

Module Descriptor Definitive Document

Module Code	HTMH09
Version	(completed by QASU)
Module Title	Revenue Management
Credits	20
Valid From	(completed by QASU)
Status	Proposed
Subject Board	(completed by QASU)
HECoS Code	100836
Academic Level (FHEQ)	6
Study Period	2
Prerequisites and co-requisites	None
Not available to students taking/having taken	N/A

Content (Indicative)

- History and development of revenue management
- Customers' Knowledge and Consumer Behaviour
- Market Segmentation and Selection
- Internal Assessment and Competitive Analysis
- Economic Principles and Demand Forecasting
- Reservations and Channels of Distribution
- Dynamic Value-Based Pricing
- Channel and Inventory Management
- The Revenue Management team and organisational culture

Teaching and Learning Experience

Lectures

Seminars

Guest Speaker

1-2-1 tutorials

Guided Independent Study.

Students will be able to access on-line materials through the College virtual learning environment.

Module Learning Outcomes (MLOs)

On successful completion of this module students will be able to:

1. Compare definitions of revenue management and understand important concepts to make revenue management successful in the context of hospitality, international tourism and events management.
2. Assess the roles of various business functions contributions to revenue management.
3. Evaluate how revenue management affects the business performance.
4. Review revenue management decisions and their impact on business strategy.

Assessment

Assessment Task	Weighting	Module Learning Outcomes Assessed
Group Report	50%	1, 2
Panel Debate	50%	3, 4

Indicative reading (APA 7th edition referenced)

Core Texts:

Hospitality Revenue Management: Concepts and Practices by Peter Szende (2022) - Publisher: Apple Academic Press - ISBN: 9781774639177

Mastering Hotel Revenue Management by Zera Schmidt (2023) - Publisher: Independently Published - ISBN: 9798868102608

Introduction to Revenue Management for the Hospitality Industry by Kimberly A. Tranter, Trevor Stuart-Hill, and Juston Parker - Publisher: Pearson - ISBN: 9780133878552

Supplementary Texts

Marketing for Tourism, Hospitality & Events by Simon Hudson and Louise Hudson (2023) - Publisher: SAGE Publications - ISBN: 9781529762261

Key Concepts in Hospitality Management by Roy C. Wood (2018) - Publisher: SAGE Publications - ISBN: 9781473968014