1. BASIC INFORMATION

Course	Gestión de la Rentabilidad (Revenue Management)
Degree program	Grado en Dirección Internacional de Empresas de Turismo y Ocio
School	Social Sciences
Year	2nd
ECTS	6
Credit type	Mandatory
Language(s)	English
Delivery mode	On-campus
Semester	2
Academic year	2025-2026
Coordinating professor	Vinil Daryanani

2. PRESENTATION

The ultimate principle of Revenue Management is to sell the right product to the right customer, at the right moment and at the right price. To achieve this, we need revenue optimization, market segmentation, channel distribution management and real yield analysis.

The aim of this course is to provide the student with the necessary knowledge so that he or she will be able to understand as well as measure and implement strategies to maximize revenue and optimize yield in the tourist and leisure sector companies.

3. COMPETENCIES AND LEARNING OUTCOMES

Basic competencies:
- CB 2: The students must know how to apply their knowledge to their work or vocation in a professional manner and achieve the necessary skills that are usually proved through the development and defense of arguments and problem solving within their area of study.

Transversal competencies:
- CT4: Ability to analyze and synthetize: To be able to break down complex situations into their constituent parts; to be able to evaluate other alternatives and perspectives to find optimal solutions. Synthesis aims to reduce complexity to better understanding and problem solving.
- CT11 – Planning and time management: Ability to set goals and choose the means to achieve those goals using time and resources effectively.
- CT13: Problem solving: To be able to find solutions to a complex situation or a confusing question with no predefined answer, and with added difficulty that prevents goal achievement.
- CT15: Responsibility: To be able to fulfill the commitments agreed with oneself and with others when performing a task and to be able to achieve a set of objectives within the learning process. Existing capacity in every subject to recognize and accept the consequences of any action taken.

- CT17 - Teamwork: Ability to actively integrate and collaborate with other people, areas and/or organizations to achieve common objectives.

Specific competencies:
- CE1: To be able to understand y apply concepts and basic strategic management tools for the right functioning of tourism and leisure companies: analysis, planning, organization, communication, execution, management and control.
- CE2: To be able to know and understand the functional areas of a company, and to apply different available tools in each of them (Finance, Accounting, Human Resources, Marketing and Operations), as well as realizing the main relation among them at a national and international scope.
- CE7: To be able to identify and apply innovation as a fundamental value in tourism company management: to identify trends, to lead projects, knowledge and quality management, internationalization, to understand and apply the concepts of social and environmental responsibility.
- CE 8. Ability to master English at a professional level and have advanced knowledge of a second and third language.
- CE 10. Ability to understand the dynamic and evolving nature of tourism and the new leisure society.

Learning outcomes:
- RA1: To be able to set up and manage a revenue and yield management system according to real practice hospitality establishment to:
  - Optimize revenue
  - Improve expenditure control
  - Yield to profit channels
  - Classify customers according to margin
  - Analyze the real return of each launched campaign
- RA2: To achieve the Revenue management principle: To sell the right product to the right customer at the right moment.

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
CB2, CT04, CT11, CE1, CE2, CE8,	RA1: To be able to set up and manage a revenue and yield management system according to real practice hospitality establishment so as to: • Optimize revenue • Improve expenditure control • Yield to profit channels • Classify customers according to margin • Analyze the real return of each launched campaign
CT13, CT15, CT17, CE7, CE10	RA2: To achieve the Revenue management principle: To sell the right product to the right customer at the right moment.

4. CONTENT

- Introduction to Revenue management
- Situation analysis
- Determination of Revenue management strategy
- Implementing strategies
- Revenue management evaluation
- Managing the sales channels
- Total Revenue Management

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:
- Case Studies
- Group work learning.
- Project based learning.
- Problem based learning.
- Simulation environment.

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Learning activity	Number of hours
Lectures	55
Asynchronous lectures	7.5
Autonomous work	37.5
Guided work	12.5
Group work	25
Other activities	12.5
TOTAL	**150**

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Assessment system	Weight
Final Exam	40%
In class presentation	20%
Portfolio of exercises / activities	20%
Groupwork	20%

When you access the course to the Virtual *Campus*, you'll find a description of the assessment activities you must complete, as well as the delivery deadline and assessment procedure for each one.

7.1. First exam period

If at least one assessment test is taken, the student can no longer be marked as "not presented" for that exam session but will instead be graded accordingly.

For students enrolled in in-person classes, it is mandatory to justify attendance to at least 50% of the sessions, as this is a necessary part of the evaluation process and ensures the student's right to receive guidance, support, and academic follow-up from the instructor. Attendance via Hyflex will not be counted as attendance for that session. Failure to provide proof of at least 50% attendance through the means established by the university will entitle the instructor to grade the course as failed in the regular exam session.

To pass the course in the regular exam session, a final (weighted average) grade of 5.0 out of 10.0 or higher must be obtained. The criteria for calculating the weighted average will be specified in the full learning guide available on the virtual campus. To calculate the average, it is essential to achieve at least a 5 in each of the evaluation categories.

If the above criteria are not met, and the weighted average of all activity grades is greater than 4, a final grade of 4 will be recorded.

7.2. Second exam period

If at least one assessment test is taken, the student can no longer be marked as "not presented" for that exam session, but will instead be graded accordingly.

To pass the course in the extraordinary exam session, a final (weighted average) grade of 5.0 out of 10.0 or higher must be obtained.

In any case, it is necessary to obtain a grade of 5.0 or higher in the knowledge tests section for it to be included in the average with the rest of the activities. The criteria for calculating the weighted average will be specified in the full learning guide available on the virtual campus.

If the above criteria are not met, and the weighted average of all activity grades is greater than 4, a final grade of 4 will be recorded.

To pass the course in the extraordinary exam session, all activities not completed or not passed in the regular session must be completed or submitted, unless the instructor requires a specific additional assignment on the subject.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Evaluation period	Assessable activities	Deadline
First Evaluation period	Group work	11th of May 2026
	Final Exam	5th of May 2026
	Activities & in class presentations	Continuous assessment
Second Evaluation period (Re-sitting)	Groupwork Final Exam Activities	From 1st to 10th July 2026

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

The main reference work for this subject is:

- Hayes, D. K., & Miller, A. (2021). Revenue management for the hospitality industry. John Wiley and Sons.

The recommended Bibliography is:

- De Ponga, D. (2023) El Arte del Revenue: Una guía completa sobre Revenue Management
- Hereter, G. (2017) Introduction to Revenue Management for hotels. Tools and strategies to maximize the revenue of your property. CreateSpace Independent Publishing Platform
- Umar, I. (2016) - Hotel Revenue Management: Maximize Your Profitability. Inspired.
- Vouk, I. (2018). Revenue management made easy: For midscale and limited-service hotels: The 6 strategic steps for becoming the most valuable person on your property. Great Britain: Amazon.

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main activities are the students' inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by mean of counselling and personalized plans for students who need to improve their academic performance.

2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunity for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at: orientacioneducativa.uec@universidadeuropea.es

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding instructors, degree programs and the teaching-learning process.
The surveys will be made available in the "surveys" section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.
Thank you very much for your participation.