

## COURSE OUTLINE

### (1) General information

<b>FACULTY/SCHOOL</b>	ECONOMICS, BUSINESS AND INTERNATIONAL STUDIES		
<b>DEPARTMENT</b>	TOURISM STUDIES		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE UNIT CODE</b>	TSK511	<b>Semester</b>	5 <sup>th</sup> or 7 <sup>th</sup>
<b>COURSE TITLE</b>	FINANCING PROGRAMS IN TOURISM		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits</i>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures - Teaching, Exercises, Real examples from the Tourism Sector, Critical discussion, Presentations- Essay writing or empirical research (individual or team-work), Role Playing, Self-evaluation questionnaires for students' skills.		3	4
<i>Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4</i>			
<b>COURSE TYPE</b> <i>Background knowledge, Scientific expertise, General Knowledge, Skills Development</i>	SCIENTIFIC EXPERTISE		
<b>PREREQUISITE COURSES:</b>	NO		
<b>LANGUAGE OF INSTRUCTION:</b>	GREEK		
<b>LANGUAGE OF EXAMINATION/ASSESSMENT:</b>			
<b>THE COURSE IS OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBSITE (URL)</b>			

### (2) LEARNING OUTCOMES

#### **Learning Outcomes**

The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail.

It is necessary to consult:

#### **APPENDIX A**

- Description of the level of learning outcomes for each level of study, in accordance with the European Higher Education Qualifications' Framework.
- Descriptive indicators for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and

#### **APPENDIX B**

- Guidelines for writing Learning Outcomes

The aim of the course is to clarify the importance of funding programmes in the establishment, operation and development of a tourism enterprise and to present the modern ways of financing in the modern competitive environment.

Upon completion of the lectures, students will be able to:

- Understand the concept and importance of financing of tourism enterprises.
- Be aware of modern financing tools for ensuring the necessary funds.
- Analyze the subject of capital structure.
- Distinguish between long-term and short-term financing and evaluate the importance of each for the operation and development of the tourism enterprise.
- Know the methods of increasing equity capital, while having a thorough understanding of its concept.
- Be aware of dividend policy, leasing, bond loans and convertible bonds.
- Understand the banking environment, focusing their knowledge on the issue of lending through it, as well as other money market products (original & derivative).

### General Competences

Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?

Search for, analysis and synthesis of data and information by the use of appropriate technologies,  
Adapting to new situations  
Decision-making  
Individual/Independent work  
Group/Team work  
Working in an international environment  
Working in an interdisciplinary environment  
Introduction of innovative research

Project planning and management  
Respect for diversity and multiculturalism  
Environmental awareness  
Social, professional and ethical responsibility and sensitivity to gender issues  
Critical thinking  
Development of free, creative and inductive thinking  
.....  
(Other.....citizenship, spiritual freedom, social awareness, altruism etc.)  
.....

1. Search for, analysis and synthesis of data.
2. Decision-making.
3. Individual/Independent work.
4. Working in an international environment.
5. Project planning and management.
6. Critical thinking.

### (3) COURSE CONTENT

The content of the course includes the following main modules:

- Introduction to the financing of tourism enterprises
- Theory of capital structure
- Practical approach to capital structure
- Fundamentals & Guide to financing of tourism enterprises
- Sources of finance of equity and loan capital
- Long-term and short-term financing
- Share Capital & Methods of increasing it
- Dividend policy
- Leasing
- Bond loans
- Convertible bonds
- Bank loans
- Trade credits
- Other money market products (original & derivative)

### (4) TEACHING METHODS--ASSESSMENT

<p style="text-align: center;"><b>MODES OF DELIVERY</b></p> <p><i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i></p>	<p>Face-to-face. Lectures of the course will be delivered during classroom teaching, using whiteboard, visual aids and digital lessons projected through the classroom projector (use of PowerPoint slides, which will be posted weekly on e-Class). In case of need for distance learning, through Webex (by Cisco) or Microsoft Teams, accompanied by PowerPoint slides, which will be posted weekly on e-Class.</p>
<p style="text-align: center;"><b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b></p> <p><i>Use of ICT in teaching, Laboratory Education, Communication with students</i></p>	<p>Teaching: -Projection of digital lectures -PowerPoint Slides -E-class -Webex (by Cisco) -Microsoft Teams - The internet to search for information and to collect data (in-class or at home)</p> <p>Communication with students: - Digital Platform of the module (e-class) for exchanging messages,</p>

	<p>uploading the module's material, uploading relevant announcements, and submitting assignments, exercises and case studies)</p> <p>-Communication via e-mails and Webex (by Cisco)</p>												
<p style="text-align: center;"><b>COURSE DESIGN</b></p> <p><i>Description of teaching techniques, practices and methods:</i></p> <p><i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc.</i></p> <p><i>The study hours for each learning activity as well as the hours of self-directed study are given following the principles of the ECTS.</i></p>	<table border="1"> <thead> <tr> <th style="text-align: center;"><i>Activity/Method</i></th> <th style="text-align: center;"><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures-Teaching (include Exercises, Case studies, Role Playing, Discussion, Real examples from the Tourism Sector, Educational Visits/Guest speakers).</td> <td style="text-align: center;">39</td> </tr> <tr> <td>Self-directed study of the relevant literature (as this is described in the module's syllabus, relevant studies, journal articles, educational links as posted in the e-class)</td> <td style="text-align: center;">60</td> </tr> <tr> <td>Essay writing or empirical research (individual- or team-work)</td> <td style="text-align: center;">20</td> </tr> <tr> <td>Self-evaluation questionnaires for students' skills</td> <td style="text-align: center;">1</td> </tr> <tr> <td><b>Total</b></td> <td style="text-align: center;"><b>120</b></td> </tr> </tbody> </table>	<i>Activity/Method</i>	<i>Semester workload</i>	Lectures-Teaching (include Exercises, Case studies, Role Playing, Discussion, Real examples from the Tourism Sector, Educational Visits/Guest speakers).	39	Self-directed study of the relevant literature (as this is described in the module's syllabus, relevant studies, journal articles, educational links as posted in the e-class)	60	Essay writing or empirical research (individual- or team-work)	20	Self-evaluation questionnaires for students' skills	1	<b>Total</b>	<b>120</b>
	<i>Activity/Method</i>	<i>Semester workload</i>											
	Lectures-Teaching (include Exercises, Case studies, Role Playing, Discussion, Real examples from the Tourism Sector, Educational Visits/Guest speakers).	39											
	Self-directed study of the relevant literature (as this is described in the module's syllabus, relevant studies, journal articles, educational links as posted in the e-class)	60											
	Essay writing or empirical research (individual- or team-work)	20											
	Self-evaluation questionnaires for students' skills	1											
<b>Total</b>	<b>120</b>												
<p style="text-align: center;"><b>STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS</b></p> <p><i>Detailed description of the evaluation procedures:</i></p> <p><i>Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other.....etc.</i></p> <p><i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students.</i></p>	<p>Within the framework of the course, students are required to apply in practice the concepts and tools learned in the course by preparing an optional assignment - case study of a real tourism enterprise. The performance on the assignment will count as 30% of the final course grade. The remaining 70% will come from the final written examination.</p> <p>For those who do not choose to do an assignment, 100% of their grade will derive from the final written examination.</p> <p>Students are given the chance for their performance to be evaluated through oral-assessment, if the fulfil the criteria for disability students or students with special needs, and a written assessment is not possible for them or would be of a disadvantage to them. The relevant proof though needs to be submitted in advance of the examination.</p> <p>Students get fully informed about their evaluation process throughout the year and provided with relevant assessment examples, in-class, via the module's online platform (e-class), by the module leader.</p> <p>Language of evaluation: Greek</p>												

**(5) SUGGESTED BIBLIOGRAPHY:**

*-Suggested bibliography:*

The following are proposed as the basic textbooks for the course:

1. Applied Finance for Business, Damodaran A., 1st edition 2013, Broken-Hill Publishers Ltd.
2. Financial Management-Financial Decisions, Artikis P. George, 1st edition 1/2013, Nikitopoulos Sarantos & Co (In Greek)

The following are suggested as alternative textbooks for the course:

3. Lessons in Corporate Finance: a Case Studies Approach to Financial Tools, Financial Policies, and Valuation, Lawrence A. Weiss, Paul Asquith, 2016.

4. Fundamentals of Corporate Finance, Jarrad Harford, Jonathan B. Berk, Peter DeMarzo
5. fundamentals of financial management, Eugene F. Brigham
6. Principles of Corporate Finance, Franklin Allen, Richard A. Brealey, Stewart Myers

At the same time, the lectures will use up-to-date international literature, notes and supporting material will be handed out to students in digital form, while during the lectures there will be exercises for practice.

- Relevant academic journals:

1. Journal of Money, Credit and Banking (4 ABS List – field Finance)
2. Journal of Corporate Finance (4 ABS List – field Finance)
3. Journal of Finance (4 ABS List – field Finance)
4. Annals of Tourism Research (4 ABS List – field Sector)
5. Financial Management (3 ABS List – field Finance)
6. Journal of Banking and Finance (3 ABS List – field Finance)
7. Journal of International Financial Markets, Institutions and Money (3 ABS List – field Finance)
8. International Journal of Hospitality Management (3 ABS List – field Sector)
9. International Journal of Managerial Finance (2 ABS List – field Finance)
10. Financial Markets and Portfolio Management (2 ABS List – field Finance)
11. Foundations and Trends in Finance (2 ABS List – field Finance)
12. International Journal of Tourism Research (2 ABS List – field Sector)
13. Journal of Financial Management, Markets and Institutions (1 ABS List – field Finance)
14. Journal of Credit Risk (1 ABS List – field Finance)
15. Journal of Risk Finance (1 ABS List – field Finance)