

COURSE OUTLINE

(1) GENERAL

SCHOOL	SCHOOL OF BUSINESS		
ACADEMIC UNIT	TOURISM ECONOMICS AND MANAGEMENT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	TO5032	SEMESTER	5 th
COURSE TITLE	REVENUE MANAGEMENT		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
LECTURES		3	5
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SPECIAL BACKGROUND		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBSITE (URL)	https://eclass.aegean.gr/courses/TOUREM157/		

(2) LEARNING OUTCOMES

<p>Learning outcomes</p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p>Consult Appendix A</p> <ul style="list-style-type: none"> • Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area • Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B • Guidelines for writing Learning Outcomes
<p>The course's goal is the student to be able to analyze performance management from 3 sectoral perspectives: Revenue management, investment performance management and human resource performance management.</p> <p>Upon successful completion of the course the student will be able:</p> <ol style="list-style-type: none"> 1. To set pricing goals, draw up pricing strategies and then apply pricing policies/pricing methods, thus leading the company to achieve profitability. 2. To perceive performance from an investment point of view, to evaluate/prioritize investments and to adopt projects with the aim of increasing the company investments' return. 3. To create conditions for optimal management of employees' skills but also for their continuous improvement in line with the company's development.
<p>General Competences</p> <p><i>Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?</i></p> <p><i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i> <i>Project planning and management</i> <i>Respect for difference and multiculturalism</i></p>

<i>Adapting to new situations</i> <i>Decision-making</i> <i>Working independently</i> <i>Team work</i> <i>Working in an international environment</i> <i>Working in an interdisciplinary environment</i> <i>Production of new research ideas</i>	<i>Respect for the natural environment</i> <i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i> <i>Criticism and self-criticism</i> <i>Production of free, creative and inductive thinking</i> <i>Others...</i>
<ul style="list-style-type: none"> • Production of free, creative and inductive thinking • Search for, analysis and synthesis of data and information, with the use of the necessary technology • Working independently • Team work • Criticism and self-criticism 	

(3) SYLLABUS

<ol style="list-style-type: none"> 1. Introduction to Performance Management, key concepts - definitions - presentation of sectoral perspectives 2. Concept and importance of price 3. Product Pricing Determinants 4. Pricing and consumer - customer behavior 5. The product pricing process, pricing goals - pricing methods 6. The product pricing process, pricing policies and strategies 7. Pricing within the product life cycle 8. Performance Management in the light of financial management - Time value of money, interest, interest rates, present-future value of cashflows, 9. Annuities – present value, future value. 10. Investment (project) evaluation methods 11. Human Resource Performance Management I. 12. Human Resource Performance Management II 13. Repetitive lesson
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(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	<ul style="list-style-type: none"> • Use of ICT in teaching (PowerPoint slide lectures, Case studies, online audiovisual search and presentation (websites, videos, etc.) • Communication with students via the Eclass platform and email. • Posting slides and lesson material on the Eclass platform. 	
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i>	Activity	Semester workload
	Lectures	39
	Case studies analysis	13
	Study of specialists applied topics approached through discussion	13
	Educational visits	5

<i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	Independent Study	55
	Course total	125
<p>STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<ul style="list-style-type: none"> • Course evaluation is based on the final written examination of all course material (100% of the final grade). • The evaluation is done in Greek 	

(5) ATTACHED BIBLIOGRAPHY

<p>- suggested bibliography:</p> <ul style="list-style-type: none"> ▪ Papavassiliou, N. and Indounas, K. (2005). The Company's Pricing Strategy. Athens: Stamouli Publications ▪ K. Chrysafis, Lecture notes, Performance management – Financial management sectoral perspective, Chios 2021 ▪ Noe, R., Hollenbeck, J., Gerhart, B., Wright, P., Human resources management – a competitive advantage, Papazisi Publications, 2019 ▪ Beckwith, H. (2003). How to sell services. Athens: Kritiki Publications SA <p>- related academic journals:</p> <ul style="list-style-type: none"> ▪ Journal of Revenue and Pricing Management ▪ Journal of Revenue Management
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