

COURSE OUTLINE		
<b>TERM:</b> Fall 2019	<b>COURSE NO:</b> TOUR 416	
<b>INSTRUCTOR:</b>	<b>COURSE TITLE:</b> Applied Hotel Financial Management	
<b>OFFICE:</b> <b>LOCAL:</b> <b>E-MAIL:</b> @capilanou.ca	<b>SECTION NO(S):</b>	<b>CREDITS:</b> 3.0
<b>OFFICE HOURS:</b>		
<b>COURSE WEBSITE:</b>		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

#### **COURSE FORMAT**

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams. This course may be offered in mixed-mode format.

#### **COURSE PREREQUISITES**

TOUR 316 or TOUR 325

#### **CALENDAR DESCRIPTION**

This course is case study based that focuses on Food and Beverage and Rooms Division operations with finance, sales and human resources in order to be more efficient and competitive in meeting the needs of their customers. Students synthesize their learning to recommend solutions to hotel issues.

#### **REQUIRED TEXTS AND/OR RESOURCES**

Case studies as outlined by the instructor.

**COURSE STUDENT LEARNING OUTCOMES**

On successful completion of this course, students will be able to do the following:

1. Analyze the critical success factors of a hotel including competitive strategy, stage of the product life cycle, size, culture, values and beliefs, cost structure, management style, location, position, competitor activity, and financial strength.
2. Manage cash flow, short term investments, accounts receivable and inventory in a hotel or resort setting.
3. Construct budgets and pro-forma statements for the purpose of planning, control and financial forecasting in a hotel or resort setting.
4. Evaluate hotel financial statements using financial ratios and other tools to diagnose issues, determine alternative courses of action, and make recommendations.
5. Use forecasting and decision support tools to optimize the effectiveness of operational and business decision-making activities, such as those relating to revenue management, profit, planning, control and continuous improvement, in order to maintain a competitive edge.

**COURSE CONTENT**

WEEK	TOPIC(S)
1	Introduction to hotel financial management and case study approach Review of accounting and financial statements in hotels and resorts
2	Cash flows – statements, issues, and analysis Financial statement analysis
3	Case 1 Introduction Demand management and forecasting for hotels and resorts
4	Month 1 Analysis – Workshop
5	Month 1 Analysis – Presentations & Discussion
6	Case 2 Introduction Decision support tools
7	Key performance indicators and benchmarking for hotels and resorts
8	Month 2 Analysis – Workshop
9	Month 2 Analysis – Presentations & Discussion
10	Case 3 Introduction Profit planning and decision making for hotels and resorts
11	Planning, budgeting and controlling for hotels and resorts
12	Month 3 Analysis – Workshop
13	Month 3 Analysis – Presentations & Discussion
14 - 15	<b>FINAL EXAM PERIOD</b>

**EVALUATION PROFILE**

Assessment	% of Final Grade
Month 1 Analysis	15%
Month 2 Analysis	15%
Month 3 Analysis	20%
Group Presentation	10%
Midterm	20%
Final Exam	20%
<b>Total</b>	<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 = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

**Incomplete Grades**

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

**Late Assignments**

Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

**Missed Exams/Quizzes/Labs etc.**

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

**Attendance**

Students are expected to attend all classes and associated activities.

**English Usage**

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

**Electronic Devices**

Students may use electronic devices during class for note-taking only.

**On-line Communication**

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or Moodle; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

**UNIVERSITY OPERATIONAL DETAILS****Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-life/>

**Capilano University Security: download the [CapU Mobile Safety App](#)**

**Policy Statement (S2009-06)**

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

**Academic Integrity (S2017-05)**

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information: <https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

**Academic dishonesty** is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

**Cheating:** Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

**Fraud:** Creation or use of falsified documents.

**Misuse or misrepresentation of sources:** Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

**Plagiarism:** Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

**Self-Plagiarism:** Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

**Prohibited Conduct:** The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

### **Sexual Violence and Misconduct**

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

**Emergencies:** Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

### **DEPARTMENT OR PROGRAM OPERATIONAL DETAILS**

See course syllabus