

RPTA 179: PROFIT AND REVENUE MANAGEMENT FOR HOSPITALITY

In Workflow

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Approval Path

1. Tue, 08 Oct 2019 22:09:24 GMT
Anthony Sheppard (tony): Rollback to Initiator
2. Tue, 08 Oct 2019 22:40:07 GMT
Anthony Sheppard (tony): Approved for RPTA Committee Chair
3. Tue, 08 Oct 2019 22:48:50 GMT
Anthony Sheppard (tony): Approved for RPTA Chair
4. Tue, 15 Oct 2019 22:39:07 GMT
Kisun Nam (knam): Rollback to Initiator
5. Thu, 17 Oct 2019 17:26:01 GMT
Greg Shaw (sac14077): Approved for RPTA Committee Chair
6. Thu, 17 Oct 2019 17:29:42 GMT
Greg Shaw (sac14077): Approved for RPTA Chair
7. Fri, 18 Oct 2019 19:34:10 GMT
Kisun Nam (knam): Approved for HHS College Committee Chair
8. Mon, 21 Oct 2019 19:45:34 GMT
Mary Maguire (maguirem): Approved for HHS Dean

New Course Proposal

Date Submitted: Thu, 17 Oct 2019 16:44:23 GMT

Viewing: RPTA 179 : Profit and Revenue Management for Hospitality

Last edit: Thu, 17 Oct 2019 16:59:26 GMT

Changes proposed by: Greg Shaw (101062685)

Contact(s):

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Catalog Title:

Profit and Revenue Management for Hospitality

Class Schedule Title:

Hospitality Profit & Revenue

Academic Group: (College)

HHS - Health & Human Services

Academic Organization: (Department)

Recreation, Parks, and Tourism Administration

Will this course be offered through the College of Continuing Education (CCE)?

No

Catalog Year Effective:

Fall 2020 (2020/2021 Catalog)

Subject Area: (prefix)

RPTA - Recreation, Parks, and Tourism Administration

Catalog Number: (course number)

179

Course ID: (For administrative use only.)

TBD

Units:

3

In what term(s) will this course typically be offered?

Spring term only

Does this course require a room for its final exam?

Yes, final exam requires a room

Does this course replace an existing experimental course?

Yes

This course replaces the following experimental course:

RPTA 196H - Revenue Management for Hospitality

This course complies with the credit hour policy:

Yes

Justification for course proposal:

This course was developed as an experimental course (RPTA 196H) as part of RPTA's redevelopment of course offerings in hospitality and tourism management. This is being done for several reasons:

-Student interest in hospitality and tourism

-The Chancellor's Office push to develop/expand hospitality program offerings at the CSU campus

-Visit Sacramento's and the Sacramento Hotel Association's desires to work with RPTA to expand/elevate the hospitality and tourism program at Sac State

-The recently approved Transfer Model Curriculum (TMC) in Hospitality Management between the CSU and the California Community Colleges (CCC)

-The recent hiring of two tenure track faculty in the area of hospitality management (and the current search for a third faculty in the area of tourism).

The experimental courses (196G, 196H, 196L, and 196M) are course content specifically requested of the new faculty positions in hospitality.

The course, RPTA 179: Profit Maximization and Revenue Management for Hospitality, expands the department's hospitality course offerings, most specifically following the existing course, RPTA 61: Cost Management for Hospitality. RPTA 61 has served as a prerequisite for 196H and will continue to do so for RPTA 179. Both cost management and revenue management are typical courses in hospitality programs in the CSU and beyond.

Course Description: (Not to exceed 80 words and language should conform to catalog copy.)

Revenue management is critical to the hospitality industry due to the perishable nature of a service based product. This course introduces students to topics related to revenue management in hospitality and teaches students techniques to manage revenue in a dynamic hospitality environment – all with the goal of managing profits for the company. Capacity management, demand and revenue forecasting, discounting, overbooking practices, channel management, and pricing execution for the hospitality operations are discussed.

Are one or more field trips required with this course?

No

Fee Course?

No

Is this course designated as Service Learning?

No

Does this course require safety training?

No

Does this course require personal protective equipment (PPE)?

No

Does this course have prerequisites?

Yes

Prerequisite:

RPTA 61 or Instructor Permission.

Prerequisites Enforced at Registration?

Yes

Does this course have corequisites?

No

Graded:

Letter

Approval required for enrollment?

No Approval Required

Course Component(s) and Classification(s):

Lecture

Lecture Classification

CS#02 - Lecture/Discussion (K-factor=1WTU per unit)

Lecture Units

3

Is this a paired course?

No

Is this course crosslisted?

No

Can this course be repeated for credit?

No

Can the course be taken for credit more than once during the same term?

No

Description of the Expected Learning Outcomes: Describe outcomes using the following format: "Students will be able to: 1), 2), etc."

Upon the completion of the course, the student will be able to:

1. Describe the components of revenue management and pricing
2. Explain the benefits of revenue management
3. Discuss the strategic levels of revenue management and how they can be manipulated to increase revenue
4. Evaluate historical price/demand data to identify distinct customer segments and target them with the right product at the right time and at the right price
5. Develop demand and revenue forecasts and measure their accuracy
6. Manage prices using distribution channels
7. Develop an overbooking approach and discuss issues associated with overbooking
8. Apply tools and techniques to make revenue management decisions in a simulated environment

Assessment Strategies: A description of the assessment strategies (e.g., portfolios, examinations, performances, pre-and post-tests, conferences with students, student papers) which will be used by the instructor to determine the extent to which students have achieved the learning outcomes noted above.

Please see course syllabus if the formatting here is hard to read.

In-class Exercise (15) CO:1,2,3,4,5,6,7,8 (150 points)

Assignment (8) CO: 1,2,3,5,6,7,8 (80 points)

Quiz (15) CO: 1,2,3,4,6,7,8 (150 points)

Case Discussion CO: 4,8 (100 points)

Mid-term CO: 1,2,4,5,7 (100 points)

Final Exam CO: 1,2,3,4,5,6,7,8 (100 points)

Total 680 points

For whom is this course being developed?

Majors in the Dept

Minors in the Dept

Is this course required in a degree program (major, minor, graduate degree, certificate?)

No

Does the proposed change or addition cause a significant increase in the use of College or University resources (lab room, computer)?

No

Will there be any departments affected by this proposed course?

No

I/we as the author(s) of this course proposal agree to provide a new or updated accessibility checklist to the Dean's office prior to the semester when this course is taught utilizing the changes proposed here.

I/we agree

University Learning Goals

Undergraduate Learning Goals:

Competence in the disciplines

Intellectual and practical skills

Is this course required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?

No

GE Course and GE Goal(s)

Is this a General Education (GE) course or is it being considered for GE?

No

Please attach any additional files not requested above:

RPTA_179_Syllabus.pdf

Reviewer Comments:

Anthony Sheppard (tony) (Tue, 08 Oct 2019 22:09:24 GMT):Rollback: Correct title

Kisun Nam (knam) (Tue, 15 Oct 2019 22:39:07 GMT):Rollback: Committee approved the form with pending changes. Please refer to the discussion during meeting. Committee members from the department will provide the detailed changes to the chair/author. Once re-submitted, the chair may approve the proposal immediately.

Key: 14184