

Yield Management Lesson Outline

Goal	The goal of this presentation is to understand the terms and processes involved in Revenue and Yield Management.
Objectives	<p>At the end of this lesson students will be able to:</p> <ul style="list-style-type: none"> • Define the terms associated with revenue management • Explain the process of maximizing revenue and how revenue management can help achieve this • Describe the role of the Global Distribution System in Revenue management • Define ways to measure Revenue management success
Length	This lesson will take approximately one hour to finish
Content outline	<p>A. The Daily Report</p> <p>B. Comparing Variances</p> <p>C. Key operating ratios for daily report</p> <p>D. Key Operating Ratios</p>
Learning Activities	<p>Students will engage in the following activities for this lesson</p> <ul style="list-style-type: none"> • Lecture, in-class discussions, read textbook, Library research • Group projects – examine each ratio in detail and make presentation in class.
Evaluation Strategy	Students' mastery of this content may be evaluated through group presentations, exams, and quizzes.