

Kurs: Revenue Management

Dozent(in)	Prof. Dr. Konstantin Kostin, Prof. Dr. Bernd Mühlfriedel
Teilnahmevoraussetzungen	Formal: Anmeldung
	Inhaltlich: Keine
Prüfungsleistung	ELN - Präsentation (50%) und mündliche Prüfung (50%)
Prüfungsvorleistung	keine
Bewertung der Prüfungsleistung	endnotenbildend
Bestehenserblich	ja
Qualifikationsziele / Lernergebnisse	<p>Learning objectives:</p> <p>After successful completion of this course, students are able to</p> <ul style="list-style-type: none"> • reiterate the key terms and definitions and explain the nature of revenue management and the environment of revenue management; • select which approaches to take to satisfy customers with different kinds of buying behavior with the goal of creating the optimal dynamic pricing strategy; • analyze the components of the demand-management decisions as well as comprehending the methodology and systems required to make them; • apply the appropriate skills in managing the pricing and allocation decisions for products that serve as complements or substitutes; • explore perspective business areas for revenue management based on current examples <p>Learning Outcomes:</p> <ul style="list-style-type: none"> • Knowledge broadening <ul style="list-style-type: none"> ○ Acquiring knowledge on principles of managing revenue ○ Understanding the demand management methodology • Change of awareness <ul style="list-style-type: none"> ○ Gaining skills in techniques, methods & processes involved in demand management ○ Abilities to create optimal pricing strategies aimed at enhancing company's performance • Improving abilities to present and reflect by discussions, team work and presentations

Inhalte	<p>Block 1</p> <ul style="list-style-type: none"> • What is RM <ul style="list-style-type: none"> ○ Demand-management Decisions • The origins of RM • Conceptual framework <ul style="list-style-type: none"> ○ The Multidimensional Nature of Demand ○ Linkages among demand-management decisions ○ Business conditions conducive to RM ○ Industry adopters • An overview of a RM <p>Block 2</p> <ul style="list-style-type: none"> • First steps <ul style="list-style-type: none"> ○ Low – cost and charter airlines ○ DINAMO ○ Aftergame ○ Hotel industry ○ Delivery service ○ Other industries ○ Basics of RM <p>Block 3 Customers, Products and Pricing</p> <ul style="list-style-type: none"> ○ Market segments and sub-segments ○ Itineraries and Combinability Rules ○ Interlining ○ Pricing Itineraries ○ Managing Prices ○ Priceline.com and Internet-Only Fares <p>RM Practice</p> <ul style="list-style-type: none"> ○ Sample Airline RM Organizational Chart ○ Fare Classes and Fare Basis ○ Booking Process and Availability ○ Global Distribution Systems <p>Block 4</p> <ul style="list-style-type: none"> • Hotels • Customers, Products and Pricing <ul style="list-style-type: none"> ○ Customer segments and sub-segments ○ Room Revenues ○ Room Types ○ Room Rates • RM Practice <ul style="list-style-type: none"> ○ Sample Hotel RM Organizational Chart ○ Booking Process ○ Property management System (PMS) ○ Overbooking and Cancellations ○ Capacity Controls ○ RevPAR
Medien	Tafel, Beamer mit Laptop, Flipchart
Literatur	No prior reading necessary. The reading requirements will be addressed in class.