Course Outline for: BUSN 2150 Revenue Management for Hospitality and Tourism

A.   Course Description
1. Number of credits: 4
2. Lecture hours per week: 4
3. Prerequisites: None
4. Corequisites: None
5. MnTC Goals: None

Revenue Management provides a foundation for managing revenues and costs in the hospitality and tourism industry. Students will learn the historical development of yield management (YM) and its formation into modern day revenue management (RM). The course will rely upon cases and articles to analyze trends and develop effective revenue management strategies in the accommodations, food and beverage, attractions, and transportation sectors of the hospitality and tourism industry

B.   Date last reviewed: March 2024

C.   Outline of Major Content Areas:
1. History of Yield Management
2. Components of Revenue Management
3. Role of Revenue Managers in Hospitality and Tourism
4. Revenue Management Systems
5. Revenue Management in Practice:
    a. Accommodations sector
    b. Food and Beverage sector
    c. Attractions sector
    d. Transportation sector

D.   Course Learning Outcomes:
Upon successful completion of the course, the student will be able to:
1. Explain the historical development of yield management in the hospitality and tourism industry.
2. Define revenue management and explain its underlying principles.
3. Identify the elements and components linked to revenue management.
4. Describe the importance of revenue management systems.
5. Discuss the significance when determining revenue management strategies in the accommodations, food and beverage, attractions and transportation sectors.

6. Compare revenue management approaches in the accommodations, food and beverage, attractions and transportations sectors.
7. Develop a revenue management strategy for a business in the hospitality and tourism industry.

E.   Methods for Assessing Student Learning:
Methods for assessment may include, but are not limited to, the following:
1. Discussions
2. Assignments
3. Quizzes
4. Examinations
5. Project-based learning

F.   Special Information:
 None