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| **ABU_KKK_01-15.jpg** | | | | | **ECTS Course Description Form** | | | | | | | | | | | | |
| **PART I ( Senate Approval)** | | | | | | | | | | | | | | | | | |
| **Offering School** | *Tourism Faculty* | | | | | | | | | | | | | | | | |
| **Offering Department** | *Tourism and Hospitality Management* | | | | | | | | | | | | | | | | |
| **Program(s) Offered to** | *Tourism and Hospitality Management* | | | | | | | | | *Must* | | | | | | | |
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| **Course Code** | *TRM 333* | | | | | | | | | | | | | | | | |
| **Course Name** | *Revenue Management* | | | | | | | | | | | | | | | | |
| **Language of Instruction** | *English* | | | | | | | | | | | | | | | | |
| **Type of Course** | *Lecture* | | | | | | | | | | | | | | | | |
| **Level of Course** | *Undergraduate* | | | | | | | | | | | | | | | | |
| **Hours per Week** | **Lecture:** 3 | | | | | **Laboratory:** | **Recitation:** | **Practical: 2** | | | | **Studio:** | | | **Other:** | | |
| **ECTS Credit** | *5* | | | | | | | | | | | | | | | | |
| **Grading Mode** | *Letter Grade* | | | | | | | | | | | | | | | | |
| **Pre-requisites** | *TRM 221 LODGING OPERATIONS MANAGEMENT* | | | | | | | | | | | | | | | | |
| **Co-requisites** | *None* | | | | | | | | | | | | | | | | |
| **Registration Restriction** | *The quizzes and Discovery Learning Exercises start as of second week. Students registering at add/drop period will not receive a makeup quiz or a replacement DLE.* | | | | | | | | | | | | | | | | |
| **Educational Objective** | *Hospitality and tourism managers are responsible for making strategic and proactive decisions regarding how to maximize firm revenues in a cost efficient way that are dependent upon the sale of a relatively fixed product supply and varying consumer demand. Managers must dedicate critical attention to core product revenue maximization in the hospitality industry due to the time-sensitive, or perishable nature of a service based product. Such financial assessment is captured within the firm’s revenue management system, where the goal is to generate maximum profit.* | | | | | | | | | | | | | | | | |
| **Course Description** | *This course is a survey of revenue management related tactics, issues, and trends in the hospitality industry. The objectives of the course are as following:*  *1. Develop an understanding of basic economic principles supporting revenue management practices*  *2. Develop an understanding of the strategies and tactics used in hospitality revenue management.*  *The fundamental principles and concepts of revenue management that include capacity management, duration control, demand and revenue forecasting, discounting, overbooking practices, displacement analysis, rate management and sales mix analysis will be discussed throughout the term.*  *3. Provide opportunities for hands-on experience on revenue management tasks.* | | | | | | | | | | | | | | | | |
| **Learning Outcomes** | **LO1** | | | *Describe environmental factors influencing the financing of hospitality and tourism service organizations* | | | | | | | | | | | | | |
| **LO2** | | | *Explain key business concepts – supply and demand, economic impacts, cost analysis, pricing, ratio analyses – involved in managing a profit/nonprofit hospitality and tourism enterprise* | | | | | | | | | | | | | |
| **LO3** | | | *Describe the components and benefits of revenue management* | | | | | | | | | | | | | |
| **LO4** | | | *Use key performance indicators (ADR, Occupancy, RevPAR) to evaluate hotel’s performance and conduct competitive set analysis* | | | | | | | | | | | | | |
| **LO5** | | | *Develop demand and revenue forecasts and measure their accuracy* | | | | | | | | | | | | | |
| **LO6** | | | *Evaluate the pros and cons of discounting* | | | | | | | | | | | | | |
| **n..** | | |  | | | | | | | | | | | | | |
| **PART II ( Faculty Board Approval)** | | | | | | | | | | | | | | | | | |
| **Basic Outcomes (University-wide)** | | **No.** | **Program Outcomes** | | | | | | **LO1** | | **LO2** | | **LO3** | **LO4** | | **LO5** | **LO6** |
| **PO1** | **Ability** to communicate effectively and write and present a report in Turkish and English. | | | | | |  | |  | |  |  | | **X** |  |
| **PO2** | **Ability** to work individually, and in intra-disciplinary and multi-disciplinary teams. | | | | | |  | |  | |  |  | | **X** |  |
| **PO3** | **Recognition** of the need for life-long learning and **ability** to access information , follow developments in science and technology, and continually reinvent oneself. | | | | | | **X** | |  | |  |  | |  |  |
| **PO4** | **Knowledge** of project management, risk management, innovation and change management, entrepreneurship, and sustainable development. | | | | | | **X** | |  | |  |  | |  |  |
| **PO5** | **Awareness** of sectors and **ability** to prepare a business plan. | | | | | |  | | **X** | | **X** | **X** | |  |  |
| **PO6** | **Understanding** of professional and ethical responsibility and **demonstrating** ethical behavior. | | | | | |  | |  | |  |  | |  | **X** |
| **Faculty Specific Outcomes** | | **PO7** |  | | | | | |  | |  | |  |  | |  |  |
| **PO8** |  | | | | | |  | |  | |  |  | |  |  |
| **PO9** |  | | | | | |  | |  | |  |  | |  |  |
| **PO10** |  | | | | | |  | |  | |  |  | |  |  |
| **PO11** |  | | | | | |  | |  | |  |  | |  |  |
| **PO12** |  | | | | | |  | |  | |  |  | |  |  |
| **Discipline Specific Outcomes (program)** | | **PO13** |  | | | | | |  | |  | |  |  | |  |  |
| **PO14** |  | | | | | |  | |  | |  |  | |  |  |
| **PO15** |  | | | | | |  | |  | |  |  | |  |  |
| **PO16** |  | | | | | |  | |  | |  |  | |  |  |
| **PO17** |  | | | | | |  | |  | |  |  | |  |  |
| **PO18** |  | | | | | |  | |  | |  |  | |  |  |
| **Specialization Specific Outcomes** | | **PO N….** |  | | | | | |  | |  | |  |  | |  |  |

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| **PART III ( Department Board Approval)** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Course Subjects, Contribution of Course Subjects to Learning Outcomes, and Methods for Assessing Learning of Course Subjects** | | **Subjects** | | | | | **Week** | |  | | | | | | | | | **LO1** | | **LO2** | | | **LO3** | | **LO4** | | | **LO5** | | **LO6** |
| **S1** | | | | | *1* | | *Syllabus Overview*  *Ch1 Introduction to Revenue Management* | | | | | | | | |  | | A2 | | |  | |  | | |  | |  |
| **S2** | | | | | *2* | | *Ch2 Demand and Supply*  *Strategic Pricing* | | | | | | | | | A1 | | A2 | | | A5 | | A3 | | |  | |  |
| **S3** | | | | | *3* | | *Ch 4 Differential Pricing* | | | | | | | | | A1 | | A2 | | | A5 | | A3,4 | | |  | | A1,2 |
| **S4** | | | | | *4* | | *Ch 7 Inventory and price management* | | | | | | | | | A1 | | A2 | | | A5 | | A3,4 | | |  | | A1,2 |
| **S5** | | | | | *5* | | *Ch 7 Duration Control + Forecasting Intro* | | | | | | | | | A1 | | A2 | | | A5 | | A3 | | | A6 | |  |
| **S6** | | | | | *6* | | *Ch 6 Forecasting demand* | | | | | | | | | A1 | | A2 | | | A5 | | A3 | | | A6 | |  |
| **S7** | | | | | *7* | | *Ch 8 Distribution Channel Management* | | | | | | | | | A1 | | A2 | | | A5 | | A3 | | | A6 | |  |
| **S8** | | | | | *8* | | *Ch 9 Competitive set Analysis, STAR Reports* | | | | | | | | | A1 | | A2 | | | A5 | | A3 | | |  | |  |
| **S9** | | | | | *9* | | *Ch 10 Rev Management for F&B* | | | | | | | | | A1 | | A2 | | | A5 | | A3 | | |  | |  |
| **S10** | | | | | *10* | | *Ch 11 Evaluation of Revenue Management Efforts in Food and Beverage* | | | | | | | | | A1 | | A2 | | | A5 | | A3 | | |  | | A1,2 |
| **S11** | | | | | *11* | | *Ch 12 Specialized Applications of Revenue Management* | | | | | | | | | A1 | | A2 | | |  | | A3 | | |  | |  |
|  | |  | | | | | *12* | | *Applications in*   * *Sport, Entertainment, Event Management,* * *Golf and Theme Parks*   *Cruise and Spa* | | | | | | | | |  | | A2 | | |  | |  | | |  | |  |
|  | |  | | | | | *13* | | *Group Presentations* | | | | | | | | |  | |  | | |  | |  | | |  | |  |
|  | |  | | | | | *14* | | *Group Presentations* | | | | | | | | |  | |  | | |  | |  | | |  | |  |
| **Assessment Methods, Weight in Course Grade, Implementation and Make-Up Rules** | | **No.** | | | | | **Type** | | | | | | **Weight** | | **Implementation Rule** | | | | | | | **Make-Up Rule** | | | | | | | | | | |
| **A1** | | | | | **Exam** | | | | | |  | |  | | | | | | | - | | | | | | | | | | |
| **A2** | | | | | **Quiz** | | | | | | *36%* | | *9 quizes each 4%* | | | | | | | *No make-up exam is allowed unless the student reports the inevitable event in advance and submit a legitimate document no later than one week after the event.*  *The exception is not applied to the second exam.* | | | | | | | | | | |
| **A3** | | | | | **Homework** | | | | | | *20%* | | *10 Discovery Learning Excersizes each 2%* | | | | | | | *Late submission will not be graded* | | | | | | | | | | |
| **A4** | | | | | **Project** | | | | | | *5%* | | *One current event report 5%* | | | | | | | *Late submission will not be graded* | | | | | | | | | | |
| **A5** | | | | | **Report** | | | | | | 10% | | *Term project report 10%* | | | | | | | - | | | | | | | | | | |
| **A6** | | | | | **Presentation** | | | | | | 15% | | *Term project presentation 15%* | | | | | | | - | | | | | | | | | | |
| **A7** | | | | | **Attendance/ Interaction** | | | | | | 14% | | *Each lesson 0,5% for 28 lessons during 28 weeks* | | | | | | | - | | | | | | | | | | |
|  | | | | |  | | | | | |  | |  | | | | | | |  | | | | | | | | | | |
| **A8** | | | | | **Class/Lab./**  **Field Work** | | | | | |  | | - | | | | | | | - | | | | | | | | | | |
| **A9** | | | | | **Other** | | | | | |  | |  | | | | | | |  | | | | | | | | | | |
| **TOTAL** | | | | | | | | | | | **100%** | | | | | | | | | | | | | | | | | | | |
| **Evidence of Achievement of Learning Outcomes** | | *Debates,*  *DLEs,*  *term project,*  *Quizes* | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Method for Determining Letter Grade** | | *Total Points* | | | | *100* | | | *100-90* | | *89-87* | | | *86.-84* | | *83-80* | *79-77* | *76-74* | | *73-70* | | | *69.-67* | | *66.-64* | | | *63-60* | | *59-0* | |
| *Letter Grade* | | | | *A+* | | | *A* | | *A-* | | | *B+* | | *B* | *B-* | *C+* | | *C* | | | *C-* | | *D+* | | | *D* | | *F* | |
| *Value* | | | | *4.00* | | | *4.00* | | *3.70* | | | *3.30* | | *3.00* | *2.70* | *2.30* | | *2.00* | | | *1.70* | | *1.30* | | | *1.00* | | *0.00* | |
| **Teaching Methods, Student Work Load** | | **No** | | | **Method** | | | | | | | **Explanation** | | | | | | | | | | | | | | | **Hours** | | | | | |
| ***Time applied by instructor*** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **1** | | **Lecture** | | | | | | | | *14 weeks x 2 lessons x 1 hour* | | | | | | | | | | | | | | | 28 | | | | | |
| **2** | | **Interactive Lecture** | | | | | | | | *14 weeks x 2 lessons x 0,5 hour* | | | | | | | | | | | | | | | 14 | | | | | |
| **3** | | **Recitation** | | | | | | | |  | | | | | | | | | | | | | | |  | | | | | |
| **4** | | **Laboratory** | | | | | | | |  | | | | | | | | | | | | | | |  | | | | | |
| **5** | | **Practical** | | | | | | | | *14 weeks x 2 lessons x 2 hours pre class preperation* | | | | | | | | | | | | | | | 56 | | | | | |
| **6** | | **Field Work** | | | | | | | | *14 weeks x 2 lessons x 1 hour evaluating and greding Quizes, DLEs, current event assignment, Project work* | | | | | | | | | | | | | | | 28 | | | | | |
| ***Time expected to be allocated by student*** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **7** | | **Project** | | | | | | | | *1 project x 6 hours* | | | | | | | | | | | | | | | *6* | | | | | |
| **8** | | **Homework** | | | | | | | | *10 DLEs x 1 hour* | | | | | | | | | | | | | | | 10 | | | | | |
| **9** | | **Pre-class Learning of Course Material** | | | | | | | | *14 weeks x 2 lessons x 0,5 hour* | | | | | | | | | | | | | | | 14 | | | | | |
| **10** | | **Review of Course Material** | | | | | | | |  | | | | | | | | | | | | | | |  | | | | | |
| **11** | | **Studio** | | | | | | | |  | | | | | | | | | | | | | | |  | | | | | |
| **12** | | **Office Hour** | | | | | | | |  | | | | | | | | | | | | | | |  | | | | | |
| **TOTAL** | | | | | | | | | | *156* | | | | | | | | | | | | | | | | | | | | |
| **IV. PART** | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Instructor** | | **Name** | | | | | | | | | | *Demet Ceylan* | | | | | | | | | | | | | | | | | | | | |
| **E-mail** | | | | | | | | | | *demet.ceylan@antalya.edu.tr* | | | | | | | | | | | | | | | | | | | | |
| **Phone Number** | | | | | | | | | | *0533 437 3812* | | | | | | | | | | | | | | | | | | | | |
| **Office Number** | | | | | | | | | | *0 242 245 00 00-Ext. 2289* | | | | | | | | | | | | | | | | | | | | |
| **Office Hours** | | | | | | | | | | *TBA* | | | | | | | | | | | | | | | | | | | | |
| **Course Materials** | | **Mandatory** | | | | | | | | | | *Hayes, D.K., & Miller, A.A. (2011). Revenue Management for the Hospitality Industry. Hoboken, NJ: John Wiley & Sons, Inc. (ISBN 978-0-470-39308-6)* | | | | | | | | | | | | | | | | | | | | |
| **Recommended** | | | | | | | | | | *1. Hotel Sales and Marketing Association International (HSMAI) Knowledge Center (http://www.hsmai.org)*  *2. Hotel News Now (http://www.hotelnewsnow.com/)*  *3. Hospitality financial and Technology Professionals (HFTP) The Bottomline http://www.hftp.org/Pages/Resources/Bottomline.aspx*  *4. Restaurant Smart Brief (www.smartbrief.com/restaurant)*  *5. Hospitality Technology Magazine (www.htmagazine.com)*  *6. Hospitality Upgrade (www.hospitalityupgrade.com)*  *7. HOTELS magazine (www.hotelsmag.com/)*  *8. and other hospitality related journals* | | | | | | | | | | | | | | | | | | | | |
| **Other** | | **Scholastic Honesty** | | | | | | | | | | *Any student with an academically misbehavior will be expelled from the course. Details are explained in the Article 25 of Antalya Bilim University Directive Regarding Associate and Undergraduate Degree Programs. Penalties range from failure of the assignment/test to expulsion from the university. Again, the instructor will seek for the maximum possible penalty for any violations in this matter.* | | | | | | | | | | | | | | | | | | | | |
| **Students with Disabilities** | | | | | | | | | | *No obstacles for orthopedic disabled students,*  *Hearing impaired and blind students must consult before registration to course.* | | | | | | | | | | | | | | | | | | | | |
| **Safety Issues** | | | | | | | | | | *None* | | | | | | | | | | | | | | | | | | | | |
| **Flexibility** | | | | | | | | | | *The instructor reserves the right to change any aspect of the course in response to the needs of the class.* | | | | | | | | | | | | | | | | | | | | |