The Hong Kong Polytechnic University

Subject Code	HTM4337
Subject Title	Revenue Management
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	HTM3207 Lodging and Accommodation Management
Objectives	The aim of this subject is to learn the fundamental concepts and practical applications of revenue management in the hospitality industry, understand economic concepts and critical components of revenue management and examine the key relevant issues. This subject introduces students to various types of revenue management systems. At the end of the subject, students will be able to identify the principle problems and challenges during the implementation of the revenue management systems and their implications, and anticipates future trends and prospects.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: **A. Competent professional:** • **Integrate** and to apply in-depth discipline knowledge and specialised skills in revenue management • **Understand** the global trends and opportunities related to revenue management • **Demonstrate** analytics and strategic spirit and skills in revenue management **B. Critical thinker:** • **Examine and assess** the validity of information and data in revenue management • **Reach sound judgments** on the basis of credible evidence and logical reasoning to develop strategies of revenue management **C. Innovative problem solver:** • **Identify** and **define problems** concerning the revenue management • **Suggest innovative solutions** to solve problems and develop the revenue management in the hotel industry

	D. Effective communicator: • **Comprehend** and **discuss effectively** in related to the issues in the revenue management • **Communicate professionally** with orally and in writing **E. Lifelong learner:** • **Recognize** the need for continuous learning and self-improvement in line with the changing environment of revenue management **F. Ethical leader:** • **Understand** the role and nature of individual and group dynamics that exist within the government and various hospitality organizations particularly related to revenue management **G. Socially responsible global citizen:** • **Recognize** the need for sustainable development for revenue management to benefit both consumers and operators
Subject Synopsis/ Indicative Syllabus	a. Introduction to revenue management b. Revenue management basics c. The workings of a revenue management system d. Forecasting e. Practical revenue management f. Dynamic pricing in revenue management g. Management of Distribution Channels h. Inventory management i. Data analytics in revenue management