

**FACULTY OF GLOBAL AND COMMUNITY STUDIES  
 SCHOOL OF TOURISM MANAGEMENT  
 COURSE OUTLINE**

<b>Term:</b>	Fall 2014	<b>Instructor:</b>	
<b>Course No (Section):</b>	TOUR 216	<b>Office:</b>	
<b>Course Name:</b>	Financial Planning in Tourism II	<b>Telephone:</b>	604-986-1911
<b>Credits:</b>	3	<b>E-mail:</b>	
<b>Classroom/Lab:</b>		<b>Office Hours:</b>	
<b>Scheduled:</b>			

**COURSE FORMAT:** 3 hr lecture/week for 15 weeks (including exams) plus 4th hour

**PREREQUISITES:** TOUR 116 or BFIN 141

**FOURTH HOUR:** A mix of field trips, Moodle, and/or industry events

**COURSE DESCRIPTION:** This course focuses on business planning, control and financial decision making in a tourism management environment, and the concepts are applicable to both large and small organizations. This course builds on concepts learned in Tour 116. Students apply financial knowledge to analyze current information, project future results, and support tourism business decisions.

**COURSE LEARNING OUTCOMES:** Upon successful completion of this course, students will be able to:

<b>LEARNING OUTCOMES</b>
1. Prepare a departmental income statement, and understand its use for responsibility accounting.
2. Apply relevant fixed and variable costs to make informed business decisions about a variety of tourism financial management challenges.
3. Understand and use the cost/volume/profit relationship to determine the required sales level to achieve a certain net income, including calculation of the breakeven point.
4. Understand the budget process for planning and control, and prepare operating and cash budgets.
5. Prepare forecasted (pro-forma) financial statements manually and using Excel software.
6. Analyze and interpret historical and pro-forma financial statements using horizontal, vertical and ratio analysis, to support sound business decisions.
7. Understand the role of corporate social responsibility and sustainable business practices, particularly within the tourism environment.

**EVALUATION PROFILE:**

Assessment	% of Final Grade	Individual/Group
Assignments	10	I/G
Cases (2)	10	G
Test # 1	20	I
Test # 2	25	I
Final Examination	35	I
	<b>100%</b>	

**GRADING PROFILE:**

A+=90-100%	B+ = 77-79%	C+ = 67-69%	D = 50-59%
A =85-89%	B = 73-76%	C = 63-66%	F = 49% or less
A-=80-84%	B- = 70-72%	C- = 60-62%	

**REQUIRED TEXT and OTHER RESOURCES:** Hospitality Management Accounting, Ninth Edition, Martin G. Jagels, Wiley, 2007

**COURSE CONTENT/SCHEDULE:** - see attached pages

**UNIVERSITY POLICIES:**

Capilano University has policies on academic appeals (including appeal of final grades), student conduct, cheating and plagiarism, academic probation, and other educational issues. These and other policies are available on the University website.

**FACULTY POLICIES:**

**Attendance:** Regular class attendance, and participation in course activities and assignments, is expected and likely essential to successfully achieving the course learning outcomes. Students are responsible for any and all content and instructions communicated during scheduled classes, in course handouts, and (if applicable) via course e-mail and websites. In cases where participation by all students is essential for conducting the planned instructional activities, attendance may be mandatory. In all cases, the attendance expectations and any penalties for missing instructional activities shall be clearly articulated on the course outline.  
**Attendance for weekend courses is mandatory.**

No exemption from class time will be granted without appropriate medical documents or a proven emergency. Should a student choose to be absent they will receive a 15% deduction off the total final grade in the course for any day/or portion thereof missed. Students are required to make up all class work for which they were not in attendance.

**Professional Behaviour:** Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and co-operation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is

necessary. Students should have respect for equipment and systems. Students should display a constructive response to criticism. Professional behaviour includes appropriate language use. Appropriate language use involves using respectful, moderate, and inclusive language at all times.

**Cheating and Plagiarism:**

Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is available in the Library and the Writing Centre.

**Penalties for Cheating and Plagiarism:**

A grade of '0' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (See the University website). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.

**Missed Exams or Quizzes:**

Will receive a grade of "0" unless **PRIOR** arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close family member. **A doctor's certificate, or other proof supporting the reason for the absence, may be required.**

**English Usage:**

All assignments are marked for correct English usage, proofreading and formatting, **up to a maximum of 15% of the total mark for that assignment.**

**Assignments:**

Homework assignments are due at the **start of class** on the due date unless otherwise advised by your instructor. Late assignments will only be accepted if prior approval for a late submission date has been given by the instructor.

**Programmable Tools:**

The use of programmable items such as calculators, and dictionaries etc. is forbidden during tests, quizzes, and exams. Cell phones are not to be brought to any test, quiz, or exam.

**Incomplete Grades:**

Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the exam period.

**Copyright Policy:**

Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published in the University Calendar.

**Emergency Procedures:**

Students are required to familiarize themselves with emergency procedures posted in the classroom.

**COURSE CONTENT/SCHEDULE:**

Week	Content	Required Pre-Class Reading	Activity	Marks
1A	<b>No Class – Capilano U orientation</b>			
1B	<b>Financial Accounting Review-</b> -Review of accounting and financial concepts introduced in TOUR 116 -Understand the expectations of different financial decision makers (owners, managers, creditors)	Ch. 1 – 2 Review 116 text	TOUR 116 Review	
2A	<b>Finalize Accounting Review</b>	Ch. 1 – 2	<u>In class</u> group Ass't # 1	1
2B	<b>Understanding Financial Statements</b> -Different types of costs -Expense allocation -Departmental Income Statements -Responsibility Accounting  <b>Introduction to Corporate Social Responsibility and the “Triple Bottom Line” Formation of Groups</b>			
3A	<b>Cost Management</b> -Types of costs -Allocation of costs -Decision making based on costs	Ch. 7	Individual Ass't # 2 due	1
3B	<b>Cost Decision Problems</b>			
4	<b>Cost/Volume/Profit Approach to Decisions</b> -Use cost/volume/profit analysis to determine breakeven -Calculate profit at various sales volumes and perform sensitivity analysis for decision making	Ch. 8		
5A	<b>Cost/Volume/Profit (continued)</b>	Ch. 8	Individual Ass't #3 due	1
5B	<b>Test # 1 – ch. 1,2,7,8</b>			20
6A	<b>Operations Budgeting</b> -Explain the concept and purpose of budgeting -Describe the steps in the budget cycle -Prepare operating budgets	Ch. 9	Individual (Excel) Ass't # 4 due	4  1
6B	<b>CSR Presentations – groups 1,2,3,4</b>			

Week	Content	Reading	Activity	Marks
7A	<b>Operating Budgets Lab Class</b>		<u>In lab</u> pairs Ass't # 5	2
7B	<b>Cash Management</b> -discussion of a simple Cash Flow Statement  <b>Cash Management</b> - Understand the principles of cash management - Prepare a simple cash budget	Ch. 10  Ch. 11		
8A	<b>Cash Management – more complex problems</b>	Ch. 11	Individual Ass't # 6 due	1
8B	<b>Pro-forma Financial Statements</b> - Prepare all budgeted financial statements			
9A	<b>Pro-forma Financial Statement Lab Class</b>	Ch. 11	<u>In lab</u> Pro-forma Case	4
9B	<b>Review and finalize ch. 9-11</b>			
10A	<b>Test # 2 ch. 9-11</b>			25
10B	<b>Analysis and Interpretation of Financial Statements</b> -Horizontal and Vertical (Common Size) Analysis -Trend Analysis -Per customer sales, costs and income	Ch. 3		
11A	<b>Analysis and Interpretation of Financial Statements - continued</b>	Ch. 3		
11B	<b>Ratio Analysis</b> <b>CSR Presentations – groups 5,6,7,8</b>	Ch. 4		
12A	<b>Ratio Analysis – continued</b>	Ch. 4	Individual Ass't # 7 due	1
12B	<b>Financial Statement Analysis Lab Class</b>		<u>In lab</u> pairs Ass't # 8	2
13A	<b>Internal Control</b>	Ch. 5		
13B	<b>Financial and Other Goals, Corporate Responsibility, Sustainable Business Practices and “the Triple Bottom line” and review for the final examination</b>	Ch. 14 (parts) and selected readings		
14/15	<b>Comprehensive Final Exam</b> - ch. 2,3,4,5,7,8,9,10,11,14 (parts)			35