Instructor Information:
Dr. Brumby McLeod, Associate Professor
College of Charleston
School of Business
Department of Hospitality & Tourism Management
Beatty, Room 326
☎ 843-708-8814 (mobile)  ✉ mcleodb@cofc.edu

Course Catalog Description:
The course introduces the principles and related theory of revenue management, examines the history and application of revenue management, explores the fit of a revenue management strategy to various types of organizations, identifies the requirements of revenue management, outlines the processes for implementation, and examines its place in an organization.

Class Time and Location:
HTMT 530-01 (13670)
Tuesday & Thursday from 8:00 to 10:40 AM, BCTR 301

Office hours:
Wednesday from 1:30 to 4:30 by appointment only

https://calendar.google.com/calendar/selfsched?sstoken=UUhiVm1PRXhFZWNwfGRlZmF1bHR8Mzk2ZmMxNDkzYThmNWVmOTQ2MjYwMThkMDc2MzJmOGU

Required Readings:

Association Membership
The HRM focus supports you with a membership to the international professional association known as HSMAI (Hospitality Sales and Marketing Association International).

Attendance
Students are obligated to complete all assigned work promptly, to attend class regularly, and to participate in class exercises and discussions, and participate in a work integrated learning experience.

Work Integrated Learning Experience
Students are required to participate in a work integrated learning experience, collectively identified with the instructor and student, throughout the semester. These experiences provide you an organization and network of resources to explore the topics in this course at a greater depth. Students should complete at least 10 hours per week at the organization. The experience is documented by a weekly journal of the hours and the experience. There is a 50 hours expected within the fall semester. Students should expect to continue the experience into the spring semester with another 80 hours with the organization. The learning experience and journal are worth 20%.
Class Exercises
Class exercises are provided to practice, reinforce, and detail concepts from readings and discussions. The concepts and problems from the exercises are included on the exams. Approximately 10 to 12 class exercises will be given during the course for a combined value of 30% of your overall grade.

CHIA Certification
Students will prepare and sit for the Certified Hotel Industry Analytics (CHIA) certification exam.

Grade Determination:

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<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Work Integrated Learning Experience</td>
<td>20%</td>
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<tr>
<td>Class Exercises</td>
<td>30%</td>
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<tr>
<td>CHIA Exam</td>
<td>20%</td>
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<tr>
<td>Raising Dorchester PBL</td>
<td>30%</td>
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Grading Scale:

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<th>Grade</th>
<th>Percentage</th>
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<tr>
<td>A</td>
<td>90 or above</td>
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<tr>
<td>B+</td>
<td>87 – 89</td>
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<tr>
<td>B</td>
<td>80 – 86</td>
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<tr>
<td>C+</td>
<td>77 – 79</td>
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<tr>
<td>C</td>
<td>70 – 76</td>
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<tr>
<td>F</td>
<td>Below 70</td>
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Classroom Lecture Schedule
A live fully editable schedule is developed and maintained in Google Sheets by the class. This will be managed and developed as part of the course.

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<thead>
<tr>
<th>Date</th>
<th>Description</th>
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<tbody>
<tr>
<td>10/10</td>
<td>N/A</td>
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<tr>
<td>10/15</td>
<td>Fall Break</td>
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<tr>
<td>10/17</td>
<td>Optimization - Banff</td>
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<td>10/22</td>
<td>Syllabus</td>
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<td>10/24</td>
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<td>10/29</td>
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<tr>
<td>10/31</td>
<td>Field Trip</td>
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School of Business Learning Goals:

All of the Business Learning Goals listed below are addressed in this course via assignments and class exercises.

*Effective Communications:* Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.

*Quantitative Fluency:* Students will demonstrate competency in logical reasoning and data analysis skills.

*Global and Civic Responsibility:* Students will be able to identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students will also be able to integrate knowledge and skills in addressing these issues.

*Intellectual Innovation and Creativity:* Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.

*Synthesis:* Students will demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive tasks.

Learning Outcomes:

Students will learn and utilize the components of revenue management.

Students will identify and understand the key elements required to integrate revenue management into an organization.

Students will understand and utilize basic economics in revenue management, particularly how supply and demand impacts a hotel’s revenue strategy.

Students will determine how external and internal influencers, market trends, product positioning, demand indicators, and competition influence the revenue management strategy and plan.

Students will consider alternative forms of segmentation and recognize the benefits and challenges of behavioral segmentation.

Students will learn, develop, apply, and defend different types of forecasts.

Students will develop and defend a revenue management strategy.

Students will develop and defend strategic pricing models.

Students will understand and design inventory controls and explain how they impact a hotel’s revenue performance. Students will complete a channel cost analysis and incorporate appropriate stay patterns.
Spring 2019 Syllabus for MBAD 530-01
Principles and Practices in Hospitality Revenue Management

Students will learn to design and apply key performance indicators that measure the success of a revenue management strategy.

Students will migrate toward a more holistic revenue management strategy that incorporates revenue management strategies across an entire organization.

Students will learn and experience the role of social networking on revenue management.

Honor Code and Academic Integrity
Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved.

Incidents where the instructor determines the student’s actions are related more to a misunderstanding will handled by the instructor. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed both by the instructor and the student, will be forwarded to the Dean of Students and placed in the student’s file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student’s transcript for two years after which the student may petition for the X to be expunged. The F is permanent. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Students should be aware that unauthorized collaboration—working together without permission—is a form of cheating. Unless the instructor specifies that students can work together on an assignment, quiz and/or test, no collaboration during the completion of the assignment is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing information via a cell phone or computer), copying from others’ exams, fabricating data, and giving unauthorized assistance.

Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the instructor.

Students can find the complete Honor Code and all related processes in the Student Handbook at http://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php

Disability Services
Students Needing Access Parity (SNAP)—SNAP provides services and accommodations for students with disabilities (physical, psychological, learning or attentional) that have been documented by a qualified MD or psychologist. Documentation must meet criteria published in the SNAP brochure and on our website http://disabilityservices.cofc.edu. Accommodations are decided on a case-by-case basis and are determined by the type and severity of the disability and the essential elements of the course the student is taking. Accommodations are designed to provide access to education and to circumvent or reduce the effect of the disability as much as possible, not to give advantage or guarantee success.