Subject Name: Revenue Management
Subject Code: HTM4110
No. of Credits: 3
Total Contact Hours: 42 hours
Prerequisite: None

Subject Description
The aim of this subject is to learn the fundamental concepts and practical applications of revenue management in the hospitality industry, understand economic concepts and critical components of revenue management and examine the key relevant issues. This subject introduces students to various types of revenue management systems. At the end of the subject, students will be able to identify the principle problems and challenges during the implementation of the revenue management systems and their implications, and anticipates future trends and prospects.

Programme Learning Outcomes
See separate file for BSc programme outcomes.

Subject Outcomes
Students will be able to discuss the principles and models of yield management.

Students will be able to define and assess the revenue maximization processes in various service sectors.

Students will be able to evaluate the quantitative aspects of revenue management.

Students will be able to use technology to apply the computerized yield management systems/ revenue management systems.

Assessment Weighting
Continuous Assessment: 60%
Examination: 40%
Key topics to be addressed in this subject (Subject to regular update)

1. An overview of the principles of Yield Management
2. Models of Yield Management
3. Strategic approach to revenue management
4. Revenue management over the Internet
5. Quantitative aspects of revenue management
6. Computerized Yield Management systems
7. Revenue Management in the Hotel Industry
8. Revenue Management in the Restaurant industry
9. Revenue Management in the airline industry
10. Capacity Management in the Cruise industry
11. Capacity Management in the Conference sectors