions learnt • Interpreting the results obtained 	Final exam	100%
10.5. Seminar/lab activities	<ul style="list-style-type: none"> • Capacity of applying the notions learnt • Interest for individual training • Seriousness in approaching problems 		



10.6. Minimum performance standards

- Knowledge of basic notions and their application to practical situations within hospitality and tourism;
- Interpretation of the results obtained.

Date

Course coordinator

Seminar coordinator

12.06.2016

**Assist.Prof. Larissa-Margareta
BĂTRÂNCEA, Ph.D.**

**Assist.Prof. Larissa-Margareta
BĂTRÂNCEA, Ph.D.**

Date of approval

Head of department

Prof. Cornelia POP, Ph.D.