

## SYLLABUS

<b>I. GENERAL DATA ON SUBJECT COURSE</b>	
CODE AND NAME OF SUBJECT (in Estonian and English)	AM.085 Introduction to Revenue Management <i>Sissejuhatus tulude juhtimisse</i>
ACADEMIC YEAR, TERM	2019/2020, 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

<b>II. GOAL, LEARNING OUTCOMES AND SHORT DESCRIPTION OF THE COURSE</b>	
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"> <li>• <i>orients in the components of revenue management and pricing;</i></li> <li>• <i>knowledge and understanding of pricing strategies;</i></li> <li>• <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></li> </ul>
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

<b>III. GRADING SYSTEMS AND CRITERIA</b>	
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

<b>IV. SCHEDULE AND LIST OF TOPICS</b>			
<b>WEEK OF YEAR</b>	<b>WORK FORMAT</b>	<b>TOPICS</b>	<b>LECTURER</b>
	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		

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