MS4227: PRICING AND REVENUE MANAGEMENT

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Pricing and Revenue Management

Subject Code

MS - Management Sciences

Course Number

4227

Academic Unit

Management Sciences (MS)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

MS3261 Business Modeling with Spreadsheets or CB2011 Solving Business Problems with Spreadsheets or CB2203 Data-driven Business Modeling

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to:
- Provide students with an understanding of revenue management
- Discuss how to identify and exploit opportunities for revenue optimization in different business contexts
- Review the main methodologies used in different areas and survey the pricing strategies and practices in different industries

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Describe the role and value of revenue management in different organizations	20	x		
2	Master key concepts and techniques used in revenue management	20		x	
3	Apply a range of appropriate quantitative models to solve pricing and capacity allocation problems with the use of Microsoft Excel	30		x	x
4	Integrate revenue management with other business functions to support a coherent corporate strategy	15	x		
5	Identify a wide range of contemporary issues in revenue management, and discuss related issues	15		x	

A1: Attitude
Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability
Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments
Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Teaching and Learning Activities (TLAs)

	TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Lectures: Concepts and general knowledge operations management are explained. Videos: Showing videos about business cases and scenarios. Follow up with class discussion. In-class exercises and activities: Students respond to and participate in the in-class exercises and activities. They are required to apply real life examples or their own working experiences to their learnt subjects. Group discussion & case study: Discussion of various aspects of the assigned major issues or questions as well as the assigned case studies.	1, 2, 3, 4, 5	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Individual Assignments	1, 3, 4, 5	20	
2	In-class Participation	1, 2, 3, 4, 5	10	
3	Team Assignments	1, 2, 3, 4, 5	40	

Continuous Assessment (%)

70

Examination (%)

30

Examination Duration (Hours)

3

Assessment Rubrics (AR)

Assessment Task

Individual Assignments

Criterion

Examples include case preparation memos, homework assignments, etc.

Excellent (A+, A, A-)

Strong evidence of knowing how to apply the key concepts revenue management in different settings.

Good (B+, B, B-)

Evidence of knowing how to apply the key concepts of revenue management in different settings.

Fair (C+, C, C-)

Some evidence of knowing how to apply the key concepts of revenue management in different settings.

Marginal (D)

Sufficient familiarity with the subject matter to enable the student to progress without repeating the assignment.

Failure (F)

Little or no evidence of familiarity with the subject matter.

Assessment Task

In-class Participation

Criterion

Examples include involvement in in-class case discussions, etc.

Excellent (A+, A, A-)

Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.

Good (B+, B, B-)

Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.

Fair (C+, C, C-)

Student who is profiting from the university experience; understanding of the subject; ability to show some evidence of familiarity with literature.

Marginal (D)

Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.

Failure (F)

Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited or irrelevant use of literature.

Assessment Task

Team Assignments

Criterion

Examples include team case reports and final project

Excellent (A+, A, A-)

Strong evidence of knowing how to apply the key concepts of revenue management into real life business scenarios.

Good (B+, B, B-)

Evidence of knowing how to apply the key concepts of revenue management into real life business scenarios.

Fair (C+, C, C-)

Some evidence of knowing how to apply the key concepts of revenue management into real life business scenarios.

Marginal (D)

Sufficient familiarity with the subject matter to enable the student to progress without repeating the assignment.

Failure (F)

Little or no evidence of familiarity with the subject matter.

Assessment Task

Final Examination

Criterion

Written examination

Excellent (A+, A, A-)

Strong evidence of knowing how to apply the key concepts revenue management in different settings.

Good (B+, B, B-)

Evidence of knowing how to apply the key concepts of revenue management in different settings.

Fair (C+, C, C-)

Some evidence of knowing how to apply the key concepts of revenue management in different settings.

Marginal (D)

Sufficient familiarity with the subject matter to enable the student to progress without repeating the assignment.

Failure (F)

Little or no evidence of familiarity with the subject matter.

Part III Other Information

Keyword Syllabus

Price optimization; pricing analytics and market segmentation; revenue management with constrained supply; quantitative models of consumer demand; network revenue management; revenue management and contract management; markdown management and dynamic pricing

Reading List

Compulsory Readings

	Title
1	At least 4 business cases assigned by the course instructor, and additional readings assigned by the English workshop instructor/tutor

Additional Readings

	Title
1	Philips, R., "Pricing and Revenue Optimization," Stanford Business Books, 2005.
2	Boyd, A., "The Future of Pricing: How Airline Ticket Pricing has Inspired a Revolution," Palgrave macmillan, 2007.