

Tárgytematika / Course Description

Financial Issues and Entrepreneurial Forms in Tourism

KGNM_GETA048

Tárgyfelelős neve /

Teacher's name: dr. Borbély Katalin

Félév / Semester: 2023/24/2

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 2/0/0

Tárgy féléves óraszám /

Teaching hours(sem.): 0/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

The aim of the course are to know

-the basic information of a financial report,

-the most important information and indicators of tourism which help to analyse the financial position and performance of a tourist company.

TANTÁRGY TARTALMA / DESCRIPTION

Week	Content
1	Introduction, the content and assessment of the subject
2	Financial report and its parts 1.
3	Financial report and its parts 2.
4	Economic events and their effects
5	Exercises

6	Test (multiple choice)
7	Fundamental financial analysis 1.
8	Fundamental financial analysis 2
9	Fundamental financial analysis – case study
10	Typical indicators in the tourism
11	Databases in the tourism
12	Preparation of presentations
13	Presentations
14	Assessment

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

Attendance is mandatory (Maximum 2 absences are accepted.)

Written exam: (moodle) test and presentation of a case study

Assessment:

1. multiple choice test with 10 questions (week 1-5) – weight: 30%
2. presentation of a tourist company's financial activity, teamwork – weight: 70%

0-59 % 1

60-69 % 2

70-79 % 3

80-89 % 4

90-100 % 5

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Compulsory reading list:Lectures and tasks on the moodle

AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL