Sheffield Hallam University

MODULE DESCRIPTOR

TITLE	Sales and Revenue Management
SI MODULE CODE	44-7730-00S
CREDITS	15
LEVEL	7
JACS CODE	*N820 (Hospitality)*
SUBJECT GROUP	Hospitality Management
DEPARTMENT	Service Sector Management
MODULE LEADER	Natalie Haynes

MODULE STUDY HOURS (based on 10 hours per credit)*			
Scheduled Learning and Teaching Activities	Placement (if applicable)	Independent Guided Study	Total Number of Study Hours
36		114	150

MODULE AIM

The aim of the module is to enable students to understand the principles of revenue management and its application within the hospitality and tourism industry. Provide students with an appreciation of how to make strategic pricing decisions using relevant data. Develop students' knowledge of strategic sales techniques and account revenue maximisation. Encourage an appreciation of the links between the sales and revenue functions within hospitality and tourism organisations.

MODULE LEARNING OUTCOMES

By engaging successfully with this module a student will be able to:

1. Interpret and critically analyse a range of data in order to make convincing strategic and ethical price, revenue and sales decisions.
2. Design and defend a sales and revenue strategy, for a simulated hospitality organisation, in a group situation.
3. Evaluate how the relationship between sales and revenue teams impacts upon the overall success of a hospitality organisation.
4. Appraise the impact of current sales and revenue management trends on the industry and market conditions.

INDICATIVE CONTENT

- Revenue and yield management strategies and applications
- Application of revenue management at the operations level
- Non-traditional applications of revenue management
- Analysing revenue, sales and competitor information
- Strategic sales processes and techniques
- Account management and account revenue maximisation
- Problems with revenue management
- Relationships between sales and revenue departments
- Business performance

- Making ethical and sustainable business decisions

LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS

Students will be supported in their learning, to achieve the above outcomes, in the following ways:

- Lectures covering key concepts
- Workshop sessions based on industry-based case study scenarios
- Classroom debates on key issues
- Formative feedback on theory using multi-choice quizzes
- Blackboard discussion groups on key issues
- Revenue meeting simulations and industry guest speakers

The module assessment will comprise of:

- An individual written review of a simulated sales and revenue meeting conducted during an allocated seminar session.
- An individual report where students will be expected to develop a sales and revenue strategy based on simulated scenario provided by tutors, linked to the simulated sales and revenue meeting.

ASSESSMENT TASK INFORMATION

Task No.*	Short Description of Task	SI Code EX/CW/PR	Task Weighting %	Word Count or Exam Duration**	In-module retrieval available
1	Individual report	CW	20%	500	Y
2	Individual report	CW	80%	3500	N

FEEDBACK

Students will receive feedback on their performance in the following ways:

- Individual formative feedback given by tutor for the assessment in a dedicated seminar session
- Access to formative multi-choice tests to encourage self-assessment and reflection
- Dialogue and idea sharing to be encouraged through the Blackboard discussion boards
- Summative feedback to be given to students three weeks after hand-in date of assessments

LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)

- Learning resources will be found on blackboard (including a RLO), university library, academic journals, and textbooks.
- Learning resources will be developed in line with the support the content of this module identified above
- This module also supports an enquiry-based approach that supports the development of learner autonomy and it is expected that course participants will also find their own resources.

Recommended Text
Woodburn, Diana and Wilson, Kevin. (2014). *Handbook of strategic account management: a comprehensive resource.* Chichester, West Sussex: Wiley.   Hayes, David K. and Miller, Allisha. (2011). *Revenue management for the hospitality industry*. Hoboken, N.J.: Wiley.
Supplementary and Alternative Texts

American Hotel & Lodging Association - AH&LA. (n.d.). Retrieved from http://www.ahla.com/

Brotherton, Bob and Wood, Roy C. (2008). *The SAGE handbook of hospitality management*. Los Angeles, [Calif.]: SAGE.

Forgacs, Gabor and American Hotel and Lodging Association. (2010). *Revenue management: maximizing revenue in hospitality operations*. Lansing, Mich: American Hotel and Lodging Educational Institute.

Homburg, Christian, Schäfer, Heiko, and Schneider, Janna. (2012a). *Sales excellence: systematic sales management* (Vol. Management for professionals). Heidelberg: Springer.

Homburg, Christian, Schäfer, Heiko, and Schneider, Janna. (2012b). *Sales excellence: systematic sales management* (Vol. Management for professionals). Heidelberg: Springer.

Hospitality Financial and Technology Professionals. (n.d.). Retrieved from http://www.hftp.org/

Hospitality Net - Home. (n.d.). Retrieved from http://www.hospitalitynet.org/index.html

International journal of contemporary hospitality management. (n.d.). Retrieved from http://am6ya8ud8k.search.serialssolutions.com/?sid=sersol&SS_jc=INTEJOUROFC&title=International%2520journal%2520of%2520contemporary%2520hospitality%2520management

International journal of hospitality management. (n.d.). Retrieved from http://am6ya8ud8k.search.serialssolutions.com/?sid=sersol&SS_jc=INTEJOUROFHO&title=International%2520journal%2520of%2520hospitality%2520management

Jobber, David and Lancaster, Geoffrey. (2012). *Selling and sales management*. Harlow: Pearson. Retrieved from https://www.dawsonera.com/guard/protected/dawson.jsp?name=https://idp.shu.ac.uk/shibboleth&dest=http://www.dawsonera.com/abstract/9780273762676

Journal of hospitality and tourism management. (n.d.). Retrieved from http://am6ya8ud8k.search.serialssolutions.com/?sid=sersol&SS_jc=JOUROFHOSAN&title=Journal%2520of%2520hospitality%2520and%2520tourism%2520management

Journal of hospitality and tourism research. (n.d.). Sage.

Journal of revenue and pricing management. (n.d.). Retrieved from http://am6ya8ud8k.search.serialssolutions.com/?sid=sersol&SS_jc=JOUROFREVA&title=Journal%2520of%2520revenue%2520and%2520pricing%2520management

Journal of travel & tourism marketing. (n.d.). Retrieved from http://am6ya8ud8k.search.serialssolutions.com/?sid=sersol&SS_jc=JOUROFTRAA&title=Journal%2520of%2520travel%2520%2526%2520tourism%2520marketing

Legoherel, Patrick, Poutier, Elizabeth, and Fyall, Alan. (2013). *Revenue management for hospitality and tourism*. Oxford: Goodfellow.

Linked-In - Professional Network Site. (n.d.). Retrieved from http://www.linkedin.com/

Ng, Irene C. L. (2008). *The pricing and revenue management of services: a strategic approach* (Vol. Routledge advances in management and business studies). London: Routledge. Retrieved from http://www.dawsonera.com/guard/protected/dawson.jsp?name=Sheffield%20Hallam%20University&dest=htt

p://www.dawsonera.com/depp/reader/protected/external/AbstractView/S9780203696590

Rouse, Paul, Maguire, William A. A., and Harrison, Julie. (2010). *Revenue management in service organizations*. New York, NY: Business Expert Press.

Siguaw, Judy A. and Bojanic, David C. (2004). *Hospitality sales: selling smarter*. Clifton Park, NY: Thomson Delmar Learning.

Tourism management. (n.d.). Pergamon. Retrieved from http://am6ya8ud8k.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info%253Aofi%252Fenc%253AUTF-8&rfr_id=info:sid/summon.serialssolutions.com&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&rft.genre=journal&rft.pub=Pergamon&rft.issn=0261-5177&rft.eissn=1879-3193&paramdict=en-US

Tranter, Kimberly A., Stuart-Hill, Trevor, and Parker, Juston. (2009). *An introduction to revenue management for the hospitality industry: principles and practices for the real world*. Upper Saddle River, N.J.: Pearson Prentice Hall.

Wood, Roy C. (2013). *Key concepts in hospitality management* (Vol. SAGE key concepts). London: SAGE.

Yeoman, Ian and McMahon-Beattie, Una. (2011). *Revenue management: a practical pricing perspective*. Basingstoke: Palgrave Macmillan.

CHECKED

Date	Reason
May 2015	Checked Against SI - correct

SECTION 2   MODULE INFORMATION FOR STAFF ONLY

MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	Y
EXISTING MODULE - NO CHANGE	N
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	N
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	Sept 2015

MODULE DELIVERY PATTERN - *Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.*

	Module Begins	**Module Ends**
Course Intake 1	Jan 2016	May 2016
Course Intake 2	Sept 2016	Jan 2017
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y

Are any staff teaching on this module non-SHU employees?	N
If yes, please give details of the employer institution(s) below	
What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	

MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	N

*Choose one only – module cannot include both percentage mark and pass/fail graded tasks

SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N

If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.

FINAL TASK

According to the Assessment Information shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Information Grid in Section 1 of the Descriptor)	Task No. 2

NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%. **NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.**	