Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Revenue Management und Finanzwirtschaft für Tourismusunternehmen
Code der Lehrveranstaltung	31009
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	NN
Sprache	Italienisch
Studiengang	Master in Tourismusmanagement
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	Dr. Francesco Reggiani, Francesco.Reggiani@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/48024
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Alle Semester
Studienjahr/e	2
KP	12
Vorlesungsstunden	72 (36 M-1 + 36 M-2), M-2 online
Laboratoriumsstunden	-
Stunden für individuelles Studium	-
Vorgesehene Sprechzeiten	36 (18 M-1 + 18 M-2), M-2 online
Inhaltsangabe	M-1 The course aims to equip learners with the knowledge and tools necessary to understand the fundamental techniques of revenue management, such as the Littlewood rule and its extensions to multiple fare classes, and to comprehensively assess customer profitability in the tourism industry.

	M-2 The course is designed to provide both theoretical and practical knowledge of key corporate finance topics—including financial structure, debt and equity securities, and investment analysis—as well as themes related to financial intermediation, such as the financial system, intermediaries, markets, interest rates, and other essential financial indicators.
Themen der Lehrveranstaltung	Topics covered in M1 include: - From product to customer-centric business models - Revenue management in the Hospitality, Tourism and Destination Enterprises - The new customers' metrics - Assessing the customer' value - The rising impact of Artificial Intelligence on modeling customer data in the Hospitality, Tourism and Destination Enterprises. Topics covered in Module 2 include two main areas. Corporate Finance - Raising Debt - Raising Equity Capital - Dividends and other forms of payments - Investment valuation Financial system - Financial intermediaries and Financial Markets - Debt and Equity instruments - Capital markets - Interest rates and financial investments
Stichwörter	Revenue Management, Customer value, Financing decisions, Financial system, Capital budgeting
Empfohlene Voraussetzungen	
Propädeutische Lehrveranstaltungen	
Unterrichtsform	In-person (module 1) and on-line teaching (module 2)
Anwesenheitspflicht	-
Spezifische Bildungsziele und erwartete	INTENDED LEARNING OUTCOMES (ILO)

Lernergebnisse	ILO 1: KNOWLEDGE AND UNDERSTANDING ILO 1.1 The student acquires specific competences and skills to deal with management issues from the perspective of the management of tourism enterprises, the development and promotion of tourism destinations and the planning and management of integrated tourism systems and individual services in strategic, organisational and administrative terms with an international and intercultural perspective. ILO 2: ABILITY TO APPLY KNOWLEDGE AND UNDERSTANDING ILO 2.1 The student/undergraduate acquires the ability to understand and analyse the problems characterising the tourism sector through the application of theories and models and the adoption of appropriate tools for the management of tourism enterprises. ILO 2.2 The student/undergraduate acquires the ability to use models for the analysis of the tourism market. ILO 2.3 The student also acquires skills in accounting and project financing for business development. ILO 3: AUTONOMY OF JUDGEMENT ILO 3.1 Acquire the ability to select data and use appropriate information to describe a problem concerning the management of tourism businesses as well as tourism associations and destinations ILO 4: COMUNICATION SKILLS ILO 4.1 The Master's degree graduate will be able to communicate effectively in oral and written form the specialised content of the individual disciplines, using different registers depending on the recipients and the communicative and didactic purposes, and to evaluate the formative effects of his/her communication. Written and oral communication skills are particularly developed in the training activities carried out for the preparation of the Master's thesis, in the discussion of business cases and in interactive lectures involving group discussions and the comparison of individual analyses. ILO 5. LEARNING SKILLS ILO 5.1 To identify thematic connections and to establish relationships between different cases and contexts of analysis

	ILO 5.2 To frame a new problem systematically and generate appropriate taxonomies. ILO 5.3 To develop general models from the phenomena studied.
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	
Art der Prüfung	Module 1 For attending students: • Presentation of business cases in small groups (weight 40%) (ILO1, ILO 2.1, ILO3, ILO4, ILO 5.1, ILO 5.2) • Written exam (combination of multiple choice questions and exercises, weight 60%) (ILO1, ILO 2.1, ILO 2.2, ILO3, ILO 5.2) Note: The grade obtained in the presentation of the business case is valid for 1 academic year and cannot be carried over beyond that time-frame. For non-attending students: Written Exam (combination of multiple choice questions and exercises, weight 100%) (ILO1, ILO 2.1, ILO 2.2, ILO3, ILO4, 5.1, ILO 5.2) Module 2 Written exam (weight 100%). Individual written test that consists of both financial theory questions and practical exercises. Treatment of attending and non-attending students for assessment is alike. (ILO1, ILO 2.1, ILO 2.2, , ILO 2.3, ILO3, ILO4, ILO 5.2, 5.3) Final Grade The final grade is established by assigning 50% of the overall assessment to modules M1 and M2, respectively. Students must receive a positive assessment for both modules to have a passing grade in the course.
Bewertungskriterien	The assessments are intended to assess how well students understood the material covered throughout the course and the links among the various topics. In the business cases, students must prove their ability to search for relevant economic information that apply to specific business

	problems and provide managerial recommendations to address them. Class presentations allow the discussion of the solutions suggested in an interactive way. In the final written exam, students must demonstrate their understanding of the concepts and use of proper technical language: clarity in exam execution and quality of the written output are essential.
Pflichtliteratur	The detailed list of required course readings and learning material is announced by the beginning of the course.
Weiterführende Literatur	
Weitere Informationen	
Ziele für nachhaltige Entwicklung (SDGs)	Industrie, Innovation und Infrastruktur

Kursmodul

Titel des Bestandteils der Lehrveranstaltung	M-1 Revenue Management und Kundenprofitabilität
Code der Lehrveranstaltung	31009A
Wissenschaftlich-disziplinärer Bereich	ECON-06/A
Sprache	Italienisch
Dozenten/Dozentinnen	Dr. Francesco Reggiani, Francesco.Reggiani@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/48024
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Erstes Semester
KP	6
Verantwortliche/r Dozent/in	
Vorlesungsstunden	36
Laboratoriumsstunden	-
Stunden für individuelles Studium	-

Vorgesehene Sprechzeiten	18
Inhaltsangabe	The course aims to equip learners with the knowledge and tools necessary to understand the fundamental techniques of revenue management, such as the Littlewood rule and its extensions to multiple fare classes, and to comprehensively assess customer profitability in the tourism industry.
Themen der Lehrveranstaltung	
Unterrichtsform	In-person teaching
Pflichtliteratur	The detailed list of required course readings and learning material is announced by the beginning of the course.
Weiterführende Literatur	

Kursmodul

Titel des Bestandteils der Lehrveranstaltung	M-2 Finanzwirtschaft für Tourismusunternehmen
Code der Lehrveranstaltung	31009B
Wissenschaftlich-disziplinärer Bereich	ECON-09/A
Sprache	Italienisch
Dozenten/Dozentinnen	Dr. Francesco Reggiani, Francesco.Reggiani@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/48024
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Zweites Semester
KP	6
Verantwortliche/r Dozent/in	
Vorlesungsstunden	36
Laboratoriumsstunden	-
Stunden für individuelles Studium	-
Vorgesehene Sprechzeiten	18

Inhaltsangabe	The course is designed to provide both theoretical and practical knowledge of key corporate finance topics—including financial structure, debt and equity securities, and investment analysis—as well as themes related to financial intermediation, such as the financial system, intermediaries, markets, interest rates, and other essential financial indicators.
Themen der Lehrveranstaltung	
Unterrichtsform	On-line teaching
Pflichtliteratur	The detailed list of required course readings and learning material is announced by the beginning of the course.
Weiterführende Literatur	