

Kurs: Revenue Management

Dozent(in)	Prof. Dr. Konstantin Kostin, Prof. Dr. Bernd Mühlfriedel
Teilnahme- voraussetzungen	Formal: Anmeldung
	Inhaltlich: Keine
Prüfungsleistung	ELN - Präsentation (50%) und mündliche Prüfung (50%)
Prüfungsvorleistung	keine
Bewertung der Prüfungs- leistung	endnotenbildend
Bestehenserheblich	ja
Qualifikationsziele / Lernergebnisse	Learning objectives: After successful completion of this course, students are able to • 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 Learning Outcomes: • Knowledge broadening - o Acquiring knowledge on principles of managing revenue - o Understanding the demand management methodology • Change of awareness - o Gaining skills in techniques, methods & processes involved in demand management - o 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	Block 1 • What is RM - o Demand-management Decisions • The origins of RM • Conceptual framework - o The Multidimensional Nature of Demand - o Linkages among demand-management decisions - o Business conditions conducive to RM - o Industry adopters • An overview of a RM Block 2 • First steps - o Low – cost and charter airlines - o DINAMO - o Aftergame - o Hotel industry - o Delivery service - o Other industries - o Basics of RM Block 3 Customers, Products and Pricing - o Market segments and sub-segments - o Itineraries and Combinability Rules - o Interlining - o Pricing Itineraries - o Managing Prices - o Priceline.com and Internet-Only Fares RM Practice - o Sample Airline RM Organizational Chart - o Fare Classes and Fare Basis - o Booking Process and Availability - o Global Distribution Systems Block 4 • Hotels • Customers, Products and Pricing - o Customer segments and sub-segments - o Room Revenues - o Room Types - o Room Rates • RM Practice - o Sample Hotel RM Organizational Chart - o Booking Process - o Property management System (PMS) - o Overbooking and Cancellations - o Capacity Controls - o RevPAR
Medien	Tafel, Beamer mit Laptop, Flipchart
Literatur	No prior reading necessary. The reading requirements will be addressed in class.

