

Faculty of Higher Education

Subject Code	MAN703
Subject Name	Revenue Management
Credit points	6
Study Level	Year 3
Delivery mode	On campus
Location	Melbourne
Prerequisites	MAN502 Financial Concepts

Subject Coordinator
Emma Gronow
EmmaG@angliss.edu.au

Subject Overview	<p>In an increasingly crowded market, successful tourism and hospitality businesses must engineer maximum returns from predominantly perishable products and services constrained by capacity. Revenue management provides a framework to implement strategies that optimise revenue in various industry related contexts. As a field of study, it draws together concepts from marketing, economics, finance and psychology.</p> <p>This subject will review the application of tools and techniques used to achieve the goals of revenue management and the financial tools used to measure the efficacy of such techniques. Students will analyse, the tension between the mechanics of revenue optimisation and consumer behavior, psychological and ethical considerations and the social and political environment as just some examples.</p>
-------------------------	---

Learning Outcomes	Examine the evolution of revenue management in the service industry
	Critically analyse Revenue Management strategies in a variety of industry related settings
	Apply strategies that optimize revenue and evaluate performance in a range of industry related settings
	Assess the impact of legal, ethical and social issues on revenue management practices

Assessments	Details	Weighting
	Essay	20%
	Revenue Management Model	30%
	Examination	50%

Graduate Attributes addressed in this subject	Preparedness
	Systematic and coherent body of knowledge
	Cognitive skills to analyse, critique, synthesise and consolidate knowledge
	Communication skills
	Personal attributes - industry currency, fiscal awareness