

NATIONAL UNIVERSITY OF SINGAPORE BUSINESS SCHOOL

DBA3712 Dynamic Pricing and Revenue Management

Instructor: Professor Sheryl Kimes, BIZ2 #3-36, sherrickimes@nus.edu.sg

Revenue management is a method for profitably managing capacity. Many capacity-constrained industries practice some sort of revenue management and there is a shortage of qualified personnel to assist them with their revenue management endeavors. The intent of this course is to help you learn how to effectively implement commonly used revenue management techniques in multiple industries. Emphasis will be placed on the applied integration of techniques, information technology, pricing, consumer psychology and management.

This class will be run as a seminar. As such, you are expected to come to class prepared to discuss the material. We will be using a combination of lectures, discussion, guest speakers, class exercises, videos and computer exercises to enhance your understanding of revenue management.

Required Class Material: *(Most will be posted on LumiNUS)*

- Readings
- Lecture notes
- Videos

Grading System

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| • Case analyses/homework | 25% |
| • Quizzes | 15% |
| • Final group project | 30% |
| • Interim projects | 20% |
| • Participation | 10% |