General information	
Course instructor	Sandra Janković, PhD, Full Professor in tenure
Name of the course	Revenue Management
Study programme	Undergraduate study: Business Economics in Tourism and Hospitality Module: Hospitality Management
Status of the course	compulsory
Year of study	4th

ECTS credits and manner of instruction	ECTS credits	3 ECTS
	Number of class hours (L+E+S)	(15+0+15)

1. COURSE DESCRIPTION

1.1. *Course objectives*

The objective of the course is in gaining theoretical knowledge in the field of applying revenue management instruments as well as practical skills for revenue maximisation in tourism and hospitality industry, considering product and service costs, costs of market segments and channels, seasonality and perishable inventory.

1.2. *Course enrolment requirements*

None.

1.3. Expected learning outcomes

It is expected, that after fulfilling all the obligations of the course, the students will be able to:
1. Critically conclude the instruments of operational and strategic revenue management.
2. Asses the top line and bottom line measures of revenue management.
3. Conduct the benchmarking analysis according to measures of revenue management.
4. Recommend the selling price for different market segments and channels.

The students, besides specific competencies, will actively participate in the class activities and case studies, and will develop the capabilities of analytical and critical thinking and team work.

1.4. Course content

The course content is focused on revenue management instruments and is studied through the following units: Introduction to revenue management: from traditional approach to non-traditional approaches and dynamic pricing. Development of revenue management: from yield management to total revenue management. Strategic levers in hotel revenue management: price and duration. Top and Bottom line measures of revenue management. Benchmarking analysis. Operational and strategic instruments of revenue management.

1.5. Manner of instruction	☒ lectures ☒ seminars and workshops ☐ exercises ☐ distance learning ☐ fieldwork	☐ individual assignments ☐ multimedia and network ☐ laboratories ☐ mentorship ☒ other Case study
1.6. Comments		
1.7. Student responsibilities		

The manner of instruction on this course are lectures and seminars and it is expected from the students that they actively participate in all the given assignments. The students have to take the partial exams and the final exams with the condition that they have fulfilled all the obligations that are provided in the course syllabus.

1.8. Monitoring of student work[1]

Class attendance	1	Class participation		Seminar paper		Experimental work	
Written exam		Oral exam	0,4	Essay		Research	
Project		Continuous assessment	0,8	Report		Practical work	
Portfolio		Case study	0,8				

1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)

Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course there is a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.

1.10. Mandatory literature (at the time of submission of study programme proposal)

1. Forgacs, G. (2017). Revenue Management Maximizing Revenue in Hospitality Operations. Second edition. AHLEI
2. Janković, S. PowerPoint presentations and e-materials available on Lumens.

1.11. Optional/additional literature (at the time of submission of the study programme proposal)

1. Ivanov, S. (2014) Hotel Revenue Management: From Theory to Practice, Zangador
3. Kimes, S., (2004). Restaurant Revenue Management, CHR Reports, Cornell, Center for Hospitality Research
4. Tranter, K., Staurt-Hill, T., Parker, J., (2008) Introduction to Revenue Management fot the Hospitality Industry: Principles and Practices for the Real World, An Introduction, Prentice Hall
5. Yeoman, I., McMahon-Beattie, U. (2004) Revenue Management and Pricing: Case studies and Aplications, Thomson
6. Phillips, R.L. (2005). Pricing and Revenue optimazation, Stanford University Press
7. Talluri,K.T., Van Ryzin,G.J. (2004) The Theory and Practice of Revenue Management, Springer , New York

a. Number of assigned reading copies in relation to the number of students currently attending the course

Title	Number of copies	Number of students
Forgacs, G. (2017). Revenue Management Maximizing Revenue in Hospitality Operations. Second edition. AHLEI	5	30

b. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences

The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance

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[1] IMPORTANT: Enter the appropriate proportion of ECTS credits for each activity so that the total number of credits equals the ECTS value of the course. Use empty fields for additional activities.

and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.