



COURSE OUTLINE

Course Name: Hospitality Revenue and Analysis

Course Number: HOSP 4375

Number of Credits: 3.0

Effective Date: September 2018

Course Description:

This course takes students through an Internet-based hospitality management revenue optimization simulation where they learn how to plan, execute and assess the operations of a hotel. Teams of students will analyze and evaluate revenue management in a realistic, dynamic and competitive environment. They make decisions in real-time, analyzing the results of those decisions through management reports, financial statements and graphs. It uses four basic building blocks to revenue management success, while outlining key processes and stages of revenue management planning.

School or Centre:

Hospitality, Food Studies & Applied Business

Year of Study:

4th Year Post-secondary

Course History:

Replacement Course

Name of Replacing Course (if applicable):

HOSP 4810 and HOSP 4370

Course Pre-requisites (if applicable):

Course Co-requisites (if applicable):

PLAR (Prior Learning Assessment & Recognition)

No Yes (details below):

Instructional Strategies:

Computer simulation- based learning, individual and group work.

Course Learning Outcomes:

At the end of this course, successful students will be able to:

1. Forecast rooms gross and net rate.
2. Explain distribution strategy and channel management.
3. Construct a cost effective and competitive budget which offers both market value and sound levels of financial returns.
4. Explain the financial impact of daily decisions on monthly and annual business results.
5. Make optimizing revenue decisions.
6. Target and manage revenue priorities.
7. Form competitive responses to market outcomes.
8. Perform variance and financial analysis.
9. Interpret and apply financial statements to business decisions.
10. Analyze industry revenue metrics and indexes.
11. Compute financial ratios, capital investment and cash flow.
12. Apply the "5W's" and an H analysis to each of the eight steps in the RevMap.
13. Create, interpret, analyze and present industry reports on revenue performance, segment contribution, channel contribution, perceptual mapping, balanced scorecard, revenue variance, room market segment share, staffing, staff competence and turnover, trends graphs, food and beverage and other departments.
14. Compare channel production and distribution cost.

Program Learning Outcomes:

Upon successful completion of the Bachelor of Hospitality Management, graduates will be able to:

1. Apply the principles and key skill sets of successful management and business practices to current events and cases in the hospitality industry.
2. Plan, design and implement sustainable hospitality management and business practices and evaluate their impact on business and community.
3. Conceptualize and apply models of financial management, operations management, statistical analysis, research methods, e-Business, social media, marketing and strategic management to current events and simulations in the hospitality industry.
4. Conceptualize and apply models of change management.
5. Communicate effectively and professionally with local, regional, national and global hospitality management and business professionals both in person, in writing and on-line via social media and videoconference settings.
6. Lead effective informal and formal meetings.
7. Analyze critical issues related to labour relations, ethics and law in the hospitality industry.
8. Attend to the diverse cultural, interactional and structural dimensions of hospitality management in British Columbia and Canada.
9. Provide workplace and community leadership to resolve issues in hospitality management operations.
10. Apply entrepreneurial skills in all aspects of their work.

Course Topics:

1. Gross and net rate
2. Distribution strategy
3. Channel management
4. Revenue priorities
5. Revenue metrics and indexes
6. Segment contribution
7. Variance and financial analysis
8. The Revenue Management Team
9. Tools, Tactics and Resource
10. Legal and Ethical Issues in Revenue Management

VCC Education and Education Support Policies

There are a number of **Education** and **Education Support** policies that govern your educational experience at VCC, please familiarize yourself with them.

The policies are located on the VCC web site at:

<http://www.vcc.ca/about/governance--policies/policies/>

To find out how this course transfers, visit the BC Transfer Guide at www.bctransferguide.ca.

FOR COMMITTEE USE ONLY

Approved by Curriculum Committee:

Approved by Education Council: