

**Form (H)**  
**Short course description**

Course title: <a href="#">Prices and Revenue Management</a>	Course number and code: <a href="#">OPER 492</a>
Previous course requirement: <a href="#">OPER 331</a>	Language of the course: <a href="#">English</a>
Course level: <a href="#">Level 7 / Fourth Year</a>	Effective hours: <a href="#">3 (2 + 2 + 0)</a>

**Course description**

[Pricing and revenue management concepts. Basic price optimization. Price differentiation. Pricing with constrained supply. Revenue management. Capacity allocation. Network management. Overbooking. Markdown management. Customized pricing.](#)

**Course objectives**

[To demonstrate how the core OR tools \(stochastic modeling, optimization, data analytics\) come together in various pricing and revenue management problems.](#)

[Be able to formulate and solve pricing and revenue optimization decisions as constrained optimization problems at the level necessary to estimate potential benefits.](#)

[Understand key concepts including the impact of constrained capacity, opportunity costs, customer response, demand uncertainty, and market segmentation.](#)

Learning outcomes (understanding, knowledge, and intellectual and scientific skills)  
After studying this course, the student is expected to be able to:

[Describing the components of revenue management and pricing.](#)

[Knowing how to formulate and solve pricing and revenue optimization problems.](#)

[Evaluating historical price/demand data using statistical and OR methods so as to identify distinct customer segments and target them with the right product at the right time and at the right price.](#)

[Identifying and exploiting opportunities for revenue optimization in different business contexts.](#)

**Textbook adopted and supporting references**

Title of the book	Author's name	Publisher's name	Date of publication
<a href="#">Pricing and Revenue Optimization</a>	<a href="#">Robert Phillips</a>	<a href="#">Stanford University Press</a>	<a href="#">2005</a>
<a href="#">Revenue Management: Hardcore Tactics for Market Domination</a>	<a href="#">Robert Cross</a>	<a href="#">Crown Business</a>	<a href="#">2011</a>