MBA333: REVENUE MANAGEMENT

Teaching Scheme	Examination Scheme
Lectures :4 hrs / week Tutorials: 1 hrs/week Credit: 4	Class Test – 12 Marks Teacher Assessment – 6 Marks Attendance – 12 Marks End Semester Exam – 70 Marks

Course Objectives:

- To gain an understanding of different revenue management concepts
- To gain insights into various principles of revenue management
- To acquaint the students about various key areas of revenue usage and management
- To gain insights into various indexes related to revenue

Hours: 40

UNIT 1 (10 Hours): Introduction: History, Definition, Meaning, Benefits and prospects of revenue management. Principles of revenue management, Role of revenue manager in Hospitality sector.

UNIT 2 (12 Hours): Market segmentation & Forecasting: Meaning of market segmentation & its importance in revenue management, Differential Pricing, & its applications, Importance of forecasting of demand, Displacement calculation, Inventory management, Discounting rack rates, stay restrictions (Duration Controls)

UNIT 3 (8 Hours): Distribution Channels: Electronic channels, non-electronic channels, Principles of distribution channel management, Competitive set analysis and Market share analysis.

UNIT 4 (10 Hours): Formulae & Calculations: Hotel Key performance index (KPI) – REVPAR, TREVPAR, TREVPEC, GOPPAR, REVPAM and REVPASH.

Suggested Readings:
1. Jatashankar Tewari, *Hotel Front Office Operations and Management*, Oxford
2. Hayes and Miller, *Revenue Management of the Hospitality Industry*, John Wiley
3. e-book located at http://www.xotels.com/en/revenue-management-solution
4. Kimberly A. Tranter, Trevor Stuart-Hill, Juston Parker, (2009), *An Introduction to Revenue Management for the Hospitality Industry*, Pearson Prentice Hall
5. Robert G. Cross, (1998), *Revenue Management*, Broadway Books, New York

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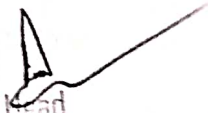Invertis University, Bareilly (UP)

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	Course Outcome
CO1	Understand the concepts & principles for management of revenue
CO2	Analyse the needs of revenue manager in hospitality sector
CO3	Able to understand segmentation & differential pricing
CO4	Demonstrate the ability to use market channels
CO5	Ability to understand different analyses in the field of revenue
CO6	Calculate & interpret different indexes related to revenue

Employable Skills	Measuring Tools
Ability to identify & apply the knowledge of subject practically in real life	Exercise, workshops, Quiz and class discussion

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