



SYLLABUS

Economic and Financial Analysis in Hospitality and Tourism

Academic year 2025-2026

1. Information regarding the program

1.1. Higher education institution	Universitatea Babeș Bolyai
1.2. Faculty	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/Master
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline		Economic and Financial Analysis in Hospitality and Tourism				Discipline code	IME0043	
2.2. Course coordinator			Professor Dr. Larissa-Margareta Bătrâncea					
2.3. Seminar coordinator			Professor Dr. Larissa-Margareta Bătrâncea					
2.4. Year of study	2	2.5. Semester	1	2.6. Type of evaluation	E	2.7. Discipline regime	Compulsory	

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

3.1. Hours per week	2	of which: 3.2 course	1	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	28	of which: 3.5 course	14	3.6 seminar/laborator	14
Time allotment for individual study (ID) and self-study activities (SA)					hours
Learning using manual, course support, bibliography, course notes (SA)					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
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 course	Lecture room with computer and beamer.
5.2. for the seminar /lab activities	Seminar room with computer and beamer.



6.1. Specific competencies acquired

Professional/essential 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

6.2. Learning outcomes

Knowledge	<p>The student has complex knowledge of accounting, processing, and analysis of economic and financial information required for an effective organisation and management of businesses in the hospitality industry and international tourism.</p> <p>The student reads, understands and interprets the lines and key indicators in financial statements. Extracts the most important information from financial statements according to needs and integrates this information into the development of department plans (interprets financial statements).</p>
Skills	<p>The student has the ability to use methods and techniques specific to the financial and accounting management of businesses operating in the hospitality industry and international tourism.</p> <p>Based on accounts, ledgers, financial statements and external market information, the student analyses the financial performance of the enterprise to identify improvement actions that could increase profit (analyzes the financial performance of a company).</p>
Responsibility and autonomy:	<p>The student is able to perform complex professional tasks, under conditions of autonomy and professional independence.</p> <p>The student identifies the quantifiable measures that a company or sector uses to measure or compare performance in achieving operational and strategic objectives, using pre-established performance indicators (identifies key performance indicators).</p>

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

7.1 General objective of the discipline	<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.
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<p>7.2 Specific objective of the discipline</p>	<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.
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8. Content

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



<ul style="list-style-type: none"> • Regression analysis method • Production functions method 		
6. Analysis of company'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
9. Financial analysis of asset management in hospitality and tourism <ul style="list-style-type: none"> • Liabilities turnover ratios • Treasury excess/deficit • Comparison with assets turnover ratios 	interactive discussion, questioning, heuristic conversation	1 lecture
10. Analysis of financial equilibrium and working capital in hospitality and tourism <ul style="list-style-type: none"> • Liquidity • Solvency • Working capital 	interactive discussion, questioning, heuristic conversation	1 lecture
11. Analysis of financial performance in hospitality and tourism <ul style="list-style-type: none"> • Income statement • Vertical and horizontal analysis • Structure ratios • Return ratios 	interactive discussion, questioning, heuristic conversation	1 lecture
12. Cash flow analysis in hospitality and tourism <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 	interactive discussion, questioning, heuristic conversation	1 lecture
13. Bankruptcy risk analysis in hospitality and tourism <ul style="list-style-type: none"> • Statistical models • Banking models • Safety gaps 	interactive discussion, questioning, heuristic conversation	1 lecture
14. Project presentation <ul style="list-style-type: none"> • Presentation of projects developed on a preestablished topic 	interactive presentation	1 lecture
References		
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). *Financial Statements Analysis*. Cluj-Napoca: Risoprint.
3. Berk, J., & DeMarzo, P. (2019). *Corporate Finance, Global Edition*, 5th Edition. Harlow: Pearson Education Limited.
4. Bernstein, L.A., & Wild, J.J. (2000). *Analysis of Financial Statements*. New York: McGraw-Hill.
5. Damodaran, A. (2022). *Applied Corporate Finance*, 4th Edition. Hoboken: John Wiley & Sons.
6. Ehrhardt, M., Fox, R., & Brigham, E. (2019). *Financial Management EMEA: Theory and Practice*, 2nd Edition. Boston: Cengage Learning.
7. Elliot, A., & Elliot, J. (2002). *Financial Accounting & Reporting*. Harlow: Pearson Education Limited.
8. Friedlob, G.T., & Schleifer, L.L.F. (2003). *Essentials of Financial Analysis*. Hoboken: John Wiley & Sons.
9. Peterson Drake, P., & Fabozzi, F.J. (2013). *Analysis of Financial Statements*, 3rd Edition. Hoboken: John Wiley & Sons.
10. Robinson, T.R., Henry, E., Pirie, W.L., Broihahn, M. & Cope, A.T. (2012). *International Financial Statement Analysis*, 2nd edition. Hoboken: John Wiley & Sons.
11. Weaver, S.C. (2012). *The Essentials of Financial Analysis*. New York: McGraw-Hill.

8.2 Seminar / laboratory	Teaching methods	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 company's economic and financial analysis in hospitality and tourism	exercise	3 seminars
4. Analysis of company'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 and working capital 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

1. Bătrâncea L. (2021), *Economic and Financial Analysis Coursebook*. Cluj-Napoca: Risoprint.
2. Bătrâncea I., Bătrâncea L.M., Moscviciov A., & Nichita A. (2012). *Financial Statements Analysis*. Cluj-Napoca: Risoprint.
3. Berk, J., & DeMarzo, P. (2019). *Corporate Finance, Global Edition*, 5th Edition. Harlow: Pearson Education Limited.
4. Bernstein, L.A., & Wild, J.J. (2000). *Analysis of Financial Statements*. New York: McGraw-Hill.
5. Damodaran, A. (2022). *Applied Corporate Finance*, 4th Edition. Hoboken: John Wiley & Sons.
6. Ehrhardt, M., Fox, R., & Brigham, E. (2019). *Financial Management EMEA: Theory and Practice*, 2nd Edition. Boston: Cengage Learning.
7. Elliot, A., & Elliot, J. (2002). *Financial Accounting & Reporting*. Harlow: Pearson Education Limited.
8. Friedlob, G.T., & Schleifer, L.L.F. (2003). *Essentials of Financial Analysis*. Hoboken: John Wiley & Sons.
9. Peterson Drake, P., & Fabozzi, F.J. (2013). *Analysis of Financial Statements*, 3rd Edition. Hoboken: John Wiley & Sons.
10. Robinson, T.R., Henry, E., Pirie, W.L., Broihahn, M. & Cope, A.T. (2012). *International Financial Statement Analysis*, 2nd edition. Hoboken: John Wiley & Sons.
11. Weaver, S.C. (2012). *The Essentials of Financial Analysis*. New York: McGraw-Hill.



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

The course is useful for all liberal professions derived from the economics profession, as following:

- 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

- The same evaluation criteria are maintained for all exams sessions. The components of the evaluation process carried out during the semester cannot be recovered/redone in the examination sessions.
- To be able to accumulate the points obtained during the semester, it is mandatory to obtain a minimum of 5 (five) in the final exam (written/oral).

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	Correctly applying the concepts acquired	Written exam in the session	60%
	Interpreting the results		
10.5 Seminar/laboratory	Capacity of applying the concepts acquired	Project and bonus points obtained during the semester	40%
	Interest for individual training and seriousness in approaching problems		
10.6 Minimum standard of performance			
<ul style="list-style-type: none">• Knowledge of basic notions and their application to practical situations• Interpretation of the results			



11. Labels ODD (Sustainable Development Goals)¹

	General label for Sustainable Development							
								

Date:
30.03.2025

Signature of course coordinator
Prof. dr. Larissa-Margareta Bătrâncea

Signature of seminar coordinator
Prof. dr. Larissa-Margareta Bătrâncea

Date of approval:
10.04.2025

Signature of the head of department
Prof. dr. Ioan Cristian CHIFU

¹ Keep only the labels that, according to the [Procedure for applying ODD labels in the academic process](#), suit the discipline and delete the others, including the general one for *Sustainable Development* – if not applicable. If no label describes the discipline, delete them all and write „Not applicable.”.