Syllabus

Course Description

Course Title	Revenue Management and Corporate Finance in Tourism
Course Code	31009
Course Title Additional	
Scientific-Disciplinary Sector	NN
Language	Italian
Degree Course	Master in Tourism Management
Other Degree Courses (Loaned)	
Lecturers	Dr. Francesco Reggiani, Francesco.Reggiani@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/48024
Teaching Assistant	
Semester	All semesters
Course Year/s	2
CP	12
Teaching Hours	72 (36 M-1 + 36 M-2), M-2 online
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	36 (18 M-1 + 18 M-2), M-2 online
Contents Summary	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.
Course Topics	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
Keywords	Revenue Management, Customer value, Financing decisions, Financial system, Capital budgeting
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	In-person (module 1) and on-line teaching (module 2)
Mandatory Attendance	-
Specific Educational Objectives and Learning Outcomes	INTENDED LEARNING OUTCOMES (ILO) 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.
Specific Educational Objectives and Learning Outcomes (additional info.)	

Assessment	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.
Evaluation Criteria	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.

Required Readings	The detailed list of required course readings and learning material is announced by the beginning of the course.
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	Industry, innovation and infrastructure

Course Module

Course Constituent Title	M-1 Revenue Management and Customer Profitability
Course Code	31009A
Scientific-Disciplinary Sector	ECON-06/A
Language	Italian
Lecturers	Dr. Francesco Reggiani, Francesco.Reggiani@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/48024
Teaching Assistant	
Semester	First semester
CP	6
Responsible Lecturer	
Teaching Hours	36
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18
Contents Summary	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.
Course Topics	
Teaching Format	In-person teaching
Required Readings	The detailed list of required course readings and learning material is announced by the beginning of the course.

Supplementary Readings	

Course Module

Course Constituent Title	M-2 Corporate Finance for Tourism Businesses
Course Code	31009B
Scientific-Disciplinary Sector	ECON-09/A
Language	Italian
Lecturers	Dr. Francesco Reggiani, Francesco.Reggiani@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/48024
Teaching Assistant	
Semester	Second semester
CP	6
Responsible Lecturer	
Teaching Hours	36
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18
Contents Summary	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.
Course Topics	
Teaching Format	On-line teaching
Required Readings	The detailed list of required course readings and learning material is announced by the beginning of the course.
Supplementary Readings	