III. INTRODUCCIÓN

It is a Hospitality and Administration program-specific course of a theoretical and practical nature, aimed at six-term students. The course brings together and focuses on the key concept of Revenue Management, and then relates it to other managerial tools. Particular emphasis is on performance at the level of finance, the guest-service encounter, Strategic and Operation Planning, and understanding consumer behavior.

The aim of this course is to further develop the students understanding of managerial and operational practices within a Rooms Division department, to the students will develop Business Decisions, manage Vital information, Planning and Design of Hospitality Projects and customer service program learning outcome (level 2).

IV. LOGRO (S) DEL CURSO

Upon completion of the course, the student analyzes the tools that will allow them to efficiently reach the objectives of a hospitality product.

Competences: Information Management
Level: 2
Definition: Analyze quantitative and qualitative information producing reports that support decision making in the organization.

Competences: Business Decisions
Level: 2
Definition: Apply concepts and theories in order to meet the challenges and solve problems in the global hospitality industry.

Competences: Planning and Design of Hospitality Projects
Level: 2
Definition: Analyze key hospitality indicators to create sound action plans.

Competences: Customer Service
Level: 2
Definition: Create procedures, checklists, and control tools at the operational level of the hospitality business to understand and continually improve the service provided.

COURSE LEARNING OUTCOMES (ACPHA)

- Understand the operational and managerial responsibilities within the rooms division department.
- Recognize the importance of the application of revenue management tools for effective management.
- Analyze and formulate different revenue management reports for the management of the department.
- Describe the concept of market segmentation, its characteristics, and definition of pricing strategies.
- Define and apply key performance indicators and analyze sale strategies and forecasts.
- Analyze and formulate projections and forecasts models of the demand for different types of hotels.
- Analyze and elaborate rooms division operational budgets

V. UNIDADES DE APRENDIZAJE

<table>
<thead>
<tr>
<th>UNIDAD N°: 1 UNIT No.: 1 Basic principles, processes and elements of Revenue Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOGRO</td>
</tr>
<tr>
<td>OUTCOME: Upon completion of this unit, the student identifies the theory and put in practice techniques used for Revenue Management as a hospitality-tourism industry management tool.</td>
</tr>
<tr>
<td>Competences: Customer Service, Information Management and Business Decisions</td>
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<table>
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<tr>
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<tbody>
<tr>
<td>TOPICS LIST:</td>
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<tr>
<td>Week 1:</td>
</tr>
<tr>
<td>- Terminology and the concept of indicators</td>
</tr>
<tr>
<td>- Elements of Revenue Management</td>
</tr>
<tr>
<td>Learning activities</td>
</tr>
<tr>
<td>Expository class, with examples and active participation of students. Questions Wheel</td>
</tr>
<tr>
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<tr>
<td>Principios de administracion hotelera</td>
</tr>
<tr>
<td>Alfredo Ascanio Guevara autor</td>
</tr>
</tbody>
</table>
Week 2
Benchmarking/Competitive Analysis

Learning activities
Expository class, with examples and active participation of students. Questions Wheel

Bibliography
Principios de administracion hotelera
Alfredo Ascanio Guevara autor

Week 3
Competitive Set

Learning activities
Exercises
and active class participation.

Learning evidence
TA 1: Evaluations average: Exercises and developed cases on weeks 1, 2 and 3

Bibliography
Principios de administracion hotelera
Alfredo Ascanio Guevara autor

Week 4
Interpreting STR reports

Learning activities
Exercises
and active class participation.

Learning evidence
PC1:
Individual Quiz 1

Bibliography
Hospitality today : an introduction
Rocco M. Angelo Andrew Vladimir
647.94068 ANGE

HORA(S) / SEMANA(S)
Weeks 1, 2, 3 and 4

UNIDAD N°: 2 UNIT No.: 2 Distribution channels, market segmentation and pricing
LOGRO
OUTCOME: Upon completion of this unit, the Student manages Internet tools, the different distribution channels, market segmentation, prices and the importance of a Channel Manager.

Competences: Customer Service, Information Management, Business Decisions

TEMARIO
Week 5
- Market segmentation
- Distribution channel

Learning activities
Expository class, with examples and active participation of students. Wheel of questions.

Bibliography
Hospitality today: an introduction
Rocco M. Angelo Andrew Vladimir
647.94068 ANGE

Week 6
- Pricing/Price determination methods
- Price strategy

Learning activities
Presentation of concepts and fundamentals with PPT on regulations

Bibliography
Operaciones y procesos hoteleros: gestión de alojamiento
Ahmed Ismail Carlos Anaya tr
647.940688 ISMA

Week 7
- Competitive advantages
- Analysis

Learning activities
Clase expositiva, con videos y participación activa de los alumnos.

Learning evidence
TA 2: Evaluations average: Exercises and developed cases on weeks 4, 5, 6 and 7

Bibliography
Operaciones y procesos hoteleros: gestión de alojamiento
Ahmed Ismail Carlos Anaya tr
647.940688 ISMA

Week 8
EA: Midterm exam

HORA(S) / SEMANA(S)
UNIDAD Nº: 3 UNIT No.: 3 Key Performance Indicators Sales forecast

LOGRO
OUTCOME: Upon completion of the unit, the student manages sale strategies through simulations, based on measure indicators and report analysis.


TEMARIO
week 9
- Fair share
- Market share

Learning activities
Clase expositiva, con ejemplos y participación activa de los alumnos - Rueda de preguntas.

Bibliography
Operaciones y procesos hoteleros: gestión de alojamiento
Ahmed Ismail Carlos Anaya tr
647.940688 ISMA

Week 10
Yield management

Learning activities
Clase expositiva, con ejemplos y participación activa de los alumnos, Listado de cotejo para identificar las áreas funcionales de un hotel.

Bibliography
Operaciones y procesos hoteleros: gestión de alojamiento
Ahmed Ismail Carlos Anaya tr
647.940688 ISMA

Week 11
- Revenue Management cycle
- STR reports analysis

Learning activities
Clase expositiva, con ejemplos en PPT y participación activa de los alumnos - Rueda de preguntas.

Learning evidence
TA 3: Evaluations average: Exercises and developed cases on weeks 9, 10 and 11

Bibliography
Operaciones y procesos hoteleros: gestión de alojamiento
Ahmed Ismail Carlos Anaya tr
647.940688 ISMA
Week 12
- Sales forecast

Learning activities
Clase expositiva, con ejemplos en PPT y participación activa de los alumnos.

Learning evidence
PC1: Individual Quiz 2

Bibliography
Operaciones y procesos hoteleros : gestión de alojamiento
Ahmed Ismail Carlos Anaya tr
647.940688 ISMA

HORA(S) / SEMANA(S)
Weeks 9,10, 11 and 12

UNIDAD N°: 4 UNIT No.: 4 Budget and sales projections

LOGRO
OUTCOME: Upon completion of the unit, the student formulates projections for future demands according to the hotel type, based on the different forecasting models by arrivals and length of stay.

Competences: Planning and Design of Hospitality Projects and Customer Service

TEMARIO
Week 13
- Forecasting
  - Phases and relevance

Learning activities
Búsquedas en dispositivos móviles

Bibliography
Operaciones y procesos hoteleros : gestión de alojamiento
Ahmed Ismail Carlos Anaya tr
647.940688 ISMA

Week 14
Elaborating a budget

Learning activities
Búsquedas en dispositivos móviles. Debate sobre las tendencias en la industria dela hospitalidad

Bibliography
Operaciones y procesos hoteleros : gestión de alojamiento
Ahmed Ismail Carlos Anaya tr
647.940688 ISMA

Week 15
- Analysis
VI. METODOLOGÍA

The Educational Model of the UPC ensures an integral training, whose pillar is the development of competencies, which are promoted through a teaching-learning process where the student plays an active role in his learning, building it from the reflection Critical analysis, discussion, evaluation, exposure and interaction with peers, and connecting it with their previous experiences and knowledge. Therefore, each session is designed to offer the student various ways to appropriate and apply new knowledge in real or simulated contexts, recognizing the importance that has for his professional success.

This course has three hours per week. It seeks students' active participation through debate, exercises, workshops and practical cases related to the theory, among others. The student must devote at least two hours for research and development of complementary activities to the week outside of class time.

VII. EVALUACIÓN

FÓRMULA

5% (TA1) + 15% (PC1) + 5% (TA2) + 20% (EA1) + 5% (TA3) + 15% (PC2) + 5% (TA4) + 30% (EB1)

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IX. BIBLIOGRAFÍA DEL CURSO

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&auth=LOCAL