

Code - Course	064405 – Strategic Planning and Financial Management		
Thematic Area	Hotel Management	Year	
Course Type	Optional (Hotel management specialization)	Credits	cr. ECTS
In-class Hours	60 hours	Hours of Individual Work	hours

BRIEF COURSE DESCRIPTION

The current business scenario is characterized by being a variable, unstable, complex environment where organizations must learn how to coexist with the competitive pressure of the sector and how to develop complete coherent strategies in order to respond to the socio-cultural, technological, political and organizational changes and occupy a strong position in the market to stay ahead of the competition.

In this course students will have the opportunity to deepen the basic strategic skills that will enable them to think about the actual problems and challenges hotel businesses have to address, establishing quantitative and qualitative analysis criteria, designing alternative scenarios and making decisions as to the deployment of strategic solutions.

By carrying out a number of study cases, the students will be able to apply the knowledge gained so far in the fields of marketing, accommodations and restaurant management, tourism business organization, revenue management and economic management. They will also learn how to use the balanced scorecard (as the most widely used system in strategic management) in order to define, design and implement strategies that perfectly meet the needs of the hotel industry.

This course is compulsory for the Hotel Management specialization in the Tourism Degree and is a mandatory subject to consolidate the knowledge of management and administration demanded by the businesses in the sector.

BASIC SKILLS

BS02 – Students must be able to apply their knowledge to their work in a professional way and possess the skills used to develop and defend arguments and solve problems within their study field.

BS05- Students must develop the necessary learning skills to undertake further studies with a high grade of autonomy.

GENERAL SKILLS

GS02- Have business vision.

GS07- Make decisions and solve problems, critically interpreting and evaluating the results obtained

GS08- Master the techniques of oral and written communication in order to transmit information, ideas, opinions, etc.

GS09- Work in an international context

SPECIFIC SKILLS

SS16- Manage financial resources

ACADEMIC CONTENTS

1. Strategic management.

- 1.1. An introduction to the concepts of strategy and strategic management.
- 1.2. Analysis of internal resources.
- 1.3. Development of management strategies.
- 1.4. Strategy deployment.

2. Financial management.

- 2.1. Main topics of corporate finance in the hotel industry.
- 2.2. Cash flow.
- 2.3. Management control.

LEARNING METHODOLOGY

The teaching-learning methodology applied to this subject combines a number of key elements, which in a complementary way, help students achieve the skills and competencies specified above.

Listed below are the tools and elements used in a general way for the subject. However, this proposal does not exclude the use of other methodologies that may be considered necessary as well.

- Lectures
- Explanatory lessons
- Guided discussions
- Practical exercises
- Problem-based learning

ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous, semester-long assessment or a single assessment at the end of each semester.

Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams.

Single Assessment consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.

Systems of Evaluation	Continuous	Single
Projects delivered by the student	50 %	40 %
Individual Written Final Exam	40 %	60 %
Oral presentation	10 %	---

Review and Reassessment of the Course

In certain cases, if a student fails to achieve the learning objectives of the course, they have the right to the process of reassessment, which offers a second opportunity to prove their achieved competencies.

REFERENCES

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