

Revenue Management

Module Information

2022.01, Approved

Summary Information

Module Code	5507SSLNLC
Formal Module Title	Revenue Management
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
City of Liverpool College

Learning Methods

Learning Method Type	Hours
Lecture	25
Seminar	15

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	January	12 Weeks

Aims and Outcomes

Aims	To enable students to understand the operational elements that comprise the front office and how these are deployed by management to maximize both occupancy and room revenue. The module will discuss concepts and principles relevant to revenue management and provide students with an understanding of the role that the front office plays within organisations
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Research and assess information in order to offer solutions to problems in the area of revenue management
MLO2	2	Critically discuss appropriate concepts and principles within the revenue management 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; the case study is a financial case study (1500 words) and the presentation (25minutes) both of which will analyse a current revenue management issue.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Case Study	30	0	MLO1, MLO2
Portfolio	Presentation	70	0	MLO1, MLO2

Module Contacts