|  |  |  |
| --- | --- | --- |
|  | LICENCIATURA EN GESTIÓN Y DESARROLLO TURÍSTICO  EN COMPETENCIAS PROFESIONALES | descarga |

**ASIGNATURA DE FINANCE FOR TOURISM**

|  |  |
| --- | --- |
| 1. **Competencias** | Manage the sustainable development of the tourism sector, through the design and implementation of innovative products, and administration of tourism organizations, considering public policies, the current legal framework, tourism management and distribution technologies as well as applicable quality systems, to contribute to collaborative planning and competitiveness of the tourism industry. |
| 1. **Term** | Eitghth |
| 1. **Theory hours** | 31 |
| 1. **Practial hours** | 59 |
| 1. **Total number of hours** | 90 |
| 1. **Hours per week** | 6 |
| 1. **Learning objective** | The student will generate financial information, making use of mathematical procedures, preparation of the master budget and analysis and interpretation of projected statements for the administration of resources of tourist organizations. | |

|  |  |  |  |
| --- | --- | --- | --- |
| **Learning units** | **hours** | | |
| **Theory** | **Practice** | **Total** |
| I. Financial mathematics | 8 | 22 | 30 |
| II. Budget and cost system | 15 | 25 | 40 |
| III. Analysis and interpretation of pro-forma financial statements | 8 | 12 | 20 |
| **Total** | **31** | **59** | **90** |

**FINANCE FOR TOURISM**

*LEARNING UNITS*

|  |  |
| --- | --- |
| 1. **Learning Unit** | I. Financial mathematics |
| 1. **Theory** | 8 |
| 1. **Practice hours** | 22 |
| 1. **Total hours** | 30 |
| 1. **Learning unit objective** | The student will determine the simple, compound interest, time value of money, annuities and amortization tables for making financial decisions in tourist organizations |

| **Topic** | **Knowledge** | **Skills** | **Values** |
| --- | --- | --- | --- |
| Importance of finance in the tourism sector | To define the concept, importance and application of finance in tourism organizations  To define the concepts of sources of financing and investment |  | Analytical  Responsable  objective |
| Simple and compound interest | Recognize the procedure for calculating simple and compound interest  Explain the procedure for calculating the elements of simple and compound interest:  - amount  - Capital  - Rate  - Time horizon  Explain the procedure for calculating the elements of simple and compound interest in an electronic spreadsheet | Calculate the elements of simple and compound interest in the financial management of tourism companies | Assertive  Analytical  Responsable  objective  Organized |
| Value of money over time | Recognize the concept of the value of money in time and the procedure for calculating the present and future value of a single amount and capital  Explain the concept of annuity and its importance and application in the activity  Identify the classification of annuities according to:  - Time: certain and contingent  - Interests: simple and general  - Payments: due and anticipated  - Initiation: immediate and deferred  Explain the procedure and calculation formulas for ordinary annuities: certain, simple, past due and immediate | Determine the present and future value of single quantities  Determine the elements of ordinary annuities in situations of financing and investment of tourist organizations | Assertive  Analytical  Responsable  objective  Organized |
| Amortization of credits | Explain the concept of a loan repayment table, its structure, use and importance  Explain the procedure for preparing a credit amortization table in an electronic spreadsheet | Prepare credit amortization electronic tables | Assertive  Analytical  Responsable  objective  Organized |

**FINANCE FOR TOURISM**

*EVALUATION PROCEDURE*

|  |  |  |
| --- | --- | --- |
| **Learning outcome** | **Learning sequence** | **Assessment instruments** |
| Presents a porfolio of practical exercises using an electronic spreadsheet which includes:  - Calculation of simple and compound interest and its elements  - Calculation of present and future value of unique quantities  - Calculation of ordinary annuities  - Amortization tables | 1. Understand the concepts of sources of financing, investment, finance, their importance and application in tourism organizations  2. Analyze the procedure for determining the elements of simple and compound interest using an electronic spreadsheet.  3. Understand the concept of annuity and its importance and application in the activity  4. Identify the classification of annuities, the procedure and calculation formulas  5. Understand the concept of the loan amortization table, its structure and the procedure for preparing it in an electronic spreadsheet. | Porfolio of practical exercises  Checklist |

# FINANCE FOR TOURISM

*TEACHING-LEARNING PROCESS*

|  |  |
| --- | --- |
| **Methods and teaching techniques** | **Teaching aids and materials** |
| Practical exercises  Problem based learning  Technology aided learning. | Printed material  Projector  Computer equipment  Pintarrón  Internet  Calculator  Electronic spreadsheet |

*TRAINING FACILITIES*

|  |  |  |
| --- | --- | --- |
| **Classroom** | **Lab / workshop** | **Company** |
|  | **X** |  |

# FINANCE FOR TOURISM

*LEARNING UNITS*

|  |  |
| --- | --- |
| 1. **Learning Unit** | **II. Budgets and costing systems** |
| 1. **Theory** | 15 |
| 1. **Practice hours** | 25 |
| 1. **Total hours** | 40 |
| 1. **Learning unit objective** | The student will prepare the master budget to optimize resources and analyze the financial operation of the tourist activity. |

| **Topic** | **Knowledge** | **Skills** | **Values** |
| --- | --- | --- | --- |
| Cost of production and sales statement | To recognize the concept of costs and their types  To define the concept, importance and usefulness of the cost of production and sales statement and its relationship with the basic financial statements  To describe the structure and accounts of the cost of production and sales statement  To explain the procedure for calculating and preparing the cost of production and sales statement | Prepare statements of cost of production and cost of sales of tourism organizations | Assertive  Analytical  Ethical  objective  Organized  Responsable |
| Costing system in tourism organization | Explain the characteristics and differences between the manufacturing industry, the commercial company and the tourism companies (services) as well as the way in which operations are recorded and their costs are determined  Describe the characteristics and the development process of the costing systems used in tourism companies:  - By production orders  - Job costing  - Departmental or area costing | Realizar el costeo de productos y servicios turísticos | Assertive  Analytical  Ethical  objective  Organized  Responsable |
| Cash flow | Define the concept of cash flow statement, its structure and utility  Describe the process of preparing the cash flow statement | Prepare cash flow statements | Assertive  Analytical  Ethical  objective  Organized  Responsable |
| Master plan Budget | Identify the elements that make up the master plan budget:  - Operating budget  - Financial budget Recognize the procedure for preparing the operating budget  Explain the procedure for preparing the financial budget using an electronic spreadsheet:  - Proforma cost of production and sales statement  - Proforma income statement  - Pro forma cash flow statement  - Pro forma balance sheet | Prepare the master plan budget for tourism organizations using an electronic sheet | Assertive  Analytical  Ethical  objective  Organized  Responsable |

# FINANCE FOR TOURISM

*EVALUATION PROCEDURE*

|  |  |  |
| --- | --- | --- |
| **Learning outcome** | **Learning sequence** | **Assessment instruments** |
| Based on a practical case of the tourism sector and using an electronic spreadsheet, it presents a report that contains:  - Cost of production and sales statement  - Determination of the cost of tourism products and services  - Cash Flow  - Master plan budget:  a) Operational  b) Financial | 1. Understand the concept, importance and utility of the cost of production and sales statement and its relationship with the basic financial statements  2. Analyze the procedure for calculating and preparing the cost of production and sales statement.  3. Identify the characteristics and differences between the manufacturing industry, the commercial company and the tourist companies (services) as well as the way in which operations are recorded and their costs are determined.  4. Analyze the process of preparing the cash flow statement  5. Identify the elements that make up the master plan budget and the elaboration procedure | Practical exercises  Checklist |

# FINANCE FOR TOURISM

*TEACHING-LEARNING PROCESS*

|  |  |
| --- | --- |
| **Methods and teaching techniques** | **Teaching aids and materials** |
| Practical exercises  Problem based learning  Technology aided learning. | Printed material  Projector  Computer equipment  Pintarrón  Internet  Calculator  Electronic spreadsheet |

*TRAINING FACILITIES*

|  |  |  |
| --- | --- | --- |
| **Classroom** | **Lab / workshop** | **Company** |
|  | **X** |  |

# FINANCE FOR TOURISM

*LEARNING UNITS*

|  |  |
| --- | --- |
| 1. **Learning Unit** | **III. Analysis and interpretation of pro-forma financial statements** |
| 1. **Theory** | 8 |
| 1. **Practice hours** | 12 |
| 1. **Total hours** | 20 |
| 1. **Learning unit objective** | The student will interpret proforma financial statements to evaluate the performance of tourism organizations. |

| **Topic** | **Knowledge** | **Skills** | **Values** |
| --- | --- | --- | --- |
| Financial interpretation and analysis | To explain the importance of interpreting and analyzing financial statements for decision making  Describe the methods of analysis and horizontal and vertical interpretation in the pro forma financial statements:  - Integral percent  - Financial reasons  - Increases and decreases  - Trends | Interpret proforma financial statements of tourism organizations | Assertive  Analytical  Ethical  objective  Organized  Responsable |
| Break-even point | Toecognize the break-even point determination procedure  Explain the procedure for drawing up the break-even point graph, using an electronic spreadsheet | Determine the operational break-even point of tourism organizations  Create electronic break-even-point graphs  Interpret the equilibrium point and its graph | Assertive  Analytical  Ethical  objective  Organized  Responsable |

# FINANCE FOR TOURISM

*EVALUATION PROCEDURE*

|  |  |  |
| --- | --- | --- |
| **Learning outcome** | **Learning sequence** | **Assessment instruments** |
| Based on a practical case of the tourism sector and using an electronic spreadsheet, it presents a report that contains:  - Selected proforma financial statement analysis tools  and its justification  - Interpretation of pro-forma financial statements  - Determination of break-even point  - Break-even point graph  - Interpretation of the equilibrium point  - Conclusions and recommendations | 1. Identify the importance of interpreting and analyzing financial statements for decision making.  2. Understand the methods of analysis and horizontal and vertical interpretation in the pro-forma financial statements.  3. Analyze the procedure for drawing up the break-even point graph using an electronic spreadsheet. | Practical exercises  Checklist |

# FINANCE FOR TOURISM

*TEACHING-LEARNING PROCESS*

|  |  |
| --- | --- |
| **Methods and teaching techniques** | **Teaching aids and materials** |
| Practical exercises  Problem based learning  Technology aided learning. | Printed material  Projector  Computer equipment  Pintarrón  Internet  Calculator  Electronic spreadsheet |

*TRAINING FACILITIES*

|  |  |  |
| --- | --- | --- |
| **Classroom** | **Lab / workshop** | **Company** |
|  | **X** |  |

# FINANCE FOR TOURISM

*SKILLS DERIVED FROM THE PROFESSIONAL COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES*

| **Skills** | **Performance criteria** |
| --- | --- |
| Formulate the strategic planning of tourism organizations based on a situational diagnosis, the use of techniques, administrative tools and organization of resources to establish their guidelines | Prepare a strategic plan for the tourism organization that contains:  - Company data  - Goals  - Organizational Philosophy: mission, vision, values ​​and objectives  - Situational analysis: internal and external  - Strategies  - Action plans  - Staffing guide  - Indicators  - Budgets |
| Integrate business plans for tourism products based on the design proposal, market, technical, financial, organizational analyzes and applicable regulations, for the management of resources and their implementation | Prepare a business plan for tourism products that contains:  - Cover  - Executive Summary  - Introduction  - Definition of the tourist product or service  - Market study (Demand, Supply, Product, Target market, Price, Marketing strategies)  - Technical study (Macro and micro location, supplies, machinery, equipment, load capacity, layout, processes, applicable quality standards and indicators, integration of the value chain, regulations and environmental impact)  - Organizational study (organizational philosophy, organization manual and procedures)  - Financial and economic study (investment budgets and financing sources, operating budgets, projected financial statements, breakeven point, profitability indicators)  - Conclusions and recommendations  - References consulted |
| Implement tourism products through resource management and monitoring of the business plan to contribute to the sustainable development of the region | Present a report of evidence of the implementation of tourism products that integrates:  - Description of the tourism product proposal  - Justification of the selected financing program (s)  - Evidence of financing management procedures  - Evidence of the monitoring of the business plan  - Conclusions and recommendations  - References |

# FINANCE FOR TOURISM

*REFERENCES*

| **Author** | **Year** | **Title** | **City** | **Country** | **Editorial** |
| --- | --- | --- | --- | --- | --- |
| García Bosa, Juan | (2018) | Matermáticas financiera. Segunda edición | Madrid | España | Pirámide ISBN: 9788416383238 |
| Del Orden Olasagasti, Olga | (2016) | Ejercicios resueltos de matermáticas financieras. Primera edición | Madrid | España | Delta ISBN: 9788416383238 |
| Meza Orozco, Jhonny De Jesús | (2018) | Matemáticas financieras aplicadas. Uso de las calculadoras financieras y Excel. Quinta Edición | Bogotá | Colombia | ECOE Ediciones ISBN: 846757657X |
| Scheel Mayenberger, Adolgo | (2017) | Evaluación operacional y financiera aplicada a la industria hotelera. Cuarta edicción | Bogotá | Colombia | U. Externado de Colombia ISBN: 9587727398 |
| Pacheco Coello, Carlos Enrique | (2015) | Presupuetos un enfoque gerencial. Primera edición | México | Mexico | Instituto Mexicanode Contadores Públicos ISBN: 9786078384464 |
| Osés García, Javier | (2017) | 100 ejercicios envalocación de contabilidad financiera. Tercera edición | Madrid | España | GACETA ISBN: 978841542997 |
| Arredondo González, Ma. Magdalena | (2015) | Contabilidad y análisis de costos. Segunda edición | México | Mexico | Patria ISBN: 9786077442837 |
| García Padilla, Víctor Manuel | (2015) | Análisis financiero un enfoque integral | México | Mexico | Patria ISBN: 9786077442646 |
| F. Pérez, Juan / Carballo, Veiga | (2015) | La gestión financiera de la empresa. Primera edición | Madrid | España | ESIC ISBN: 9788415986683 |
| Córdoba Padilla, Marcial | (2016) | Análisis financiero. Segunda edición | Bogotá | Colombia | ECOE Ediciones ISBN: 9789587711172 |