

Revenue Management

Revenue management can be described as the formulation of pricing and other business decisions in order a company to sell the right product/service, to the right customer, at the right price, through the right channel, and at the right time. This course provides an introduction to both the theory and the practice of revenue management and pricing. Revenue management has strong elements of an applied science and the technical elements of the subject deserve rigorous treatment. This course includes topics such as history of revenue management, reservation systems, forecasting demand, inventory control, pricing strategy, channel management, etc. Teaching format includes lectures and discussions, guest speaker, case studies, homework, and Internet research.