| Subject Code | MAN809 |
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| **Subject Name** | Revenue Management and Strategy |
| **Credit points** | 6 |
| **Study Level** | Year 1 (AQF8) |
| **Delivery mode** | Blended |
| **Location** | Melbourne |
| **Prerequisites** | N/A |

| Subject Coordinator |
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| Subject Overview | Leaders in the hospitality industry are required to understand the fundamentals of revenue management techniques, which ties into the larger picture of business strategy. This subject will enable current and future leaders to integrate multiple data sources into demand forecasting, inventory control and pricing decision process in order to maximise the profitability of varying types of hospitality operations.<br><br>This subject will further explore the need for an integration of the pricing strategy with the rest of the marketing mix and evaluate its effectiveness in achieving broader business objectives across a wide range of offerings. Students will also explore the different factors surrounding revenue management in consumer behaviour, nature of the market and the social and economic environment, and how they can have trickle down effects on business strategies.<br><br>Students will complete this subject with a real world understanding of revenue management techniques and strategies which can be readily applied to any hospitality business. |
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| Learning Outcomes | Apply strategies that optimise revenue and evaluate performance in a range of industry related settings |
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| | Evaluate internal and external trends and make decisions in line with the revenue management, pricing and marketing strategies that best support the business aims |
| | Differentiate consumer behavioural, social and economic factors that affect business performance |
| | Evaluate how revenue management practices affect business profitability |

| Assessments | Details | Weighting |
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| | Test | 20% |
| | Report | 30% |
| | Simulation | 40% |
| | Presentation | 10% |

| Graduate Attributes addressed in this subject | Systematic and coherent body of knowledge |
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| | Cognitive skills to synthesise and consolidate knowledge |
| | Teamwork skills |
| | Communication skills |