



# HTM 4250 Revenue Management W15

## 0.5

### General Course Information

**Instructor:** Mike von Massow  
*Email* mvonmass@uoguelph.ca  
*Office Location* 303 MACS  
*Office Hours* Tues/Thurs 11:30-1:00 and by appt.  
*Department/School* HFTM

**Class Schedule:** Tues/Thurs 1:00 pm – 2:20 MACS 129

**Pre-requisites:** ECON 2740 or STAT 2060

### Course Description

This course presents an overview of strategic analysis of operations management in service industries. We introduce tools and concepts for planning and evaluating initiatives to support service design, productivity and delivery. Topics include layout, location, productivity, service design and yield management. We also further develop excel skills in analytical contexts.

### Course Learning Outcomes

#### Knowledge and Understanding:

1. *Demonstrate an understanding of key characteristics required for effective revenue management.*
2. *Demonstrate an understanding of the basic elements of value and revenue management strategy*
3. *Demonstrate an understanding of the levers for managing revenue in service industries*
4. *Demonstrate an ability to evaluate revenue and consider alternate scenarios for improving revenue performance*
5. *Demonstrate an ability to evaluate specific scenarios and cases to develop revenue management plans*

#### Discipline/Professional and Transferable Skills:

6. *Demonstrate an ability to use excel in revenue management analysis*
7. *Demonstrate an understanding of STAR analytical reports for revenue analysis.*
8. *Demonstrate an understanding of basic negotiation concepts and skills*

## Indicative Content

The tentative course dates and topics shown below are a guideline. **The actual timing may vary.**

Week of:	Topics
Jan 6	Introduction to Revenue Management
Jan 13	Understanding Supply and Demand What Creates Value?
Jan 20	Negotiation Skills
Jan 27	Where are we now? Benchmarks for measurement
Feb 3	Guest lecture Forecasting and Pricing Management
Feb 10	Pricing Management
Feb 17	Mid-semester break – no classes
Feb 24	Inventory Management
March 3	Distribution Channels
March 10	Revenue Management in other industries Executive in Residence Visit
March 17	Other Industries (cont)
March 24	Case Presentations
March 31	Catch up lecture material Final Exam Review

## Course Assessment

			Associated Learning Outcomes	Due Date/ location
<b>Negotiation Reflection:</b>	5%	<i>Individual insight assignment</i>	8	<i>Jan 27 in class</i>
<b>Assignment 1:</b>	10%	Individual insight assignment	1,2,3,4,5,7	<i>Feb 12 in class</i>
<b>Assignment 2:</b>	10%	Individual case assignment	1,2,3,4,5	<i>Feb 26 in class</i>

<b>Assignment 3:</b>	10%	Individual insight assignment	1,2,3,4,5,6	March 19 in class
<b>Assignment 4</b>	10%	Individual case assignment	1,2,3,4,7	April 2, in class
<b>Revenue Management Assessment</b>	15%	Group case assignment	1,2,3,4,5,7	March 24, in class
<b>In-Class contribution</b>	10%	Active contribution in class discussions	1,2,3,4,5,6,7,8	
<b>Final Exam</b>	30%	Final examination – short answer	1,2,3,4,5,7,8	April 13, 7 pm, room TBA
<b>Total</b>	<b>100%</b>			

## Teaching and Learning Practices

**Lectures** Lectures will be based on Powerpoint slides which summarize the key content. Additional insight and context will be presented in class by the instructor. Attendance is recommended. Any additional quantitative examples presented in class will be scanned and posted on the course website.

Students are expected to be active in class discussion. This is an important skill for future development. There will be discussions on topics related to the lecture. The instructor will also bring issues and articles of contemporary interest for class discussion. Students are encouraged to bring topics for discussion as well.

## Course Resources

### Recommended Text:

There is no required text. The detailed material will be available in the course notes with additional material presented during lecture.

Students can evaluate the optional textbook:

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

Lectures are generally based on sections from the book. Additional material as required will be made available on the course website or on reserve at the library.

### Other Resources:

All of the material presented in class will be posted on the course website.

## Course Policies

### Grading Policies

Assignments are due by the beginning of class. Assignments 1 and 2 can be submitted in class in hard copy or on the course website. The Excel assignment will be submitted electronically on the course website.

Late assignments will not be accepted unless specific arrangements are made in advance with the instructor.

### Course Policy on Group Work:

Due to the nature of the course material, all of the assignments are individual assignments. There is no group work.

### Course Policy regarding use of electronic devices and recording of lectures

Electronic recording of classes is expressly forbidden without consent of the instructor. When recordings are permitted they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor.

## University Policies

### Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for

Academic Consideration: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

### Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08...>

### Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible.

For more information, contact CSD at 519-824-4120 ext. 56208 or email [csd@uoguelph.ca](mailto:csd@uoguelph.ca) or see the website: <http://www.csd.uoguelph.ca/csd/>

### Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)

## **Drop date**

The last date to drop one-semester courses, without academic penalty, is March 6, 2015. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08>