

**Summary Information**

<b>Module Code</b>	5503LBSLC
<b>Formal Module Title</b>	Revenue Management
<b>Owning School</b>	Business and Management
<b>Career</b>	Undergraduate
<b>Credits</b>	20
<b>Academic level</b>	FHEQ Level 5
<b>Grading Schema</b>	40

**Module Contacts**

**Module Leader**

Contact Name	Applies to all offerings	Offerings
Andrew Lyon	Yes	N/A

**Module Team Member**

Contact Name	Applies to all offerings	Offerings
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**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
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**Teaching Responsibility**

<b>LJMU Schools involved in Delivery</b>
LJMU Partner Taught

## Partner Teaching Institution

Institution Name
City of Liverpool College

## Learning Methods

Learning Method Type	Hours
Lecture	33
Seminar	11

## Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-PAR	PAR	September	12 Weeks

## Aims and Outcomes

<b>Aims</b>	To enable students to understand the operational elements that comprise the front of house operations in tourism, leisure and hospitality organisations, and how these are deployed by management to maximize profitability. The module will discuss concepts and principles relevant to revenue management and provide students with an understanding of the role that it plays within organisations.
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## Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Identify issues and factors affecting revenue management within tourism, leisure and hospitality organisations
MLO2	Research and analyse information in order to offer solutions to problems in the area of revenue management
MLO3	Apply appropriate revenue management concepts and principles to the tourism, leisure and hospitality context

## Module Content

Outline Syllabus
The module will discuss key concepts and principles applicable to the rooms division. The module will discuss planning and managing the division and the different areas of knowledge, skills and understanding that contribute to effective management and business effectiveness.

## Module Overview

### Additional Information

Assessment item 2 is an individual presentation.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Report	Case Study	50	0	MLO1, MLO3, MLO2
Presentation	Individual Presentation	50	0	MLO1, MLO3, MLO2