

**1. General information****Course:** FINANCIAL PLANNING OF THE TOURIST COMPANY**Type:** CORE COURSE**Degree:** 408 - GRADO EN TURISMO**Center:** 401 - FACULTY OF SOCIAL SCIENCES OF CUENCA**Year:** 3**Main language:** Spanish**Use of additional languages:****Web site:****Code:** 67319**ECTS credits:** 6**Academic year:** 2023-24**Group(s):** 30**Duration:** First semester**Second language:****English Friendly:** Y**Bilingual:** N**Lecturer:** JAVIER RUIZ RINCON - Group(s): 30

Building/Office	Department	Phone number	Email	Office hours
Facultad de Ciencias Sociales.Despacho 3.11	ANÁLISIS ECONÓMICO Y FINANZAS	96979100 Ext. 4253	javier.ruizrincon@uclm.es	Monday 11:00 to 14:00 Thursday 11:00 to 14:00

2. Pre-Requisites

To follow the subject, basic knowledge of finance is essential, so it is recommended that students have taken and passed the 2nd year subject of Investment and Financing in the Company, as well as having knowledge of spreadsheets and statistics. Therefore, it is also recommended to have taken and passed the Business Statistics subject.

3. Justification in the curriculum, relation to other subjects and to the profession

This subject is part of module 2 "Business", subject 3 "Accounting, Taxation and Finance" of the study plan of the Degree in Tourism.

The objective of this course is to provide basic knowledge in relation to one of the classic problems of Corporate Finance: optimal financing decisions for the company. From an eminently analytical approach and after a brief reminder of the concepts seen in the previous course related to investment decisions and asset valuation, it is intended that students acquire sufficient knowledge to address and raise those problems that in the practice can be raised to the financial director of the tourist company in order to make decisions on investment, financing and distribution of dividends. The subject studied serves as the basis for many others, since without it concepts such as interest rate, financial operation, loan and valuation of financial assets could not be integrated.

4. Degree competences achieved in this course**Course competences**

Code	Description
CB01	Prove that they have acquired and understood knowledge in a subject area that derives from general secondary education and is appropriate to a level based on advanced course books, and includes updated and cutting-edge aspects of their field of knowledge.
CB02	Apply their knowledge to their job or vocation in a professional manner and show that they have the competences to construct and justify arguments and solve problems within their subject area.
CB03	Be able to gather and process relevant information (usually within their subject area) to give opinions, including reflections on relevant social, scientific or ethical issues.
CB04	Transmit information, ideas, problems and solutions for both specialist and non-specialist audiences.
CB05	Have developed the necessary learning abilities to carry on studying autonomously
CE04	Identify an empirical problem and turn it into an object of study and analysis and develop specific conclusions in the tourism context.
CE07	Discriminate tourism potentials and prospectively analyze their exploitation.
CE08	Critical analysis of the economic and financial information of tourism organizations.
CE09	Understanding of economic and financial resources in the tourism context.
CE11	Understanding the management of diverse tourism organizations.
CE12	Understanding of the legal framework that regulates tourism activities.
CE17	Knowledge of the operating procedures of the diverse sub-sectors of tourism
CG01	Ability to work in disciplinary and multidisciplinary teams, in a national and international context, in the area of Tourism.
CG03	Knowledge and sensitivity to cultural diversity and environmental issues in the area of tourism.
CG05	Information management skills in tourism.
CG07	Capacity for continuous, self-directed and autonomous learning in tourism.
CT01	Knowledge of ICT as tools in the management, promotion and marketing of companies and institutions in the tourism industry, both internally and externally.

5. Objectives or Learning Outcomes**Course learning outcomes****Description**

Knowledge of accounting regulations and systems for obtaining, analyzing and interpreting external and internal information, which is useful for decision making by agents such as shareholders, managers, customers, employees or public administration.

Listen, negotiate, persuade and defend arguments oral and writing

Creative and innovative problem-solving.

Independent work and personal initiative.

Apply the theories and approaches of economic analysis to explain the behavior of economic agents.

Assume social and ethical responsibility in decision making.

Search, analysis, interpretation, synthesis and transmission of information.

Knowledge of the exchange of economic resources between individuals, companies and financial institutions, which involves the analysis of investment and financing decisions in the company, portfolio theory, asset valuation and the functioning of financial markets.

Knowledge of the models and techniques for analyzing the economic and legal environment that companies are currently facing, with special attention to the search for opportunities and anticipation of future changes.

6. Units / Contents

Unit 1: Introduction

Unit 2: Management of current assets and liabilities. The importance of cash flows in the tourism sector

Unit 3: Short and long term financial planning

Unit 4: Tools for the management of tourism companies

7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Class Attendance (theory) [ON-SITE]	Combination of methods	CB01 CB02 CB03 CB04 CB05 CE04 CE07 CE08 CE09 CE11 CE12 CE17 CG01 CG03 CG05 CG07 CT01	1.33	33.25	N	-	
Class Attendance (practical) [ON-SITE]	Combination of methods	CB01 CB02 CB03 CB04 CB05 CE04 CE07 CE08 CE09 CE11 CE12 CE17 CG01 CG03 CG05 CG07 CT01	0.67	16.75	Y	N	
Problem solving and/or case studies [ON-SITE]	Combination of methods	CB01 CB02 CB03 CB04 CB05 CE04 CE07 CE08 CE09 CE11 CE12 CE17 CG01 CG03 CG05 CG07 CT01	0.3	7.5	N	-	
Other off-site activity [OFF-SITE]	Practical or hands-on activities	CB01 CB02 CB03 CB04 CB05 CE04 CE07 CE08 CE09 CE11 CE12 CE17 CG01 CG03 CG05 CG07 CT01	1.6	40	Y	N	
Study and Exam Preparation [OFF-SITE]	Assessment tests	CB01 CB02 CB03 CB04 CB05 CE04 CE07 CE08 CE09 CE11 CE12 CE17 CG01 CG03 CG05 CG07 CT01	2	50	N	-	
Final test [ON-SITE]	Assessment tests	CB01 CB02 CB03 CB04 CB05 CE04 CE07 CE08 CE09 CE11 CE12 CE17 CG01 CG03 CG05 CG07 CT01	0.1	2.5	Y	Y	
Total:			6	150			
Total credits of in-class work: 2.4			Total class time hours: 60				
Total credits of out of class work: 3.6			Total hours of out of class work: 90				

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System

Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Final test	70.00%	100.00%	Exam
Other methods of assessment	30.00%	0.00%	Continuous assessment practices in class
Total:	100.00%	100.00%	

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

Evaluation criteria for the final exam:

Continuous assessment:

- 1.- Periodic evaluation of exercises.
- 2.- Evaluation by means of an objective test in which the student demonstrates his understanding of the theoretical concepts and the ability to analyze and solve practical problems.

The subject follows an evaluation system based on the assessment of various training activities and an exam. The student is required to obtain a 4 (out of 10) in the final evaluation test to average the grade obtained in the rest of the proposed training activities. Those students who, even having carried out evaluable activities, wish to be evaluated with the non-continuous evaluation criteria must notify the teacher before the end of the class period.

Regarding assessment in case of illness or other special circumstances (mitigating rules), see article 7 of the Student Assessment Regulations of the University of Castilla-La Mancha.

Non-continuous evaluation:

Those students who opt for non-continuous assessment must communicate this before the exam period begins and following the mechanism established by the teaching staff at the beginning of the course. The evaluation will be carried out with a final test that will include the specific tests that are considered necessary to evaluate all the competences of the subject.

- 1.- Evaluation by means of an objective test in which the student demonstrates his understanding of the theoretical concepts and the ability to analyze and solve practical problems.
- 2.- The objective test may be different from the one carried out by the students of the Continuous Assessment.
- 3.- The objective test must be passed with 50% of its maximum score (5 out of 10).

Regarding assessment in case of illness or other special circumstances (mitigating rules), see article 7 of the Student Assessment Regulations of the University of Castilla-La Mancha.

Specifications for the resit/retake exam:

Identical evaluation criteria of the ordinary call.

Specifications for the second resit / retake exam:

The evaluation will be carried out on a single written test, being necessary to pass the subject a minimum score of 5 out of 10.

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	hours
Class Attendance (theory) [PRESENCIAL][Combination of methods]	33.25
Class Attendance (practical) [PRESENCIAL][Combination of methods]	16.75
Problem solving and/or case studies [PRESENCIAL][Combination of methods]	7.5
Other off-site activity [AUTÓNOMA][Practical or hands-on activities]	40
Study and Exam Preparation [AUTÓNOMA][Assessment tests]	50
Final test [PRESENCIAL][Assessment tests]	2.5
Global activity	
Activities	hours
Class Attendance (practical) [PRESENCIAL][Combination of methods]	16.75
Other off-site activity [AUTÓNOMA][Practical or hands-on activities]	40
Final test [PRESENCIAL][Assessment tests]	2.5
Class Attendance (theory) [PRESENCIAL][Combination of methods]	33.25
Problem solving and/or case studies [PRESENCIAL][Combination of methods]	7.5
Study and Exam Preparation [AUTÓNOMA][Assessment tests]	50
Total horas: 150	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Brealey, Richard A.	Fundamentos de finanzas corporativas	Mac Graw Hill		978-84-481-5661-9	2010	
Brealey, Richard A.	Fundamentos de finanzas corporativas	Mac Graw Hill		978-84-481-5661-9	2010	
Copeland, Thomas E.	Financial theory and corporate policy	Addison-Wesley Pub. Group		978-0-321-22353-1	2004	
Rosario Díaz, J. Sánchez Cañadas, M M. Trinidad Segovia, J.E.	Supuestos prácticos de dirección financiera	PIRÁMIDE	Madrid	84-368-2029-0	2006	
Rosario Díaz, Juana	Casos prácticos de dirección financiera	PIRÁMIDE		978-84368-2243-4	2008	
Brealey, Richard A.	Finanzas corporativas	McGraw-Hill/Interamericana de España UNED		978-84-481-7208-4	2010	
Méndez González, Guillermo	Análisis y Gestión Financiera de Empresas Turísticas	Ramón Areces		978-84-8004-930-6	2009	
Medina Hernández, Urbano	Gestión Financiera de Actividades Turísticas	Pirámide		978-84-368-2407-0	2010	
Farinós Viñas, José Emilio	Gestión financiera de la empresa turística	Síntesis		978-84-9077-423-6	2016	
Messenger, S. and Shaw, H.	Financial Management for the Hospitality Tourism and Leisure Industries	The Macmillan Press LTD		0-333-58528-3	1993	
Vegas, Avelino A.	Manual de finanzas para empresas turísticas	Síntesis		84-9756-385-9	2006	