

MODULE TITLE		Revenue Management			
MODULE LEVEL		7			
MODULE CREDIT POINTS		15			
SI MODULE CODE (if known)		44-7832-00S			
MODULE JACS CODE		N300			
SUBJECT GROUP		Hospitality			
MODULE DELIVERY PATTERN (✓ as applicable or give dates for non-standard delivery) NB "Semester 3" ends on 31 July each year					
LONG (2 semesters)		SHORT (1 semester)		NON-STANDARD DELIVERY	
Sem 1 & 2		Sem 1	✓	Start Date	
Sem 2 & 3		Sem 2	✓	End Date	
		Sem 3			
MODULE ASSESSMENT PATTERN (✓ as applicable - also complete Table A, Section 5, below) Faculty of O&M Policy is for modules to be assessed as Single Module Mark with Overall Module Pass Mark of 40%. Unless required by PSRB in which case please contact Faculty Quality and Team					
Single Module Mark with Overall Module Pass Mark of 40%					✓
Single Module Mark - Pass/Fail only					
Up to Three Assessment Tasks with Pass Mark of 40% for each Task and Overall Module Pass Mark of 40%					
Up to Three Assessment Tasks - Pass/Fail only					
Other - if choosing "Other" please give further details of assessment pattern in the blank space below. <i>"Other" should be chosen where, for example, a PSRB has specified an overall Module Pass Mark of higher than 40% - if so, give details below and specify higher pass mark. Or, eg, where PSRB has specified an Individual Task Pass Mark of higher than 40% give details in space below and complete final column in Table A, Section 5)</i>					
Overall Module Pass Mark if other than 40% (subject to approval)					%
MODULE INFORMATION (✓ as applicable - also complete Table A, Section 5)					
Is a timetabled examination required for the assessment of this module?					NO
Is a timetabled examination required for the reassessment of this module?					NO
Is the module delivered wholly by Distance Learning (ie. not timetabled at SHU)					NO
Are any staff who are responsible for teaching on this module non-SHU employees?					NO
MODULE STATUS (✓ as applicable to status of module in the context of current proposal)					
Unchanged: an existing module, presented as unchanged from previous years					
Modified: an existing module being modified as a result of this validation, eg. changes to delivery or assessment pattern, title, credit weighting etc					
New: new module to be approved through current validation process					✓
If status is 'Modified', please give date when modified version is to be available from				Modified Version Available from ??/??/?	
Breakdown of notional study hours by type (Typically requires 10 hours of notional study time for 1 CATS credit)		Tutor-Led (Contact Hours)	Tutor-Directed Study	Self-Directed Study	TOTAL STUDY HOURS for this Module
OTHER COURSES FEATURING THIS MODULE (please list below)					

1 AIM OF THIS MODULE

This module will provide a grounding in the principles of revenue management, effective pricing models and duration-management techniques and their application at a sector level and consider the future potential to increase revenue by applying the techniques to new areas of business.

2 BY ENGAGING SUCCESSFULLY WITH THIS MODULE YOU WILL BE ABLE TO

- Critically evaluate revenue management and its benefits
- Discuss the strategic levers of revenue management and how they can be manipulated to increase revenue
- Review and apply revenue management in terms of its component parts and critical considerations
- Use and evaluate over booking strategies
- Discuss, debate and make recommendations on the use revenue management in non-traditional areas.

3 THESE ARE EXAMPLES OF THE CONTENT OF THE MODULE

- Revenue & Yield Management techniques.
- Sector applications of revenue management.
- Strategic applications of revenue application.
- Application of revenue at the operations level.
- Revenue management in SME's.
- Overbooking techniques.
- Group bookings.
- Non-traditional applications
- Problems with revenue management.
- Questions of fairness and customer perceptions.
- Business Performance.

4 THESE ARE THE MAIN WAYS YOU WILL BE SUPPORTED IN YOUR LEARNING TO ACHIEVE THESE OUTCOMES

- Lectures and guided reading to provide grounding in basic knowledge and principles'.
- Seminars and workshops to explore specific issues and applications of the techniques.
- Learning will be supported by e-worksheets and Blackboard tests.

5 THESE ARE THE WAYS THAT WILL BE USED TO ENABLE YOU TO DEMONSTRATE YOU HAVE MET THE LEARNING OUTCOMES

- Written assignment of 4000 words worth 100% of the assessment

To achieve a pass, you will ...

- apply and review an appropriate range of source material;
- present a critical interpretation and analysis of source materials;
- demonstrate the application of the main techniques of revenue management
- be able to compare and contrast the advantages and potential disadvantages of using revenue management in a sector specific example.

TABLE A: ASSESSMENT TASK INFORMATION

ASSESSMENT TASK	% weighting of overall module mark	Duration of task / word count / length of exam	In-module retrieval available?	Individual task pass mark ONLY IF OVER 40%**
Coursework	100%	4000 words	No	

6 THIS IS HOW YOU WILL BE GIVEN FEEDBACK ON YOUR PERFORMANCE

Essay - formative feedback will be available at several stages of the preparation for the writing of the essay, summative feedback will be via electronic marking sheets to ensure rapid feedback with the aim of students receiving feedback within 4 weeks.

7 THESE ARE EXAMPLES OF THE KEY LEARNING RESOURCES YOU WILL USE

- Specialized books in revenue management.
- Academic journals specialised revenue management journals and hospitality management journals.
- E- Workbook developed specifically for module.
- Formative and summative tests on BB.

FINAL TASK

According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)	Task No. 1
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MODULE REFERRAL STRATEGY

Task for Task (as shown for initial assessment strategy)	Y
Single Referral Package for All Referred Students	N

REVISIONS

Date	Reason
July 2012	Assessment Framework review