American Public University System

The Ultimate Advantage is an Educated Mind

School of Business
HOSP325
Revenue Management for the Hospitality Industry
3 Credit Hours
8 weeks
Prerequisite(s): **HOSP100**

Please see the **Lessons** area in the classroom for additional course specific information

Table of Contents

Course Description	Course Scope	Course Materials
Course Objectives	Course Outline & Evaluation Procedures	Course Delivery Method
Academic Services	Policies & Guidelines	Turnitin.com

Course Description

An independent area of study of the legal and ethical rights from a variety of hospitality segments where yield management directly affects the prices charged and the selling methods of the industry.

Course Scope

This course is divided into 8 weeks and is organized to give students knowledge about hands on skills that revenue managers must master to maximize profit within their hospitality organization. Students will apply the tools used by professional revenue managers and develop proactive strategies in differing economic situations. Theories on revenue management will also be discussed, so that the student will be equipped to make well-educated revenue management decisions that are grounded in proper theory. Utilization of the World Wide Web and additional electronic resources to supplement textbook and classroom resources will enable students to formulate programs of effective applied revenue management in the hospitality industry.

Course Materials

HOSP 325	D. Hayes & A. Miller	Revenue Management for the Hospitality Industry	John Wiley & Sons, Inc. 2011	978-0-470-39308-6

The textbook can be accessed through the APUS Library.

Please visit http://apus.libguides.com/er.php and search by the course number (ex: HOSP325) to access your required resources.

Required Readings – As assigned, see Weekly Lessons and Forum Postings

Additional Resources and Websites – See Weekly Lessons

Course Objectives

After successfully completing this course, you will be able to:

1. Assess customer-perceived value based on the principles of revenue management
2. Construct revenue management techniques for the hotel industry, based on industry reports
3. Recommend revenue management strategy for the foodservice industry, based on statistical reports
4. Evaluate the quality of revenue management decision making as applied to the hospitality industry
5. Construct revenue management strategies to assemble a customer-centric plan that would improve profits, despite varying economic conditions

8 – Week Course Outline

Week	Topic(s)	Learning Objectives	Reading(s)	Assignment(s)
1	Introduction Strategic Pricing Value	Identify why businesses exist to create wealth for their customers Examine the role pricing plays in RM Interpret the role of value as it pertains to buyers	Hayes/Miller Chapters 1 - 3 Week #1 reading	FORUM # 1 Assignment Week 1

2	Differential Pricing The Revenue Manager's Role	Assess the strategies and tactics required for managing income Interpret and illustrate the role of the revenue manager in the Hospitality Industry	Hayes/Miller Chapters 4 & 5 Week #2 reading	FORUM # 2 Assignment Week 2
3	Forecasting Demand Inventory & Price Management	Demonstrate the process of, and the value in, effective data analysis to forecast demand Integrate RM with inventory and price management	Hayes/Miller Chapters 6 & 7 Week #3 reading	FORUM # 3 Assignment Week 3
4	Dist. Channel Mgt Eval of Revenue Mgt Efforts in Lodging	Assess the effect of distribution channels on revenue optimization Utilize operating statistics to evaluate revenue management performance	Hayes/Miller Chapters 8 & 9 Week #4 reading	FORUM # 4 Assgn 4 (Case Study) Quiz 1 Wk 4
5	Revenue Management for Food and Beverage Services	Analyze menu pricing structure and construct a menu mix that will maximize revenue	Hayes/Miller Chapter 10 Week #5 reading	FORUM # 5 Assignment Week 5
6	Evaluation of Revenue Management Efforts in food and Beverage Services	Apply revenue assessment techniques to achieve revenue optimization	Hayes/Miller Chapter 11 Week #6 reading	FORUM # 6 Assignment Week 6
7	Specialized Applications of Revenue Management	Adapt revenue management strategies to apply to additional hospitality-related businesses	Hayes/Miller Chapter 12 Week #7 reading	FORUM # 7 Assignment Week 7
8	Building Better Business Application & Wrap Up	Compare and Contrast different strategies employed in revenue management for differing economic conditions	Hayes/Miller Chapter 13 Week #8 reading	FORUM # 8 Final Project Due Quiz 2 Wk 8 Chapters 10 - 13

Evaluation Procedures

Reading Assignments: The textbook and additional journals as assigned in the lessons

Forum Assignments: Detailed forum expectations and grading rubrics are posted in the forums and in the classroom lessons.

Homework Assignments and Final Project: There are assignments due throughout the course, and a final case study due at the end of the course. Specific details for each assignment can be found in the Assignments section of your online classroom.

Quizzes: Online quizzes may be comprised of multiple choice, short answer and true/false questions.

Core Components	% of Grade
Forum Posts #1-8	40%
Assignments (6)	30%
Case Study Week 4	10%
Final Case Study Project	10%
Quizzes (2)	10%
Total	**100%**

Course Delivery Method

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

Policies & Guidelines

Please see the Student Handbook to reference all University policies. Quick links to frequently asked question about policies are listed below.

> Drop/Withdrawal Policy
> Plagiarism Policy
> Extension Process and Policy
> Disability Accommodations

Grading Scale
Please see the Student Handbook to reference the University's grading scale.

Citation and Reference Style

Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

Netiquette

Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and "flaming." Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper "Netiquette" must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and <u>especially</u> satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add "emoticons" to help alert your readers: ;-), :), ☺

Disclaimer Statement

Course content may vary from the outline to meet the needs of this particular group.

Academic Services

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to **librarian@apus.edu**.

- ***Charles Town Library and Inter Library Loan:*** The University maintains a special library with a limited number of supporting volumes, collection of our professors' publication, and services to search and borrow research books and articles from other libraries.

- *Electronic Books:* You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- *Electronic Journals:* The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- *Tutor.*com: AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. Tutor.com connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.
- *Disability Accommodations*: Students are encouraged email dsa@apus.edu to discuss potential academic accommodations and begin the review process.

Request a Library Guide for your course (http://apus.libguides.com/index.php**)**
The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: librarian@apus.edu.

Turnitin.com

Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.

6