

COURSE RECORD

Code	BA 444
Name	Revenue Management
Hour per week	3 (3+0)
Credit	3
ECTS	5
Level/Year	Undergraduate/4
Type	Elective
Prerequisites	BA 208
Description	The objective of this course is to introduce the theory and the practice of Revenue Management. The process of getting the right product to the right customer at the right time with the right price is defined as revenue management. The fundamental principles and concepts of revenue management, capacity management, duration control, demand and revenue forecasting, discounting, overbooking practices, displacement analysis, channel management, and pricing execution are the topics handled in this course. At the end of the course, students will have a fair understanding of the role Revenue Management plays in business processes.
Objectives	Providing revenue management concepts. Outlining revenue management decisions in a simulated environment.
Learning Outcomes	<i>By the end of the course, the student will be able to</i> LO1. Explain the components of revenue management and pricing. LO2. Demonstrate demand and revenue forecasts and measure their accuracy.

CONTRIBUTION TO PROGRAMME OUTCOMES*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	5	5	5	5	2	1	5	5	5	5
LO2	5	5	3	5	3	3	5	5	5	5

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

CONTRIBUTION TO INSTITUTIONAL LEARNING OUTCOMES*

	ILO1	ILO2	ILO3	ILO4	ILO5	ILO6	ILO7
LO1	5	5	4	3	4	3	4
LO2	5	5	3	3	3	3	4

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

COURSE CONTENT DETAILS

Topics	Outcomes
Summary of Topics and Objectives of Revenue Management Course	LO1, LO2
Revenue Management Concepts	LO1, LO2
Pricing Strategy	LO1, LO2
The Value Proposition	LO1, LO2
Differential Pricing	LO1, LO2
The Revenue Manager's Role	LO1, LO2
Capacity Management	LO1, LO2
Distribution Management	LO1, LO2
Pricing Strategies for Ancillary Revenue	LO1, LO2

DERS BİLGİLERİ

Kodu	BA 444
İsmi	Gelir Yönetimi
Haftalık Saati	3 (3+0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans/4
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	BA 208
İçerik	Bu dersin amacı öğrencilere gelir yönetimi teorisini ve uygulamasını tanıtmaktır. Gelir yönetiminin temel ilkeleri ve kavramları; kapasite yönetimi, süre kontrolü, talep ve gelir tahmini, indirim, çifte rezervasyon uygulamaları, yer değiştirme analizi, ağ yönetimi ve fiyatlandırma uygulaması bu derste ele alınan konulardır.