

GENERAL INFORMATION		
Course coordinator	Sandra Janković, PhD, Full Professor in tenure Katarina Poldrugovac, PhD, Associate Professor	
Course title	Revenue Management	
Study programme	University undergraduate study programme Business Economics in Tourism and Hospitality	
Course status	Compulsory	
Year	4th	
ECTS credits and form of instruction	ECTS credits	3 ECTS
	Number of hours (L+P+S)	(15+0+15)
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 course learning outcomes		
It is expected, that after fulfilling all the obligations of the course, the students will be able to:		
<ol style="list-style-type: none"> 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. Types of teaching (add an 'X')	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> practicals <input type="checkbox"/> distance learning <input type="checkbox"/> field-based learning	<input type="checkbox"/> independent tasks <input type="checkbox"/> multimedia and network <input type="checkbox"/> laboratory <input type="checkbox"/> mentoring work <input type="checkbox"/> other case study

1.6. Students' obligations

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.

1.7. Monitoring students' work

Course attendance	1	Activity / Participation		Seminar paper		Experimental work	
Written exam		Oral exam	0,4	Essay		Research	
Project		Continuous assessment	0,8	Report		Practice	
Portfolio		Case study	0,8				

1.8. Assessment and evaluation of student work during classes and at the final exam

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.

1.9. Essential reading and the number of copies provided in relation to the current number of course participants

Title	Number of copies	Number of students
1. Forgacs, G. (2017). Revenue Management Maximizing Revenue in Hospitality Operations. Second edition. AHLEI	5	15
2. Janković, S. PowerPoint presentations and e-materials available on Merlin.	Online material	

1.10. Additional reading

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

1.11. Quality monitoring methods ensuring the acquisition of expected knowledge, skills and competencies

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