



COURSE / MODULE / BLOCK DETAILS

ACADEMIC YEAR / SEMESTER

Offered by: Endüstri Mühendisliği			
Course Title: INTRODUCTION TO REVENUE MANAGEMENT		Course Org. Title: INTRODUCTION TO REVENUE MANAGEMENT	
Course Level: Lisans		Course Code: IND 4921	
Language of Instruction: İngilizce		Form Submitting/Renewal Date 07/08/2013	
Weekly Course Hours: 3		Course Coordinator: YRD.DOÇENT DERYA EREN AKYOL	
Theory	Application	Laboratory	National Credit: 3
3	0	0	ECTS Credit: 4



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Offered to:	Course Status: Compulsory/Elective
Name of the Department:	
Industrial Engineering	Elective Course

Wire: 0 232 301 72 15

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Access: <http://www.eng.deu.edu.tr>

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Instructor/s:

YRD.DOÇENT DERYA

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Course Objective:

The objective of this course is to introduce students the theory and the practice of Revenue Management. In this course, the main methodologies in different areas will be explained, different approaches to solve single resource and network capacity control models and current practices in different industries will be reviewed.

Learning Outcomes:

- 1 To be able to define revenue management concepts
- 2 To be able to define revenue management problems that arise in manufacturing and
- 3 To be able to model real life revenue management problems using different methods
- 4 To be able to identify the differences between manufacturing and airline revenue
- 5 To be able to solve revenue management problems using mathematical programming

Learning and Teaching Strategies:

Course notes that are prepared using different sources (Books, journal papers, conference proceedings) will be given using blackboard and visual presentations

Assessment Methods:

Name	Code	Calculation formula
Vize	VZ	
Ödev	OD	
Final	FN	
Bütünleme Notu	BUT	
BNS	BNS	$VZ * 025 + D * 025 + FN * 050$
Bütünleme Sonu Başarı Notu	BBN	$VZ * 025 + D * 025 + BUT * 050$

Further Notes about Assessment Methods:

Assessment Criteria:



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Textbook(s)/References/Materials:

Philips, Robert., Pricing and Revenue Optimization. Stanford University Press, 2005.
Talluri, Kalyan T., van Ryzin, G.J., The Theory and Practice of Revenue Management, First edition published by Kluwer Academic Publishers, 2004. ISBN 1-4020-7701-7.

Course Policies and Rules:

Contact Details for the Instructor:

derya.eren@deu.edu.tr, Tel. +90-232-3017604

Office Hours:

Thursday afternoons

Course Outline:

Week	Topics:	Notes:
1	Introduction to revenue management	
2	Single resource capacity control.	
3	Single resource capacity control.	
4	Single resource capacity control.	
5	Network capacity control	
6	Network capacity control	
7	Midterm	
8	Network capacity control	
9	Network capacity control	
10	Overbooking	



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11	Overbooking
12	Overbooking
13	Presentations
14	Presentations



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ECTS Table

Course Activities	Number	Duration (hour)	Total Work Load (hour)
In Class Activities			
Lectures	13	3	39

Exams

Final	1	2	2
Midterm	1	2	2
Presentations	2	4	8

Out Class activities

Preparations before/after weekly lectures	13	2	26
Preparation for midterm exam	1	6	6
Preparation for final exam	1	6	6
Preparing group assignments	4	3	12
Total Work Load (hour)			101
ECTS Credits of the Course= Total Work Load (hour) / 25			4