



COURSE DESCRIPTION

Economic and Financial Analysis in Hospitality and Tourism

Academic year 2026-2027

1. Programme-related data

1.1. Higher Education Institution	Babeș-Bolyai University
1.2. Faculty	Business
1.3. Department	Business
1.4. Field	Business Administration
1.5. Level of study	Master
1.6. Degree 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	Prof. Larissa-Margareta Bătrâncea, PhD				
2.3. Seminar coordinator	Prof. Larissa-Margareta Bătrâncea, PhD				
2.4. Year of study	II	2.5. Semester	I	2.6. Type of assessment	Exam
2.7. Course status	Compulsory			2.8. Course type	Specialisation subject

3. Total estimated time (hours per semester of teaching activities)

3.1. Number of hours per week	2	of which: 3.2. course	1	3.3. seminar/ laboratory/ project	1
3.4. Total of hours in the curriculum	28	of which: 3.5. course	14	3.6. seminar/ laboratory	14
Time allocation for individual study (IS) and self-taught activities (ST)					hours
Learning from textbooks, course materials, bibliography, and notes (IS)					28
Additional research in the library, on subject-specific electronic platforms, and on-site					28
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					28
Tutoring (professional guidance)					2
Examinations					4
Other activities					7
3.7. Total hours of individual study (IS) and self-taught activities (ST)				97	
3.8. Total hours per semester				125	
3.9. Number of credits				5	

4. Prerequisites (where applicable)

4.1. curriculum-related	Not applicable.
4.2. skills-related	Not applicable.

5. Specific conditions (where applicable)

5.1. course-related	Lecture room with computer and beamer.
5.2. seminar/laboratory-related	Seminar room with computer and beamer.

6.1. Competencies resulting from the completion of the degree programme

Professional competencies	
Competency code	Competency
CP5	Drawing up various reports/ studies useful for the running of a hospitality/ tourism unit and the provision of consultancy in the field
Transversal competencies	
Competency code	Competency
CP2	Identification of roles and responsibilities in a team and their implementation within various hospitality and tourism-based businesses

6.2. Learning outcomes relevant to the degree programme

Learning outcomes targeted by the subject		
Competency code	Knowledge and comprehension	Specific academic skills
CP5 CT2	1. The graduate 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.	1. The graduate 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.

7. Subject-specific learning outcomes

Knowledge and understanding
1. The graduate 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).
Specific academic skills
1. Based on accounts, ledgers, financial statements and external market information, the graduate analyses the financial performance of the enterprise to identify improvement actions that could increase profit (analyzes the financial performance of a company).
2. The graduate 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).

8. Contents

8.1. Course	Teaching and learning methods	Remarks
1. Economic and financial analysis in hospitality and tourism – methodological approaches • 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 • 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 company's economic and financial analysis in hospitality and tourism • 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 company's economic and financial analysis in hospitality and tourism • Method of isolated determination • Substitution method • Coefficients distribution method • Matrix method • Balance method	interactive discussion, questioning, heuristic conversation	1 lecture
5. Methodology of company's economic and financial analysis in hospitality and tourism • 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 company's financial position in hospitality and tourism • 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 • 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 • Assets turnover ratios • Treasury excess/deficit	interactive discussion, questioning, heuristic conversation	1 lecture

• Dynamic model of inventories turnover ratios		
9. Financial analysis of asset management in hospitality and tourism • 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 • Liquidity • Solvency • Working capital	interactive discussion, questioning, heuristic conversation	1 lecture
11. Analysis of financial performance in hospitality and tourism • 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 • 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 • Statistical models • Banking models	interactive discussion, questioning, heuristic conversation	1 lecture
14. Project presentation Presentation of projects developed based on pre-established topics.	interactive presentation	1 lecture

Bibliography

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.

8.2. Seminar/ laboratory	Teaching and learning 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

Bibliography

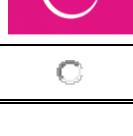
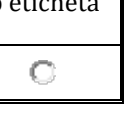
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2. Bătrâncea I., Bătrâncea L.M., Moscviciov A., & Nichita A. (2012). *Financial Statements Analysis*. Cluj-Napoca: Risoprint.
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10. Robinson, T.R., Henry, E., Pirie, W.L., Broihahn, M. & Cope, A.T. (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. 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).

Type of activity	9.1 Evaluation criteria	9.2 Evaluation methods	9.3 Percentage in the final grade
9.4. Course	Correctly applying the concepts acquired	Written exam in the session	50%
	Interpreting the results		
9.5. Seminar/ laboratory	Capacity of applying the concepts acquired	Project and bonus points obtained during the semester	50%
	Interest for individual training and seriousness in approaching problems		
9.6 Minimum standard for passing			
• Knowledge of basic notions and their application to practical situations • Interpretation of the results			

10. SDG labels (Sustainable Development Goals)

		Sustainable Development Generic Label						
								
								Nu se aplică nici o etichetă
								

Date of entry:

22.05.2026

Signature of course coordinator

Prof. Larissa-Margareta Bătrâncea, PhD

Signature of seminar coordinator

Prof. Larissa-Margareta Bătrâncea, PhD

Date of approval in the department:

27.05.2026

Signature of the head of department

Prof. Ioan Cristian CHIFU, PhD