



Fall Semester 2019 (September - December)

External Lecturer(s) (m/f)

“Revenue Management and Distribution”

Study Program: BBA in Tourism and Hospitality Management
BBA in Tourism, Hotel Management and Operations

Course Type: Seminar (SE)

Hours: 14 x 4 Teaching Units (2 Groups)

Course Objectives: The aim of this course is to expose students to the essential principles and elements of revenue management as it relates also to pricing and distribution. Focus should be given to the conditions that are necessary to implement revenue management and the processes that need to be planned and executed to make it reach its goals.

Course content includes, but is not limited to:

- Introduction to Revenue Management
- Pricing and RM
- RM evolution and its use
- Fundamental concepts and principles
- RM practices and implication (i.e. overbooking)
- RM and distribution
- RM Implementation
- ICT aspects of RM

Requirements

- Master or diploma (Magister) degree in the field of social sciences and/or business administration from an accredited post-secondary educational institution
- Excellent written and spoken English (IELTS Score of 7.0 or equivalent - German is not a requirement as English is the working language)
- A proven track record of teaching this or similar subjects at an accredited post-secondary educational institution

MODUL University requires successful candidates to

- Contribute to the ongoing development of the course by means of quality management tools.
- Apply innovative pedagogical methods in the classroom to facilitate learning for students with diverse backgrounds.
- Transport the university's values of education into the classroom.

Remuneration for this position lays at €127 per unit before tax. Additional information on the study programs can be found [online](#). For questions related to this position, please contact the Dean of the Undergraduate School, PD Marion Garaus PhD (marion.garaus@modul.ac.at).

Please send your application including cover letter and curriculum vitae to PD Marion Garaus PhD marion.garaus@modul.ac.at (in English, preferably as a single PDF file not exceeding 8 MB).

MODUL University Vienna is an international private university owned by the Vienna Chamber of Commerce and Industry, the largest provider of private education in Austria. The university campus is located on Kahlenberg, a scenic hill with a spectacular view of the capital of Austria.

Since 2007, MODUL University Vienna has been offering cutting-edge education (BBA, BSc, MSc, MBA and PhD study programs) in the areas of international management, new media technology, public governance, sustain- able development, and tourism and hospitality management.

We offer

-  Professional work environment
-  International team
-  Training opportunities

