

## The Hong Kong Polytechnic University

<b>Subject Code</b>	HTM3222
<b>Subject Title</b>	Financial Management in Hospitality, Tourism and Events
<b>Credit Value</b>	3
<b>Level</b>	3
<b>Pre-requisite / Co-requisite/ Exclusion</b>	HTM2322 Accounting and Control in Hospitality, Tourism and Events
<b>Objectives</b>	This subject is designed to provide students with a basic understanding of the concepts and skills of financial analysis and financial management applicable to the hospitality, tourism and events industries. Topics covered in this subject pertain to managerial decision-making that aims at enhancing firm value and maximizing shareholders' wealth.
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <p><b>A. Competent professional:</b></p> <ul style="list-style-type: none"> <li>• <i>Comprehend and apply</i> financial analysis and capital budgeting techniques in the hospitality, tourism and events industries.</li> <li>• <i>Identify and describe</i> the global trends related to financial management in the hospitality, tourism and events industries.</li> </ul> <p><b>B. Critical thinker:</b></p> <ul style="list-style-type: none"> <li>• <i>Assess and analyze</i> the financial condition and performance of hospitality, tourism and events firms.</li> <li>• <i>Assess and appraise</i> the financing opportunities available and explore the relationship between the financing options and risk.</li> </ul> <p><b>C. Innovative problem solver:</b></p> <ul style="list-style-type: none"> <li>• <i>Analyze and appraise</i> hospitality, tourism and events related capital projects based on capital budgeting techniques, risk and return, discounted cash flows</li> <li>• <i>Determine</i> the most appropriate corporate decision in the hospitality, tourism and events environment.</li> </ul> <p><b>D. Effective communicator:</b></p> <ul style="list-style-type: none"> <li>• <i>Communicate</i> the process and the results of financial analysis in a professional manner</li> <li>• <i>Apply and integrate</i> a wide range of financial analysis techniques</li> <li>• <i>Demonstrate</i> individual and group dynamics in communication</li> </ul>

	<p><b>E. Lifelong learner:</b></p> <ul style="list-style-type: none"> <li>• <i>Develop</i> sensitivity to financial markets and <i>gain</i> financial literacy for managing corporate and personal finances.</li> <li>• <i>Apply</i> knowledge learned about valuation of financial assets in contemporary financial management</li> </ul> <p><b>F. Ethical leader:</b></p> <ul style="list-style-type: none"> <li>• <i>Comprehend and reflect on</i> the importance of ethical decision making in hospitality, tourism and events firms as future leaders</li> <li>• <i>Identify and resolve</i> potential agency problems within hospitality, tourism and events industries.</li> </ul> <p><b>G. Socially responsible global citizen:</b></p> <ul style="list-style-type: none"> <li>• <i>Understand</i> the influence of corporate social responsibility on the financial performance of hospitality, tourism, and events industries</li> </ul>
<p><b>Subject Synopsis/ Indicative Syllabus</b></p>	<ul style="list-style-type: none"> <li>a. Financial markets and financial instruments</li> <li>b. Personal finances and corporate finance</li> <li>c. The relationship between risk and return</li> <li>d. Time value of money and discounted cash flow valuation</li> <li>e. Capital budgeting decision methods and cash flow estimations</li> <li>f. Valuation of bonds, preferred stock and common stock</li> <li>g. Cost of capital and issues related to capital structure</li> </ul>