

1. OVERVIEW

Subject Area	Financial Management
Degree	Bachelor's Degree in International Management of Tourism and Leisure Companies
School/Faculty	Social Sciences
Year	3 rd
ECTS	6
Type	Compulsory
Language(s)	Spanish
Delivery Mode	On-campus
Semester	1

2. INTRODUCTION

The academic objective of Financial Management is that the student learns to consider risk factors in the investment decisions of new projects.

The learning objectives are to analyse how risk is taken into account in the entrepreneur's decisions, to help the entrepreneur to explain the risk he/she has to take, and to incorporate risk in his/her decisions. Assume it exists and count on it.

In this subject area the student will look at risk as a concept, risk measurement and market risk measurement: Beta, the cost of capital as a discount rate, the weighted average cost of the company's equity and debt.

3. SKILLS AND LEARNING OUTCOMES

Basic skills (CB, by their acronym in Spanish):

- CB1: Students have shown their knowledge and understanding of a study area that builds on general secondary school education, and are usually at the level where, with the support of more advanced textbooks, they may also demonstrate awareness of the latest developments in their field of study.
- CB2: Students can apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area.
- CB3: Students have the ability to gather and interpret relevant data (usually within their study area) to form opinions which include reflecting on relevant social, scientific or ethical matters.
- CB4: Students can communicate information, ideas, problems and solutions to both expert and non-expert audiences.

- CB5: Students have developed the learning skills necessary to undertake further study in a much more independent manner.

Cross-curricular skills (CT, by their acronym in Spanish)

- CT11: Planning and time management: Ability to set objectives and choose the right means to fulfil them through efficient use of time and resources.
- CT05: Ability to put knowledge into practice, using the skills acquired in the academic field in mock situations based faithfully on real life issues in the profession they are studying for.
- CT07: Awareness of ethical values: Ability to think and act in line with universal principles based on the value of a person, contributing to their development and involving commitment to certain social values.

Specific skills (CE, by their acronym in Spanish):

- CE5: Ability to value and apply principles of social responsibility within a company, paying particular attention to environmental management, in order to comply with the law and reinforce the image/production process of a company in the tourism industry.
- CE7: Ability to identify and apply innovation, such as fundamental value for the management and administration of tourist companies: identify trends, lead projects, manage knowledge and quality, encourage internationality, understand and apply social responsibility and environmental concepts etc.
- CE11: Ability to understand the operating procedure in the field of hospitality and catering.

Learning outcomes (RA, by their acronym in Spanish):

- RA1: To solve problems related to investment and financing decisions that demonstrate the correct understanding of the concepts described.
- RA2: Production of a report on new trends in socially responsible investment.

The following table shows how the skills developed in the subject area match up with the intended learning outcomes:

Skills	Learning outcomes
CB1, CB5, CT05	RA1: To solve problems related to investment and financing decisions that demonstrate the correct understanding of concepts described.
CB2, CT11, CT07, CE05, CE7, CE11	RA2: Production of a report on new trends in socially responsible investment.

4. CONTENTS

1. Building an optimal financial portfolio
2. The valuation of capital assets
3. Cost of capital
4. Dividend policy

5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

- Case studies
- Collaborative learning
- Lectures
- Mock scenarios
- Project-based learning

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

Learning activity	Number of hours
Attendance and active participation in on-campus class	62.5
Guided work	12.5
Independent working	50
Group work	25
TOTAL	150

7. ASSESSMENT

The assessment systems, plus their weighting in the final grade for the subject area, are as follows:

On-campus:

Assessment system	Weighting
Collaborative work	25%
Classroom activities and exercises	25%
Classroom presentations	10%
Knowledge tests	40%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessment tasks, including deadlines and assessment procedures.