

Liverpool John Moores University

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Title: Revenue Management
Status: Definitive
Code: **5507SSLNLC** (122667)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: City of Liverpool College

Team	Leader
Andrew Simpson	

Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 40
Total Learning Hours: 200 **Private Study:** 160

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	25
Seminar	15

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Case Study (1500 words)	30	
Presentation	AS2	Presentation (25 Minutes)	70	

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

Learning Outcomes

After completing the module the student should be able to:

- 1 Research and assess information in order to offer solutions to problems in the area of revenue management
- 2 Critically discuss appropriate concepts and principles within the revenue management context

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Case Study	1	2
Presentation	1	2

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.

Learning Activities

This module takes place mainly in the workplace, supplemented by college lectures and tutorials. A practical approach should be adopted to investigate the range of services provided by the rooms division of hospitality operations, using research-driven assignments or case studies that are supported by local and national industry. Learners will benefit from exposure to a rooms division operation, ideally during their period of work experience or by visiting a large hospitality rooms division operation. This unit will also benefit from external speakers such as a front office manager or hotel general manager. Learners need to analyse the factors that contribute to the effective management and business performance for both the front of house area and the accommodation services function. They also need to develop their understanding of techniques used to maximize and measure occupancy and room revenue.

Notes

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.