

TEACHING GUIDE

ACCOUNTING ANALYSIS FOR BUSINESSES IN THE TOURISM SECTOR

GRADO EN TURISMO (INGLÉS)

ACADEMIC YEAR 2026-27

Publication date: 03-07-2026



I.-Subject Identification

Type	OBLIGATORIA
Teaching period	4 course, 1Q semester
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation

The course is proposed to maximize the practice of the analysis and the financial management of tourism companies basing it on the financial statements. The financial information is studied and interpreted by means of the application of a series of analytical tools, in order to diagnose the situation and evolution of the company, as well as to offer recommendations and policies that will allow the improvement of the profitability. The content also includes how to make right decisions under the investing and/or financing point of view in tourism companies

Students are expected to have prior knowledge of financial accounting.

III.-Learning outcomes

CG03. Ability to analyse and synthesise
CG04. Ability to manage information
CG05. Ability to organise and plan
CG16. Critical reasoning.
CE04. Critical analysis, synthesis and summary of economic-financial information on tourism organisations.
CE19. Ability to convert an empirical problem into the subject of research and provide conclusions.
CE25. Management of financial resources

- Key for degrees not adapted to RD 822/21: **CB** - basic competences, **CG** - generic competences, **CE** - specific competences, **CT** - transversal competences.
- Key for degrees adapted to RD 822/21: **CON** - knowledge, **COM** - competences, **HAB** - skills.

IV.-Contents

IV.A.-Syllabus

	Chapters	Sections
	Chapter 1: Introduction to Financial Analysis	Introduction to financial analysis External accounting analysis Tools for accounting analysis Supplementary information and limitations of the analysis of financial statements
I Financial Statements in the tourism industry (topics 2 & 3)	Chapter 2. The Financial Statements	Main characteristics of Financial Statements (PGC 2007) The Balance Sheet The Income Statement The Stockholders' Equity Statement The Cash Flow Statement The Report and other supplementary reports
	Chapter 3 Retained Earnings and dividends	The application and distribution of results Limitations and priorities to dividend distribution The approval of the Annual Accounts and their publication
II Balance Sheet Analysis (topics 4, 5 & 6)	Chapter 4. Study of the structures patrimonial. The working capital	The Balance Sheet Situation PGC The great patrimonial magnitudes; analysis of the PN and liabilities before and after the distribution of the result and patrimonial coefficients Situations patrimonial balances The Working Capital. Concept and determination. Coefficients. The average maturity period
	Topic 5: The accounting cost of Equity and Liabilities	Financial costs The cost of own financing sources The cost of external financing sources The weighted average cost of Equity and Liabilities and their relationship with profitability economic.
	Topic 6. The relationship of assets with their sources of financing (global) and financial ratios	The relationship between assets and their sources of financing Main financial ratios
III Income statement Analysis (topics 7 & 8)	Topic 7. Study of the Profit and Loss Account	The P&L Account (PGC) Analysis of the P&L Account Main magnitudes The degree of self-financing and the financial amortization



	Topic 8. Profitability analysis	Profitability ratios. The profit margin on Sales, the economic profitability, the ROI and the financial profitability The decomposition of the coefficients of profitability and analysis of the effects produced Other profitability coefficients: the shareholder's profitability.
IV CFS Analysis	Chapter 9. Analysing the Cash Flow Statement	Difference between accrued income, cash income and cash generated in the fiscal year Determination and explanation of the cash generated in the fiscal year Statement of Cash Flows and interpretation

The order of the topics may vary at the instructor's discretion.

IV.B.-Training activities	
Type	Title
Other activities	Theoretical classes from chapter 1 to 7
Other activities	Project individual/group: A real tourism company will be studied and analyzed
Prácticas / Resolución de ejercicios	Practice Exercises (chapters 3 to 7)



V.-Student workload	
Theoretical sessions	24
Resolution of exercises, problems, case studies, etc.	30
Practical sessions in experimental, technological and clinical laboratories, fieldwork, etc.	0
Tests and/or exams	6
Academic tutorials	40
Related activities: conferences, seminars, etc.	8
Preparation of theoretical sessions and self-study	21
Preparation of practical tasks, exercises, case studies, projects, etc.	21
Preparation for tests and/or exams	30
Total student workload	180

VI.-Methodology and academic programme		
Type	Period	Content
Theoretical sessions	Week 1 to Week 14	Topics 1 to 9. The contents of the syllabus will be explained following face to face method
Practical sessions	Week 3 to Week 14	Topics 1 to 9. The practical application of the contents of the syllabus will be carried out following face to face method
Academic tutorials	Week 1 to Week 14	Every week the teacher will be available to develop tutorial sessions if any student ask for them.



VII.-Assessment methods

The general assessment method is continuous as established in the *Regulation for the Assessment of Learning Outcomes* of Rey Juan Carlos University.

All the assessment systems established in the degree report must be employed, except for those that have a minimum weight of 0%, which can be used by professors in the academic years they consider relevant. Each assessment system may be applied through one or more assessment activities, consistent with the system. No assessment activity can exceed individually 60% of the overall grade for the subject.

The sum of non re-evaluable activities cannot exceed 40% of the overall grade for the subject and, in general, should not have an established minimum grade (except for practical activities in which, strictly speaking, the conditions of the ordinary call cannot be reproduced in the extraordinary call).

Those students who do not manage to pass the subject in the ordinary call, or do not attend this first call, may attend the extraordinary call only for failed re-evaluable assessment activities.

The distribution and characteristics of the assessment activities are described below.

VII.A.-Description and weight of the assessment activities

Evaluation system	Evaluation activity	Position	Reassessable in extraordinary	Minimum score	Contents	Date
3 - Face-to-face theoretical and practical assessment test	Face-to-face Theory Test. It will consist of a multiple-choice exam, short questions, or questions to be developed, or a combination of the above. During the course, the teacher in charge may take the partial exams that he/she deems appropriate (maximum 4) and the grade of the Test will be the weighted average grade of the partial exams.	40%	Yes. The re-evaluation will be carried out on the total of the evaluation activity	5 out of 10 (making a weighted average of the partials, if they are carried out)	All the Syllabus	During the teaching period (In the case of doing partials in practice, the last partial of theory will be on the official date with a minimum weight of 20%)



4 - Evaluation of problems and face-to-face case studies	Practice: Evaluation of face-to-face practical case(s). In this test, the student will have to analyse the economic-financial situation of a company through the use of the techniques studied in the development of the subject and prepare a final report, being essential the preparation of this in a coherent way to pass it. During the course, the teacher in charge may take the partial exams that he/she deems appropriate (maximum 4) and the grade of the Test will be the weighted average grade of the partial exams.	50%	Yes. The re-evaluation will be carried out on the total of the evaluation activity	5 out of 10 (making a weighted average of the partials, if they are made)	All the Syllabus	On the official date of the Ordinary Call (If this test is partial, the first will be in the teaching period and the last on the official date with a minimum weight of 30%)
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1 - Individual or group work	Mandatory individual / group work. Students will have to carry out a group (maximum 5 people) / individual work, being mandatory to carry out during the teaching period of the subject, as well as its face-to-face presentation, provided that the program of the subject allows it. This test can also be carried out with the realization of a Contest, which will consist of a group competition to carry out an economic-financial analysis of a company and in a playful way additional information will be obtained that will allow a better final presentation.	10%	No. Justification: it is intended that the student faces this activity as he or she acquires the knowledge of the subject, so that it is a challenge and contributes to assimilating the methodology of the subject; as well as that it can be the object of oral presentation in class. These two objectives are not met in the extraordinary call.	There is no minimum grade	All the Syllabus	During the teaching period
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Note on Large Groups

Depending on the number of students and at the discretion of the instructor, the individual/group work may be removed as an evaluation item if it cannot be properly conducted. In such cases, the course will be evaluated solely through the on-site theoretical exam and the on-site practical case study evaluation, which will account for 40% and 60% of the final grade, respectively.

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Final or Global Grade Calculation

The final grade is calculated as the weighted average of the grades from 3, 4, and 1 according to the indicated percentages, provided that the minimum grade required for each has been achieved. Accordingly, to pass the course, the weighted average must be no less than 5 out of 10.

Important note: Passing both the theoretical and practical tests may not be enough to pass the course due to the weight of the



mandatory work. In such cases, exceptionally, the student may be re-evaluated in the extraordinary session for one or more of the retakeable activities to achieve a higher grade that allows passing the course.

- If one or more of the evaluation activities have not reached the minimum grade, the final grade will be the average of all completed evaluation activities, but it cannot exceed 4.
- If the student has not participated in any evaluable test, the final grade will be marked as "Not Submitted".

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Extraordinary Session

In the extraordinary session, students will only retake the evaluation activities that were not passed. For the final grade in this session, the grades from passed activities in the ordinary session and the grades from the retaken activities will be used.

Note: In this session, no evaluation will be divided into partial tests. The final grade will be calculated as described above. The grade for the group/individual work will be retained for the entire academic year.

The re-evaluation of the theoretical and practical tests will take place on the official date indicated for the extraordinary session.

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Early September Session

For the early September session, the evaluation system will be the same as that used during the regular course, including the same items, weightings, minimum grades, and descriptions. However, due to the limited time frame, the group/individual work will be removed as an evaluation item. Its corresponding weight will be transferred to the Practical activity, which will then represent 60% of the final grade (while maintaining the same minimum grade and criteria).

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Other Observations or Clarifications

The teaching staff may use automated plagiarism detection tools for submitted work. All coursework must be original; students may not submit work produced by individuals not listed as authors.

The instructors reserve the right to request an in-person defense of all or part of any submitted work if deemed necessary.

Students are reminded that, according to Article 8.g) of the **URJC Code of Conduct** (link to regulation), **academic fraud** in any evaluable activity is considered a **very serious offense**. Sanctions for such offenses, as per Article 11 of the same regulation, may include **temporary expulsion** from the university and, if applicable, **loss of enrollment rights**.

VII.B. Assessment of students with academic exemption from class attendance

Having Academic Exemption from Class Attendance (DAAC) does not imply that students are automatically exempt from participating in the continuous assessment activities or in the training activities of compulsory attendance as established in the teaching guide. Once the exemption has been granted, students must contact the subject's teaching staff, who will propose the adaptations he/she may consider relevant, as long as they guarantee the acquisition and adequate assessment of the learning goals established. Students must maintain adequate communication with the teaching staff so that they may provide information on the dates for training and assessment activities, if these are not established in the programme and available for students at the time of achieving the exemption.

Subject with possibility of academic exemption: Yes.

VII.C. Review of assessment activities

In accordance with the Regulation for the Assessment of Learning Outcomes of Rey Juan Carlos University.

VII.D.-Students with a disability or special educational needs

In order to guarantee equal opportunities, non-discrimination, universal accessibility and academic success, students with disabilities or especial education needs may request curricular adaptations to follow their studies. These adaptations will be provided by the Unit of Attention to People with Disabilities of Rey Juan Carlos University, in accordance with the regulation which regulates the service for the Attention of People with Disabilities at the University. This Unit will issue a report for curricular adaptations, so that students with disabilities or special education needs must contact the service (at e-mail discapacidad.programa@urjc.es) in order to provide relevant information for different educational alternatives.



VII.E.-Academic behaviour, academic integrity and honesty

Rey Juan Carlos University is fully committed to the highest standards of academic integrity and honesty, so studying at the URJC means assuming and subscribing to the values of integrity and academic honesty set out in the University's Ethical Code. To support this process, the University has Rey Juan Carlos University's Academic Conduct Regulation as well as different tools (anti-plagiarism, supervision...) that offer a collective guarantee for the full development of these essential values.

VIII.-Teaching resources and materials

Basic bibliography

General Title Financial Statement Analysis Author Wild, Subramanyam and Hoyle Editorial Mc Graw Hill
 Title Finance for managers (Harvard Business Essentials) Author Harvard business School Press Editorial Harvard business School Press
 Interesting websites www.sec.gov www.ifrs.org www.fasb.org
 Title Business analysis and evaluation: using financial statements Author Krishna G. Palepu, Paul M. Healy, Victor L. Bernard Editorial South-Western Collage
 Title International Financial Management Author Jeff Madura Editorial South Western Collage
 Title Financial Reporting and Analysis (3rd Edition) Author Lawrence Revsine, Daniel, W, Collins, W. Bruce, J. Editorial Prentice Hall
 García López, M.J. y Flores Jimeno, M.R. (2025): Análisis de Estados Financieros. Editorial Pirámide.

Consultation bibliography

Real Decreto 1514/2007, de 16 de noviembre, por el que se aprueba el Plan General de Contabilidad. BOE.
 Rivero, P y otros (2018): Fundamentos del balances y estados complementarios. Pirámide.
 Material didáctico preparado por los profesores de la asignatura. Bibliografía complementaria
 Méndez González, G.: Análisis y gestión financiera de empresas turísticas. Editorial Universitaria Ramón Areces.
 Archel Domench, P. y otros (2022): Estados Contables. Elaboración, análisis e interpretación. Editorial Pirámide.
 Hales, J.A.: Accounting and financial analysis in the hospitality industry. Butterworth-Heinemann.
 Subramanyam, K.R. (2013): Financial Statement Analysis. McGraw-Hill.
 Rojo Ramírez, A. (2019): Análisis económico-financiero de la empresa. Garceta grupo editoria

IX.-Professors

Name and surname	MÓNICA MÉNDEZ DÍAZ
E-mail address	monica.mendez.diaz@urjc.es
Department	Economía Financiera y Contabilidad
Campus	Madrid - Vicálvaro
Category	Profesor/a Ayudante Doctor/a
Academic degree	Doctor
Person responsible for the subject	Yes
Tutorial timetable	Para consultar las tutorías póngase en contacto con el/la profesor/a a través de correo electrónico
Number of quinquennia	1
Number of sexennia	0
No. of positive evaluations by Docencia	2

