



Course Specification

**Course Title .. Accounting and Finance Management in Hospitality Industry....
Course Code 3572117.....**

Semester ... 1... Academic Year.... 2020.....

**Bachelor of Arts Programme in Hospitality Management
(International Programme)
School of Tourism and Hospitality Management
Suan Dusit University**

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Course Specification

Name of institution Suan Dusit University
Campus/faculty/department School of Tourism and Hospitality Management

Section1 General Information

1. Course code and course title

3572117 Hospitality Accounting and Finance

2. Number of credits

3(2-2-5) (Lecture-Practice-Self-Study)

3. Curriculum and type of subject

B.A. (Hospitality Management, International Program) / Major Requirement Course

4. Responsible faculty members

4.1 course coordinator Kraisak Phikul

4.2 Instructors Kraisak Phikul **Section A1**

5. Semester / year of study

Semester 1 academic year 2020 / Second-Year Students

6. Pre-requisite (if any)

None

7. Co-requisites (if any)

None

8. Venue of study

Suan Dusit University

9. Date of latest revision

May 2020

Section 2 Aims and Objectives

1. Aims of the Course

The aims of the course are to develop students' accounting and financial skills for hospitality industry, to increase students to understand financial reports and ratios related to the unique characteristics of hospitality industry, and to encourage students' discussion about costs and demand forecasting in the hospitality industry.

2. Objectives of Course Development/Modification

The hospitality industry is considered a fast growing industry. Before graduates are entering in the industry, they should realize that if the business is able to apply an organized accounting system and financial management to their operation management, the business will grow and achieve their ultimate goal effectively. Therefore, this course is designed to enable students understand unique characteristic of hospitality industry, the importance of financial reports and ratios in the hospitality business, and types of costs and basic knowledge about demand forecasting.

Section 3: Course Description and Implementation

1. Course Description

Principles of accounting within the hospitality industry, including purposes of accounting and each accounting branches, basic account formula, and financial statements, interpretation of financial statements from ratio analysis and decision making on foodservice operation and hotel operation, with an emphasis on identifying a business cost and fundamental of hospitality revenue forecast

2. Number of Hours per Semester

Lecture (Hour)	Additional class (Hour)	Practice (Hour)	Self-study (Hour)
30	If requested by students	30	75

3. Number of hours that the lecturer provides individual counseling and guidance

4 hours a week by providing the contact information to students at the first class.

Section 4 Development of Students' Learning Outcomes

1. Morality and Ethics

1.1 Expected outcome on morality and ethics

● (1) To realize good values, moral conscience and ethics, to be able to deal with the conflicts relating to profession etiquette.

(2) To be self and social responsible with good attitude and behaviour.

○ (3) To responsible of duties, good membership and develop leadership skills and act as a role model to others.

(4) To be disciplined and follow the organisational and social rules and regulations.

1.2 Teaching methods

Responsibility and team work.

1.3 Evaluation methods

Evaluate from responsibilities on assigned tasks

2. Knowledge development

2.1 Expected outcome on Knowledge and skills development

(1) To understand the important principles and theories of hospitality organisational behaviour and interpersonal skills, international marketing, tourist behaviour and related skills systematically and globally.

● (2) To be able to integrate knowledge of hospitality with other related fields.

○ (3) To understand research designs and methodology in order to solve organisation problems and to develop organisation knowledge management.

2.2 Teaching methods

Apply different strategies and teaching techniques in accordance to course descriptions.

2.3 Evaluation methods

Pre-test and post test (Quiz/Midterm/Final)

3. Intellectual Knowledge Innovation

3.1 Expected outcome on Intellectual Knowledge Innovation

(1) To be able to evaluate and analyse data, and able to think critically and systematically in order to find cause, effect, and resolution of the problems in depth.

● (2) To be able to apply methodologies, synthesis, evaluation both practically and theoretically in actual operations.

(3) To be able to suitably apply knowledge and innovation in business term and able to adapt innovation technology to the profession and related fields.

3.2 Teaching methods

Hospitality business case study and research

3.3 Evaluation methods

Evaluate from students language activities.

4. Interpersonal Skills and Responsibility

4.1 Expected outcome on Interpersonal Skills and Responsibility

● (1) To be able to work with others and solve the problems both as a good leader and a good team member.

○ (2) To be able to develop self – improvement continuously on professional learning improvement based on international criterion.

4.2 Teaching methods

Assign groupwork or activities with participation among students.

Assign work that encourages students to coordinate others.

4.3 Evaluation methods

Evaluate from groupwork attendance, behaviour within the group, and overall performance in accordance with the assignment

5. Numerical Analysis and Information Technology Skills

5.1 Expected outcome on Numerical Analysis and Information Technology Skills

(1) To be able to apply foreign languages effectively when communicate both academically and professionally.

(2) To be able to communicate effectively with foreigners from different culture in different situation.

(3) To be able to use information technology suitably in different operations.

● (4) To be able to analyse and interpret data, facts, figures, statistics and/or numerical related tasks efficiently.

5.2 Teaching methods

Introduce activities consisting of case study analysis, technique learning, and applying to situations.

Assign tasks requiring international information searching and related necessary issues presenting in front of the class.

5.3 Evaluation methods

Evaluate from report and presentation.

Section 5 Teaching and Evaluation Plans

1. Teaching plan

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
1-2	Course introduction <ul style="list-style-type: none"> • Course syllabus overview • Course objective and evaluation ----- • Hospitality Industry Accounting <ul style="list-style-type: none"> - Unique Characteristics of Hospitality Industry - The Purpose of Accounting in the Hospitality Industry - Branches of Accounting - Why Hospitality Managers Use Managerial Accounting 	8	The instructor introduces oneself and gives the course overview. Also explain the course syllabus, inform the assessment and evaluation method, including rule and regulation in class. Inform date and time for giving an advice or guidance. -- 1. Lecture with Power point and handout <ul style="list-style-type: none"> - Clip V.D.O. 2. Class participation <ul style="list-style-type: none"> - Group or pair discussion on business news/article from a business and marketing perspective or - Practice exercises or - Game/Quiz or - Group presentation 3. Q&A 4. Summary	Kraisak Phikul
3-4	<ul style="list-style-type: none"> • Accounting Fundamentals <ul style="list-style-type: none"> - Bookkeeping and Accounting - The Accounting Formula - Recording Changes to the Accounting Formula - Generally Accepted Accounting Principles - The hospitality Business Cycle - Ethics and Moral 	8	1. Lecture with Power point and handout <ul style="list-style-type: none"> - Clip V.D.O. 2. Class participation <ul style="list-style-type: none"> - Group or pair discussion on business news/article from a business and marketing perspective or - Practice exercises or - Game/Quiz or - Group presentation 3. Q&A 4. Summary	Kraisak Phikul
5-6	<ul style="list-style-type: none"> • Income statement 	8	1. Lecture with Power point and handout	Kraisak Phikul

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
	<ul style="list-style-type: none"> - The Purpose of Income Statement - Income Statement Preparation - Income Statement Analysis 		<ul style="list-style-type: none"> - Clip V.D.O. 2. Class participation <ul style="list-style-type: none"> - Group or pair discussion on business news/article from a business and marketing perspective or - Practice exercises or - Game/Quiz or - Group presentation 3. Q&A 4. Summary 	
7-8	<ul style="list-style-type: none"> • Balance Sheet <ul style="list-style-type: none"> - The Purpose of Balance Sheet - Balance Sheet Formats - Balance Sheet Content - Balance Sheet Analysis <p>-----</p> <p>Midterm Examination- 1.5 hrs.</p>	8	<ol style="list-style-type: none"> 1. Lecture with Power point and handout <ul style="list-style-type: none"> - Clip V.D.O. 2. Class participation <ul style="list-style-type: none"> - Group or pair discussion on business news/article from a business and marketing perspective or - Practice exercises or - Game/Quiz or - Group presentation 3. Q&A 4. Summary 	Kraisak Phikul
8-9	<ul style="list-style-type: none"> • Statement of Cash Flow <ul style="list-style-type: none"> - The Purpose of Cash Flow - Sources and Uses of Funds - Statement of Cash Flow Analysis 	8	<ol style="list-style-type: none"> 1. Lecture with Power point and handout <ul style="list-style-type: none"> - Clip V.D.O. 2. Class participation <ul style="list-style-type: none"> - Group or pair discussion on business news/article from a business and marketing perspective or - Practice exercises or - Game/Quiz or - Group presentation 3. Q&A 4. Summary 	Kraisak Phikul

Week	Topic	Hour	Teaching & Learning Activities, Instructional Media (if any)	Instructor
10-12	<ul style="list-style-type: none"> Ratio Analysis <ul style="list-style-type: none"> - Purpose and Value of Ratios - Types of Ratios - Comparative Analysis Ratios 	8	1. Lecture with Power point and handout <ul style="list-style-type: none"> - Clip V.D.O. 2. Class participation <ul style="list-style-type: none"> - Discussion/Interpretation of a set index company's financial statements or - Practice exercises or - Game/Quiz or - Group presentation 3. Q&A 4. Summary	Kraisak Phikul
13-14	<ul style="list-style-type: none"> Revenue Management <ul style="list-style-type: none"> - Cost and Types of Cost - Forecasting Demand 	8	1. Lecture with Power point and handout <ul style="list-style-type: none"> - Clip V.D.O. 2. Class participation <ul style="list-style-type: none"> - Group or pair discussion on business news/article from a business and marketing perspective - Practice exercises - Game/Quiz - Group presentation 3. Q&A 4. Summary	Kraisak Phikul
15	<ul style="list-style-type: none"> Review for Final Examination 	4	1. Lecture with Power point and handout 2. Class participation and discussion 3. Q&A 4. Summary	Kraisak Phikul

2. Evaluation plan

Activities	Expected outcomes	Methods	Week	Percentage
1	1.1(1), 1.1(3), 4.1(2)	- Class Attendance - Assignment	1-15	10%
2	1.1(1), 1.1(3), 2.1(2), 2.1(3), 3.1(2), 4.1(1), 4.1(2), 5.1(4)	- Homework/assignment - Class participation/discussion - Group presentation - Game/Quiz	2-15	30%

3	2.1(2), 2.1(3), 3.1(2), 5.1(4)	Midterm	8	30%
4	2.1(2), 2.1(3), 3.1(2), 5.1(4)	Final	16	30%

Evaluation

Evaluation and graduation requirements are subject to the Regulation of Suan Dusit University Council on Undergraduate Programme Evaluation.

Section 6 Teaching Materials and Resources

1. Texts and main documents

Accounting and Finance Management in Hospitality Industry

2. Documents and important information

Dopson, L. & Hayes, D. (2009). *Managerial Accounting for the Hospitality Industry*. Hoboken, NJ: John Wiley & Sons, Inc.

3. Documents and recommended information

Garry Dick. (2001). *Introductory accounting for the hospitality industry*. New Delhi: Global books & Subscription Services Publishing.

James Reeve. (2011). *Principles of financial accounting*. USA: Cengage South-Western Publishing.

Section 7 Evaluation and Improvement of Course Management

1. Strategies for effective course evaluation by students

- Individual online e evaluation on the lecturer and subject content provided by the university

2. Evaluation strategies in teaching methods

- Observe from students
- Students' scores/result from the test/quiz/examination
- Learning outcome verification

3. Improvement of teaching methods

- Meeting on course improvement with all lecturers in this course

4. Verification of students' standard learning outcome

- Observe from the student's reaction or students' questions to evaluate students' understanding.

- Ask questions and let students answer to ensure that students understand the lesson content.

- The program committee evaluate students' learning outcome by examining students' test/quiz/examination, assignment, grading method, and class performance score.

5. Review and improvement for better outcome

- To regularly update and modernize course content and material by considering from 3 factors; up to date, 21 century skills, and integration between courses offering during the semesters/or program's missions.

- To improve as commented or advised by the program committee