UAB
Universitat Autònoma de Barcelona

Sales and Revenue Management

Code: 103734
ECTS Credits: 3

2025/2026

Degree	Type	Year
Hotel Management	OT	4

Contact

Name: Carmen Ruiz Aguado

Email: carmen.ruiza@uab.cat

Teaching groups languages

You can view this information at the end of this document.

Prerequisites

No previous requirement is necessary to study this subject.

Objectives and Contextualisation

The subject will help the students to know the basic aspects to consider to a correct revenue management application in different type of business. The students also know how to create different rates and how to segment the demand to achieve the maximum business profitability at any moment.

Learning objectives:

- To learn about the origins and the principles of Revenue and Yield management
- To train the forecast capability after analyzing the different reports obtained by the hospitality companies
- To create different demand calendars and assign the appropriate dynamic rates depending on the different elements to consider: markets, segmentations, holiday periods, distribution channels, etc.
- To calculate the suitability of prices depending on occupancy rates to obtain the higher profit
- To know when to accept or reject a group as per the Revenue Management principles
- To know when apply the Revenue and Yield Management technics and which techniques are the most suitable for each kind of tourism business
- Teamwork based on respect for diversity and plurality of ideas, people and situations.
- To develop the analysis capability

Competences

- Identify and apply the elements that govern activity in the hotel and catering sectors, their interaction in the environment and their impact in the different business subsystems in the sector.

Learning Outcomes

1. Distinguish, identify and apply the concepts of commercialisation in the hotel and catering industry.

Content

1. Introduction to Revenue Management
2. Internal Revenue management
3. External Revenue managemen
4. Ancillary services

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures	12	0.48	1
Test	2	0.08	1
Type: Supervised			
Practical activities	6	0.24	1
Type: Autonomous			
Practical activities	10	0.4	1
Study	17	0.68	1

Teaching language: English

The teaching methodology of the subject combines the master classes that are applied for the teaching of some key concepts with the practical classes where to apply all the covered aspects to the master classes through class exercises and activities.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Analysis practical activities	30% of final mark	13	0.52	1
Class exercises	30% of final mark	13	0.52	1
Continuous assessment test	40% of final mark	2	0.08	1

The evaluation of this subject follows two models:

a) Continuous assessment. The final grade of the subject will be calculated as follows: performance of class exercises and practical activities and quests (60% of final mark) and exam (40% of final mark).

b) Unique evaluation. Students who choose the unique evaluation system will have to submit a portfolio with practical activities and class exercises (60% of the final grade), complete the subject questionnaires, and take an exam (40% of the final grade).

"The resit of the subject through unique evaluation will follow the same procedure as for the rest of the students, and to be eligible for re-evaluation, it will be necessary for the student to have obtained a minimum of 3.5 in the set of evidences that comprise the unique evaluation."

Re-evaluation. For students who have not passed the unique evaluation exam and have obtained a grade between 3.5 and 4.9, there will be a re-evaluation exam. The maximum grade to be obtained in this exam is 5 out of 10.

The grade for the subject will be NOT EVALUABLE when the student attends less than half of the assessment activities and/or does not attend the final exam.

Bibliography

Huefner, Ronald J. Revenue Management: a Path to Increased Profits / Ronald J. Huefner. Second edition. New York, New York (222 East 46th Street, New York, NY 10017): Business Expert Press, 2015. Print.

Gallego, Guillermo., and Huseyin. Topaloglu. Revenue Management and Pricing Analytics by Guillermo Gallego, Huseyin Topaloglu. 1st ed. 2019. New York, NY: Springer New York, 2019. Web.

Helmold, Marc. Total Revenue Management (TRM) Case Studies, Best Practices and Industry Insights / by Marc Helmold. 1st ed. 2020. Cham: Springer International Publishing, 2020. Web.

Kimes, Sheryl. Sherri Kimes. https://www.sherrikimes.com/

Roberts, Dave. Hotel Revenue Management: The Post-pandemic evolution to Revenue strategy. Business expert press. 2022.

Talluri, Kalyan T., and Garrett Van Ryzin. The Theory and Practice of Revenue Management / Kalyan T. Talluri, Garrett J. van Ryzin. 1st ed. 2004. Boston, Massachusetts: Kluwer Academic Publishers, 2004. Web.

Talón, Pilar, Lydia. González, and Mónica. Segovia Pérez. Yield revenue management en el sector hotelero: estrategias e implantación / Pilar Talón Ballestero, Lydia González Serrano, Mónica Segovia Pérez. Collado Villaba, Madrid: Delta, 2012. Print.

Software

No specific software is used

Groups and Languages

Name	Group	Language	Semester	Turn
(TE) Theory	1	English	second semester	morning-mixed

Name	Group	Language	Semester	Turn
(TE) Theory	1	English	second semester	morning-mixed