

Course Title	REVENUE MANAGEMENT
Course Code	HTL 414
Course Purpose and Objectives	The purpose of this course is to provide the necessary knowledge and skills related to maximizing the revenue of a firm, so that it will assist the firm in deciding the amount of inventory to be allocated to different types of demand. Students are encouraged through problem solving case studies to develop new techniques to maximize the revenue of a hotel unit.
Learning Outcomes	<ol style="list-style-type: none"> 1. Explain revenue management and critically evaluate its characteristics and significance. 2. Discuss other service industries where revenue management is practiced with the characteristics of those in the hospitality industry. 3. Critically evaluate the differences between revenue management and discounting. 4. Develop new strategies for maximizing revenue in restaurants and accommodation enterprises during busy periods. 5. Discuss and evaluate human, cultural factors and typical dilemmas relevant to revenue management. 6. Propose models for revenue maximization.
Course Content	<ul style="list-style-type: none"> • Introduction to Revenue Management • Operational Model of Revenue Management • Network Revenue Management • Implementing a Revenue mgt System • Demand Forecasting and Data Analysis • Competitive Factors