



MODULE LEADER

Debra Adams is a qualified accountant (CIMA) with a background in hospitality management coupled with 15 years experience of working in financial management education involving the design and delivery of courses in finance, accounting and strategy for the service sector.

Her early career was spent training and working in finance roles with an international hotel group followed by 11 years spent in higher education and subsequently 4 years with accredited training providers. As a result she has considerable experience of designing programmes including MBA, Corporate University, in-company and online programmes. She has written and presented widely on the subject of demystifying business accounting. Debra is Director of Education for the British Association of Hospitality Accountants and has been instrumental in the development and success of several education projects for accountants working in the hospitality industry. She is also an advisor for Young Enterprise working in local schools.

RECOMMENDED READING

Adams, D. (2006), Management Accounting for the Hospitality Industry – A Strategic Approach, Thomson Learning, London, ISBN-10: 0-3043-2906-9

MODULE DESCRIPTION

In current economic climate, maximising the use and value of resources is essential for improving return on investment and meeting business objectives.

This highly interactive programme introduces techniques to improve asset management in the hospitality industry and provides the delegates with an opportunity to develop their understanding of current asset management issues and the requirement to meet investors' objectives.

The programme requires a prior understanding of financial statements and accounting concepts.

LEARNING OBJECTIVES

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

Knowledge

- Employ business tools to monitor and measure effective asset management
- Use investment appraisal analysis techniques for strategic decision making
- Assess alternative sources of funding and cost of capital in the current market
- Apply risk and sensitivity analysis techniques to business decision making

Competencies

- Practise a range of techniques to evaluate business data for decision making
- Measure the impact of business decision making on profitability and cash flow
- Create business plans and feasibility analysis

Mindset

- Practise critical analysis in business planning
- Evaluate the viability of alternate business propositions

METHODOLOGY

- Balance of lectures and discussions with participant presentations, seminars, debates and team games.

PARTICIPANTS

This course has been designed for newly appointed asset managers and for senior managers working in the hospitality, leisure and tourism sectors who need to improve their understanding of how to manage capital assets to maximise return and business growth.