

■ **CORPORATE FINANCE** by Laura Obreja Braşoveanu

UNIT DESCRIPTION

The Corporate Finance course contains the financial analysis and planning. This unit is intended to give the students the principles, methods, techniques and tools specific to financial management of the company from the hospitality sector.

LEARNING OBJECTIVES

By the end of the Unit, participants will be able to:

Knowledge

- Determine the risk and return indicators for a company from the hospitality business.
- Explain the relevant factors that impact on the risk and return indicators.
- Build the financial planning and company's business plan.

Competencies

- Analyze the profitability and risk of the company and identify their triggers and drivers.
- Build realistic hypothesis for financial planning and business plan.
- Forecast the future financial performance.

Mindset

- Evaluate the financial strategies.
- Analyze the triggers and drivers that can impact on the financial performance.
- Estimate the future performance, under plausible set of hypothesis.

METHODOLOGY

- Interactive lectures with real-life examples and use of different multi-media tools.
- Group work including a group presentation.