SUBJECT DETAILS

SUBJECT CODE MAN703
SUBJECT NAME Revenue Management
STUDY LEVEL Year 3
LOCATION Melbourne
CREDIT POINTS 6
PREREQUISITES Nil

SUBJECT DESCRIPTION

In an increasingly crowded market, successful businesses must engineer maximum returns from predominantly perishable products and services constrained by capacity. Revenue management provides a framework to implement strategies that optimize revenue in various industry related contexts. As a field of study, it draws together concepts from marketing, economics, finance and psychology.

This subject will review the application of tools and techniques used to achieve the goals of revenue management and the financial tools used to measure the efficacy of such techniques. Students will analyse from related disciplines and fields of study, the tension between the mechanics of revenue optimization and consumer behaviour, psychological and ethical considerations and the social and political environment as just some examples.

SUBJECT ASSESSMENT

<table>
<thead>
<tr>
<th>TYPE</th>
<th>COMMENTS</th>
<th>VALUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Essay</td>
<td>Analysis of disciplinary perspectives and revenue management strategies (1000 words)</td>
<td>20%</td>
</tr>
<tr>
<td>Report</td>
<td>Revenue Management Model – apply strategies, techniques and tools to optimise revenue and measure performance in a simulated environment (1200 words)</td>
<td>30%</td>
</tr>
<tr>
<td>Exam</td>
<td>2 hours</td>
<td>50%</td>
</tr>
</tbody>
</table>

SUBJECT COORDINATOR

Emma Gronow emmag@angliss.edu.au