



SYLLABUS

Academic year 2023-2024

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 International Hospitality and 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. Lecture coordinator		Associate Professor Dr. Larissa-Margareta Bătrâncea					
2.4. Seminar coordinator		Associate Professor Dr. Larissa-Margareta Bătrâncea					
2.5. Year of study	2	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 course books, course support, references, course notes					28
Additional documentation (in libraries, on electronic platforms, field documentation)					14
Preparation for seminars/labs, homework, papers, portfolios and essays					14
Tutorship					2
Evaluations					4
Other activities: 10					10
3.7. Total individual study hours					72
3.8. Total hours per semester					100
3.9. Number of ECTS credits					4

4. Prerequisites (if necessary)

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

5. Conditions (if necessary)

5.1. for the lecture	Lecture room with computer and beamer.
5.2. for the seminar/lab activities	Seminar room with computer and beamer.

6. Specific competencies acquired

Professional competencies	PC5. Drawing up various reports/ studies useful for the running of a hospitality/ tourism unit and the provision of consultancy in the field
Transversal competencies	TC2. Identification of roles and responsibilities in a team and their implementation within various hospitality and tourism-based businesses

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; • Understanding and using non-financial sustainability reports, which include the details regarding the ESG scores for companies from hospitality and tourism; • Identifying the most effective ways of using resources to ensure long-term debt sustainability, reduce the debt distress and risk of default for companies from hospitality and tourism; • Acquiring a scientific language, specific to 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; • 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. Lecture	Teaching Method	Remarks
1. Economic and financial analysis in hospitality and tourism – methodological approaches <ul style="list-style-type: none">• Models of analysis• Decomposing into factors• Order of phenomena evolution• Quantitative and qualitative factors	interactive discussion, questioning, heuristic conversation	1 lecture
2. Microeconomic analysis system <ul style="list-style-type: none">• Components of the microeconomic analyses system• Types of microeconomic analysis• Specificity of microeconomic analysis• Stages and content of the analysis process	interactive discussion, questioning, heuristic conversation	1 lecture
3. Methodology of the entity's economic and financial analysis in hospitality and tourism <ul style="list-style-type: none">• Methodology of quantitative analysis• Methodology of competition analysis• Methods established in the specialty literature and financial practice	interactive discussion, questioning, heuristic conversation	1 lecture
4. Methodology of the entity's economic and financial analysis in hospitality and tourism <ul style="list-style-type: none">• Method of isolated determination• Substitution method• Coefficients distribution method• Matrix method• Balance method	interactive discussion, questioning, heuristic conversation	1 lecture
5. Methodology of the entity's economic and financial analysis in hospitality and tourism <ul style="list-style-type: none">• Relative substitution method• Indices method• Index logging method• Relative balance method• Regression analysis method• Production functions method	interactive discussion, questioning, heuristic conversation	1 lecture
6. Analysis of the entity's financial position in hospitality and tourism <ul style="list-style-type: none">• Balance sheet• Analysing the evolution of financial position by determining chain-based indices	interactive discussion, questioning, heuristic conversation	1 lecture
7. Analysis of the entity's financial position in hospitality and tourism <ul style="list-style-type: none">• Structure ratios• Comparing results with average values corresponding to different industries and with safety intervals	interactive discussion, questioning, heuristic conversation	1 lecture
8. Financial analysis of asset management in hospitality and tourism <ul style="list-style-type: none">• Assets turnover ratios• Treasury excess/deficit• Dynamic model of inventories turnover ratios	interactive discussion, questioning, heuristic conversation	1 lecture



<p>9. Financial analysis of asset management in hospitality and tourism</p> <ul style="list-style-type: none"> • Liabilities turnover ratios • Treasury excess/deficit • Comparison with assets turnover ratios 	<p>interactive discussion, questioning, heuristic conversation</p>	<p>1 lecture</p>
<p>10. Analysis of financial equilibrium in hospitality and tourism</p> <ul style="list-style-type: none"> • Liquidity • Solvency • Working capital 	<p>interactive discussion, questioning, heuristic conversation</p>	<p>1 lecture</p>
<p>11. Analysis of financial performance in hospitality and tourism</p> <ul style="list-style-type: none"> • Income statement • Vertical and horizontal analysis • Structure ratios • Profitability ratios 	<p>interactive discussion, questioning, heuristic conversation</p>	<p>1 lecture</p>
<p>12. Cash flow analysis in hospitality and tourism</p> <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 	<p>interactive discussion, questioning, heuristic conversation</p>	<p>1 lecture</p>
<p>13. Bankruptcy risk analysis in hospitality and tourism</p> <ul style="list-style-type: none"> • Statistical models • Banking models • Satefy gaps 	<p>interactive discussion, questioning, heuristic conversation</p>	<p>1 lecture</p>
<p>14. Project presentation</p> <ul style="list-style-type: none"> • Presentation of projects developed on a preestablished topic 	<p>interactive presentation</p>	<p>1 lecture</p>
<p>References</p>	<ol style="list-style-type: none"> 1. Bătrâncea L. (2021), <i>Economic and Financial Analysis Coursebook</i>. Cluj-Napoca: Risoprint. 2. Bătrâncea I., Bătrâncea L.M., Moscviciov A., Nichita A. (2012). <i>Financial Statements Analysis</i>. Cluj-Napoca: Risoprint. 3. Berk, J., & DeMarzo, P. (2019). <i>Corporate Finance, Global Edition, 5th Edition</i>. Harlow: Pearson Education Limited. 4. Bernstein, L.A., & Wild, J.J. (2000). <i>Analysis of Financial Statements</i>. New York: McGraw-Hill. 5. Damodaran, A. (2022). <i>Applied Corporate Finance, 4th Edition</i>. Hoboken: John Wiley & Sons. 6. Ehrhardt, M., Fox, R., & Brigham, E. (2019). <i>Financial Management EMEA: Theory and Practice, 2nd Edition</i>. Boston: Cengage Learning. 7. Elliot, A., & Elliot, J. (2002). <i>Financial Accounting & Reporting</i>. Harlow: Pearson Education Limited. 8. Friedlob, G.T., & Schleifer, L.L.F. (2003). <i>Essentials of Financial Analysis</i>. Hoboken: John Wiley & Sons. 9. Peterson Drake, P., & Fabozzi, F.J. (2013). <i>Analysis of Financial Statements, 3rd Edition</i>. Hoboken: John Wiley & Sons. 10. Robinson, T.R., Henry, E., Pirie, W.L., Broihahn, M. & Cope, A.T. (2012). <i>International Financial Statement Analysis, 2nd edition</i>. Hoboken: John Wiley & Sons. 11. Weaver, S.C. (2012). <i>The Essentials of Financial Analysis</i>. New York: McGraw-Hill. 	



8.2. Seminar/laboratory		Teaching Method	Remarks
1.	Economic and financial analysis in hospitality and tourism – methodological approaches	exercise	1 seminar
2.	Microeconomic analysis system	exercise	1 seminar
3.	Methodology of the entity’s economic and financial analysis in hospitality and tourism	exercise	3 seminars
4.	Analysis of the entity’s financial position in hospitality and tourism	exercise	2 seminars
5.	Financial analysis of asset management in hospitality and tourism	exercise	1 seminar
6.	Financial analysis of resource management in hospitality and tourism	exercise	1 seminar
7.	Analysis of financial equilibrium in hospitality and tourism	exercise	1 seminar
8.	Analysis of financial performance in hospitality and tourism	exercise	1 seminar
9.	Cash flow analysis in hospitality and tourism	exercise	1 seminar
10.	Bankruptcy risk analysis in hospitality and tourism	exercise	1 seminar
11. Project presentation		interactive presentation	1 seminar
References	<ol style="list-style-type: none"> Bătrâncea L. (2021), <i>Economic and Financial Analysis Coursebook</i>. Cluj-Napoca: Risoprint. Bătrâncea I., Bătrâncea L.M., Moseviciov A., Nichita A. (2012). <i>Financial Statements Analysis</i>. Cluj-Napoca: Risoprint. Berk, J., & DeMarzo, P. (2019). <i>Corporate Finance, Global Edition</i>, 5th Edition. Harlow: Pearson Education Limited. Bernstein, L.A., & Wild, J.J. (2000). <i>Analysis of Financial Statements</i>. New York: McGraw-Hill. Damodaran, A. (2022). <i>Applied Corporate Finance</i>, 4th Edition. Hoboken: John Wiley & Sons. Ehrhardt, M., Fox, R., & Brigham, E. (2019). <i>Financial Management EMEA: Theory and Practice</i>, 2nd Edition. Boston: Cengage Learning. Elliot, A., & Elliot, J. (2002). <i>Financial Accounting & Reporting</i>. Harlow: Pearson Education Limited. Friedlob, G.T., & Schleifer, L.L.F. (2003). <i>Essentials of Financial Analysis</i>. Hoboken: John Wiley & Sons. Peterson Drake, P., & Fabozzi, F.J. (2013). <i>Analysis of Financial Statements</i>, 3rd Edition. Hoboken: John Wiley & Sons. Robinson, T.R., Henry, E., Pirie, W.L., Broihahn, M. & Cope, A.T. (2012). <i>International Financial Statement Analysis</i>, 2nd edition. Hoboken: John Wiley & Sons. Weaver, S.C. (2012). <i>The Essentials of Financial Analysis</i>. New York: McGraw-Hill. 		

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. Lecture	<ul style="list-style-type: none">• Correctly applying the notions learnt• Interpreting the results	Final project developed on a preestablished topic	70%
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	Projects developed during the semester	30%
10.6. Minimum performance standards			
<ul style="list-style-type: none">• Knowledge of basic notions and their application to practical situations within hospitality and tourism• Interpretation of the results			

Date
29.09.2023

Lecture coordinator
Assoc.Prof.Dr. Larissa-Margareta
BĂTRÂNCEA

Seminar coordinator
Assoc.Prof.Dr. Larissa-Margareta
BĂTRÂNCEA

Date of approval

11.10.2023

Head of department

Prof.Dr. Ioan Cristian CHIFU