

**School of Hospitality and Tourism Management
University of Guelph**

COURSE OUTLINE

Revenue Management: HTM 4250
Winter 2014

Instructor:

Michael von Massow
303 MACS

(519) 824-4120, ext. 46347

Email: mvonmass@uoguelph.ca

Lecture: Tuesday and Thursday 1 pm – MACS 129

Office hours: Tuesday and Thursday 11:30 pm – 1:00 pm or by appointment

Course Description:

This course will build on the foundation of knowledge and experience from earlier courses to provide an introduction to revenue management concepts and tools. Knowledge will be gained through concepts, theories, industry cases and models to provide an overview of key revenue management tools and applications.

Course Objectives

- Understand key characteristics required for effective revenue management
- Understand the basic elements of value and revenue management strategy
- Develop an understanding of the levers for managing revenue in hospitality and other industries.
- Develop the ability to evaluate revenue and consider alternate scenarios for improving revenue performance.
- Develop the ability to evaluate specific scenarios and cases to develop revenue management plans.

Optional Text:

Hayes and Miller, Revenue Management for the Hospitality Industry, John Wiley and Sons, 2010 – available in the bookstore.

Evaluation:

3 Assignments (see attached schedule)	20%
Negotiations reflection	5%
Class Participation	10%
Midterm	20%

Group Case Submission	15%
Final Examination	30%

Deadlines:

All deadlines are firm. Unless documentary evidence is provided, all late work will be given a zero grade.

Review of awarded marks:

You should be aware that, if you request a review of the mark awarded for any element of the evaluation, the review could result in your mark being revised either upwards or downwards.

Academic integrity:

Students are reminded of the University of Guelph’s policy regarding academic misconduct, which is available at:

http://www.uoguelph.ca/undergrad_calendar/c08/c08-amisconduct.shtml.

In keeping with University policy, suspected cases of academic misconduct will be forwarded to the Department Chair.

Tentative Course Schedule

The tentative course dates and topics shown below are a guideline. **The actual timing may vary.** The chapter readings will be supplemented with additional readings from other sources. An outline of each week’s topics will be made available through courselink on the Monday preceding each class

Class Week of	Topics	Assignments
January 7 th	Introduction to Revenue Management	
January 14 th	Understanding Supply and Demand What Creates Value?	
January 21 st	Negotiation Skills	
January 28 th	Where are we now? Benchmarks for measurement.	
February 4 th	Forecasting and Pricing Management	
February 11 th	Pricing Management	Assignment 1
Feb 18 th	Mid-Semester Break – no class	

February 25 th	Inventory Management	Assignment 2
March 3 rd	In class midterm examination Review class on Tuesday	
March 10 th	Distribution Channel	
March 17 th	Revenue Management in other industries	
March 24 th	Other industries (cont)	Assignment 3
April 2 nd	Case Presentations Review Class for final	Case Due
Final April 21 at 7 pm – room TBA		