



Course Specifications

Course Title:	Revenue management in hotels
Course Code:	
Program:	B.Sc. of Tourism and Hospitality Management: Hotel Management (Minor Specialization)
Department:	Tourism and Hospitality Management
College:	College of Business
Institution:	Umm Al Qura University

Table of Contents

A. Course Identification	3
6. Mode of Instruction (mark all that apply).....	3
B. Course Objectives and Learning Outcomes	3
1. Course Description.....	3
2. Course Main Objective	3
3. Course Learning Outcomes.....	4
C. Course Content.....	4
D. Teaching and Assessment.....	5
1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods.....	5
2. Assessment Tasks for Students.....	5
E. Student Academic Counseling and Support	6
F. Learning Resources and Facilities	6
1. Learning Resources.....	6
2. Facilities Required	6
G. Course Quality Evaluation.....	6
H. Specification Approval Data	7

A. Course Identification

1. Credit hours: 3
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: Level 11/ year 4
4. Pre-requisites for this course (if any): Hospitality Accounting
5. Co-requisites for this course (if any):

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	30	100%
2	Practical learning		-
3	Blended		-
4	E-learning		-
5	Distance learning		-
6	Other		-

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	30
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	Total	30

B. Course Objectives and Learning Outcomes

1. Course Description

This course will help students to understand revenue management in the hotel sector. This course will provide students with some tools on how to increase hotel revenue using various management methods to gain the optimum revenue level.

2. Course Main Objective

The main objective of this course is to provide students with a deep understanding of how revenue management should be managed in the hotel sector in order to increase hotel revenue by using various management tools and methods.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and understanding	
1.1	Understanding the most popular revenue management methodologies used in the hotel sector	
1.2	Understanding the importance of implementing revenue management methodologies in the hotel and restaurant sector	
1.3		
1.4		
2	Skills:	
2.1	Students should know how to measure the revenue management performance in hotels sector	
2.2	Students should know how to implement the revenue management method in hotel and restaurant sector	
2.3	Students should know how to forecasting the demand in both restaurant and hotel sector	
2.4		
2.5		
2.6		
3	Values:	
3.1	Students should know how to implement revenue management methodologies to increase the chances of rising hotel profit.	
3.2		
3.3		
3...		

C. Course Content

No	List of Topics	Contact Hours
1	Introduction	3
2	Revenue management methodologies in the hospitality industry	3
3	Forecasting Methods in tourism and hospitality demand	9
4	Dynamic pricing in hotels and restaurants	3
5	Revenue management in hotel and restaurant	6
6	How to maintain high demand in the tourism and hospitality industry?	6
7	How to successfully increase hotel revenue?	3
8	Growth and Expansion Strategies in the hotels and restaurants sector	3
9	Measuring the revenue management performance in different hotel departments	6
10	Relevant Case studies in the hospitality industry	3
11	A look into the future of revenue management science in the hospitality industry	3
Total		

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1			
1.2	Introduce hotel revenue management terms.	Active Learning strategies	In-class evaluation (participation) Weekly quizzes Midterm exams
1.3	Memorizing the forecast equations of tourism and hotel demand.	Active Learning strategies	Weekly assignments In-class assignments
1.4	measuring the revenue management performance in the hotels and restaurants sector.	Active Learning strategies	Individual research Group research Exams
2.0	Skills		
2.1	The ability to successfully write revenue management methodology for hotel departments.	Active Learning strategies	Exams Team Work Assignments Course Work
2.2	Determine the differences between hotel revenue management methods	Active Learning strategies	Exams Team Work Assignments Course Work
2.3	Presenting an integrated methodology in revenue management for a hotels	Active Learning strategies	Exams Team Work Assignments Course Work
2.4	The ability to solve issues related to revenue management in hotels.	Active Learning strategies	Exams Team Work Assignments Course Work
2.5			
3.0	Values		
3.1	Understanding how the revenue management process in the hotels' department increases the chances of rising hotel profit and decreasing loss.	Active Learning strategies	Exams Team Work Assignments Course Work
3.2	Understanding the different revenue management methods in the hospitality sector gives a general view of the limitations of each method leading to proposing new or combined more than one method which overcomes the limitation of others.	Active Learning strategies	Exams Team Work Assignments Course Work
...			

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Individual research	3	%10
2	Group research	5	%10
3	First quize	7	%15
4	Second quize	9	%15

#	Assessment task*	Week Due	Percentage of Total Assessment Score
5	class participation	Every week	%10
6	final exam	13	%40

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for the availability of faculty and teaching staff for individual student consultations and academic advice :

- Office hours (2 hr/week).
- E-mail (available).
- BlackBoard facility for female Campus

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Hayes, D. & Miller, A. (2011). REVENUE MANAGEMENT FOR THE HOSPITALITY INDUSTRY. John Wiley & Sons.
Essential References Materials	
Electronic Materials	
Other Learning Materials	HOTS SOFTWARE

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classrooms supporting with Active Learning tools
Technology Resources (AV, data show, Smart Board, software, etc.)	Data-show, Video and scientific films, Whiteboard, flip chart, Blue glue; Markers
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching and assessment	Students	Students' feedback through Questionnaire

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching and assessment	Students	Meeting with registered students to discuss the challenges
Quality of learning resources	Faculty	Review a sample of students' exams by another lecturer in the same program

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	