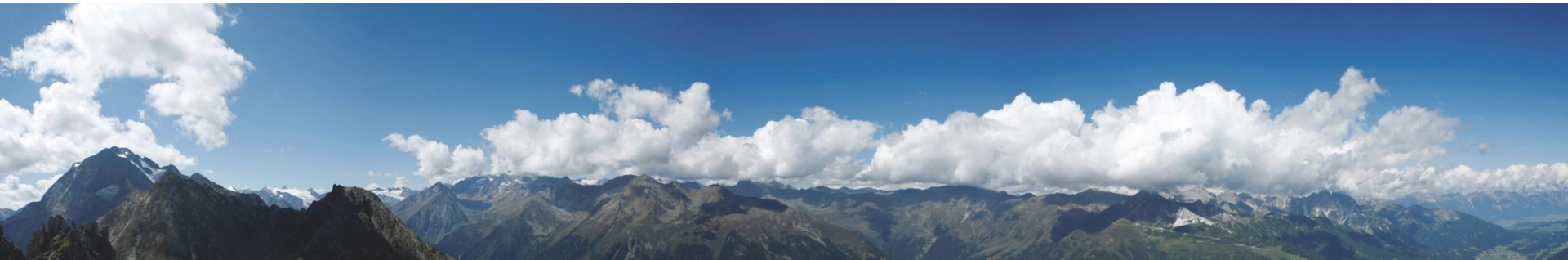




STI · INNSBRUCK

VU Booking and Revenue Management - Introduction

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Office hours: only by appointment.

- Kenntnisse über Informationssysteme, Buchungs- und Ertragsmanagement
- Online-Kommunikations-Konzepte, Methoden und Werkzeuge im E-Tourismus
- Rahmenbedingungen für die Bekanntmachung von Reisen und Buchung von Hotels
- Methoden, Werkzeuge und strategische Leitlinien zur Verbesserung des Ertragsmanagements und zur Erhöhung der Anzahl an Buchungen
- Online-Kommunikation und Kundenbindung in neuen Plattformen und Kanälen, die im Internet verfügbar sind, kritisch zu untersuchen

- Language: English/German
- Teamwork on topic- and real live related questions
- Applying the learned skills to demo data (calculations in Excel)
- Practical work and ev. project paper
- Teamwork, regular update and final presentations
- Grade requirements: successful participation & assessments
- VU attendance is mandatory

The course is structured as follows:

- First session: introduction - theory and history of Revenue Management
- Montag, 20.03.2017, 09:00-10:30 (lecture Group 1-2 in SR4),
- Montag, 20.03.2017, 10:45-12:15 (exercise Group 1 in SR 4, Group 2 in SR 2)
- Montag, 20.03.2017, 12:45-14:15 (presentations Group 1 in SR 4)

- Dienstag, 21.03.2017, 09:00-10:30 (presentations Group 2 in SR 1)
- Dienstag, 21.03.2017, 10:45-12:15 (lecture Group 3 in SR 2)
- Dienstag, 21.02.2017, 12:45-14:15 (exercise Group 3 in SR 2)
- Dienstag, 21.02.2017, 14:30-16:00 (presentations Group 3 in SR 2)

- **Second session: dynamic pricing and estimation**
- **Dienstag, 21.03.2017, 10:45-12:15 (lecture Group 1-2 in SR 4)**
- **Dienstag, 21.03.2017, 12:45-14:15 (exercises Group 1 in SR 4, Group 2 in SR 1)**
- **Dienstag, 21.03.2017, 14:30-16:00 (presentations Group 2 in SR 1)**
- **Dienstag, 21.03.2017, 16:15-17:45 (presentations Group 1 in SR 4)**

- **Donnerstag, 23.03.2017, 09:00-10:30 (lecture Group 3 in SR 1)**
- **Donnerstag, 23.03.2017, 10:45-12:15 (exercises Group 3 in SR 1)**
- **Donnerstag, 23.03.2017, 12:45-14:15 (presentations Group 3 in SR 1)**

- **Third session: platforms**
- **Donnerstag, 23.03.2017, 09:00-10:30 (lecture Group 1-2 in SR 4)**
- **Donnerstag, 23.03.2017, 10:45-12:15 (exercises Group 1 in SR 4, Group 2 in SR 2)**
- **Donnerstag, 23.03.2017, 12:45-14:15 (presentations Group 1 in SR 4)**

- **Freitag, 24.03.2017, 09:00-10:30 (lecture Group 3 in SR 3)**
- **Freitag, 24.03.2017, 10:45-12:15 (exercises Group 3 in SR 3)**
- **Freitag, 24.03.2017, 12:45-14:15 (presentations Group 2 in SR 2)**
- **Freitag, 24.03.2017, 14:30-16:00 (presentations Group 3 in SR 3)**

- Fourth session: channel management and project work
 - Friday, 24.03.2017, 09:00-10:30 (lecture Group 1-2 in SR 4)
 - Friday, 24.03.2017, 10:45-12:15 (exercises Group 1 in SR 4, Group 2 in SR 2)
 - Friday, 24.03.2017, 12:45-14:15 (presentations Group 1 in SR 4)
 - Friday, 24.03.2017, 16:15-17:45 (lecture Group 3 in SR 3)
 - Friday, 24.03.2017, 18:00-19:30 (exercises Group 3 in SR 3)

- Monday, 03.04.2017, 09:00-10:30 (presentations Group 2 in SR 2)
- Monday, 03.04.2017, 10:45-12:15 (presentations Group 3 in SR 3)

- Fifth, last session: TBD
 - Friday, 24.03.2017, 14:30-16:00 (lecture Group 1-2 in SR 4)
 - Friday, 24.03.2017, 16:15-17:45 (exercises Group 1 in SR 4, Group 2 in SR 2)
 - Friday, 24.03.2017, 18:00-19:30 (presentations Group 1 in SR 4)
 - Friday, 24.03.2017, 12:45-14:15 (lecture Group 3 in SR 3)

- Monday, 03.04.2017, 09:00-10:30 (exercises Group 3 in SR 3)
- Monday, 03.04.2017, 12:45-14:15 (presentations Group 3 in SR 3)

- Course in webpage:
<http://www.sti-innsbruck.at/teaching/course-schedule/ss-2017/buchungs-und-ertragsmanagement-ss-2017>
- Slides and other materials are appearing there as they are presented at the lecture