

SYLLABUS

I. GENERAL DATA ON SUBJECT COURSE	
CODE AND NAME OF SUBJECT (in Estonian and English)	AM.085 Introduction to Revenue Management <i>Sissejuhatus tulude juhtimisse</i>
ACADEMIC YEAR, TERM	2018/2019, spring term
CURRICULUM, SPECIALITY AND MODULE THE SUBJECT BELONGS TO	Optional subject in the Aviation Company Management (EHIS code: 2284) curriculum
VOLUME OF SUBJECT (ECTS)	2.0
FORM OF CONTROL	Closed-book test
WORKLOAD AND FORMAT OF STUDIE	52 hours in total: contact hours 20 h independent work: 32 h
LANGUAGE OF INSTRUCTION	English
ADDITIONAL INFORMATION (PREREQUISITE SUBJECT COURSES, RESTRICTIONS)	Completion of "Air Transport Economics" subject course or knowledge of forecasting are strongly recommended
LECTURER	Allan Nõmmik, Rudolf Zivcic

II. GOAL, LEARNING OUTCOMES AND SHORT DESCRIPTION OF THE COURSE	
GOAL OF THE COURSE	To provide an introduction into the theory of revenue management and pricing
LEARNING OUTCOMES	By the end of this course, the students will have acquired: <ul style="list-style-type: none"> • <i>orients in the components of revenue management and pricing;</i> • <i>knowledge and understanding of pricing strategies;</i> • <i>ability and necessary skills to evaluate historical price/demand data in order to identify distinct customer segments for offering the right product at the right time and at the right price.</i>
SUBJECT COURSE DESCRIPTION	This course delves into: history of revenue management, price discrimination and product differentiation, strategic decisions in revenue management, overbooking and risk analysis, implementation of revenue management techniques in air transportation

III. GRADING SYSTEMS AND CRITERIA	
REQUIREMENT FOR COURSE COMPLETION:	3 case studies presented
GRADING SCHEME:	Course final test -- 100%
GRADE OPTION:	Non-graded (pass/fail)
THRESHOLD FOR POSITIVE RESULT AT THE FINAL TEST:	The student shall have scored at least 51 % of the total points available
TEST MAKE UP POLICY:	Test can be re-taken

IV. SCHEDULE AND LIST OF TOPICS			
WEEK OF YEAR	WORK FORMAT	TOPICS	LECTURER
	Lecture 3 hrs	Introduction to the course, theories of economics and pricing, general idea of revenue management, implementation areas	Nõmmik/ Zivcic
	Lecture 4 h	Revenue management from past until now (development of idea and tools, industry acceptance), pricing	Nõmmik/ Zivcic
	Seminar 2 h	Pricing	Nõmmik/ Zivcic
	Lecture 2 h	Analysing the history (behaviour on market, trends) and forecasting	Nõmmik/ Zivcic
	Seminar 2h	Analysing the history (behaviour on market, trends) and forecasting	Nõmmik/ Zivcic
	Lecture 2 h	Revenue management in business context, optimization, revenue expectations	Nõmmik/ Zivcic
	Seminar 2 h	Optimization, revenue expectations	Nõmmik/ Zivcic
	Lecture 2 h	Revenue management in air transport examples: special cases incl. group bookings, no-show/go-show, overbooking, etc.	Nõmmik/ Zivcic
	Final test 1 h		

V. LEARNING TOOLS
<u>Compulsory materials:</u> Lectures notes
<u>Additional materials recommended:</u> Özalp Özer, Robert Phillips. 2012. The Oxford Handbook of Pricing Management