



HOSPA

Hospitality Finance, Revenue and IT Professionals
Professional Development

**REVENUE MANAGEMENT
EDUCATION PROGRAMME**

COURSE INFORMATION

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Introduction to the Revenue Management programme

The HOSPA Revenue Management programme is a flexible online series of courses aimed at developing hospitality Revenue Management professionals who wish to expand their knowledge of the tools and techniques used in this field.

The course will help you to develop your career in this exciting discipline by providing you with the practical skills and knowledge required to manage the Revenue Management function in hospitality. There are three Levels available, Introductory, Operational and Strategic. Completion of all three Levels leads to Certified Associate member of HOSPA.

The Revenue Management programme is for hospitality Revenue Management professionals who are seeking to:

- Develop the skills and knowledge required to manage hospitality Revenue Management divisions of the future
- Gain a more detailed understanding of the Revenue Management function of a hospitality organisation.

There are no formal qualifications for enrolment, we simply ask that applicants are preferably working in a Revenue Management or related role in a hospitality organisation.

Exemptions

Some qualifications lead to exemption from one or more Levels of the HOSPA Revenue Management Programme. Please ask when you apply.

Who it's recognised by

The People 1st Quality Mark recognises and celebrates training programmes across hospitality, travel and tourism, passenger transport and retail industries that maximise individuals' development opportunities and help raise standards across the sector.



Course Structure

The Revenue Management programme is studied in 3 Levels, each taking 5 months to complete. Each Level consists of between two and four Modules of study and an examination. Studying in your own time but working to our timetable, you are required to submit coursework assignments and pass an examination for Levels 1 and 2. The examinations are taken towards the end of each Level in January and July each year. Level 3 is assessed through coursework assignments only.

The course starts twice each year – in March and September. For example, learners starting on Level 1 in March will submit coursework assignments for Modules 1, 2, 3 and 4 in April, June, July and August respectively and sit the exam in July. You will then go on to study Level 2 in September and Level 3 the following March.

What you'll study

Level 1: Introduction to Revenue Management

Level 2: Operational Revenue Management

Level 3: Strategic Revenue Management

To view the detailed syllabus of all three Levels, please view the Revenue Management course brochure.

Price and what's included

The course costs £820 (plus VAT) per Level, **this includes everything you will need for your studies including all study materials, textbooks, tutor support, online resources, revision papers, examinations and membership with HOSPA** for the duration of your study.

Additionally, learners and HOSPA members have free access to EBSCO Publishing's online database Business Source™ Corporate which provides full text articles from over 2,700 quality business journals covering a range of management topics including marketing, business and operations. Full details of how to log-in and search for journals and articles is provided for all learners.



Learners also have free access to current and past copies of the online Journal of Revenue & Pricing Management, via the members' website.

Additional resources are also uploaded to our "online classroom". The online classroom is a forum for learners to communicate with other learners on their course and with their tutors. Learners can post questions as well as view useful documents to help with their studies – such as revision papers and copies of current articles and features.

In addition you will also benefit from:

- Access to an exclusive members' area of the HOSPA website at www.hospa.org
- Access to an exclusive members only jobs board
- A free monthly copy of The Overview, our membership journal
- Members' pricing to attend HOSPACE, our annual conference and exhibition
- Associate (Cert) Membership of HOSPA on successful completion of all the modules
- Improved career progression and earning potential
- Networking opportunities through members' meetings and online discussion forums
- Demonstration of you and your employer's commitment to your ongoing professional development.

On successful completion of all 3 Levels, you will be awarded Certified Associate membership status of HOSPA and will be able to use the letters AHOSPA Cert RM after your name.

The Revenue Management programmes can benefit employers too:

- Through employee training, businesses could benefit from improved employee retention levels, better succession planning, reduced recruitment costs and a more motivated workforce
- The course provides access to the latest thinking in Revenue Management for the hospitality industry

How to Apply

To enrol for the Revenue Management programme, please go to www.hospa.org/education/education-programmes/enrol or complete the programme application form and return by email to education@hospa.org

What happens when I start?

When you first enrol with HOSPA you will be sent your unique membership number and log-in details to the members' website and the online classroom. You will be able to access the "Welcome Area" of the online classroom, prior to the course going live, so that you can familiarise yourself with the classroom, carry out some preliminary exercises and tasks, and chat with other learners enrolling with you.

At the beginning of the course, in March or September, learners are sent their course pack which includes their study materials, textbooks, assignments and handbook for their particular Level of study.

Contact

If you require further information regarding the Revenue Management programme, please contact the education team on +44 (0)1202 889430 or email education@hospa.org.



Learner prize winners at the HOSPA Annual Awards Ceremony 2015 with the Course Tutor, Debra Adams (far right)

HOSPA Alumni Reviews

"I thoroughly enjoyed the challenge of working with the Regional Director of Revenue Management in positioning the hotel's rates ready for opening, and as a result of this sought a revenue management course that would give me the opportunity to get a better understanding of the discipline. I felt that the HOSPA Revenue Management Education Programme would be the perfect way to study whilst working full time. I have been able to apply my learning to my current role, and look forward to the opportunity of applying revenue management practices to the conference and events side of the business, measuring RevPAS, and Function Room Occupancy, to allow for improved forecasting and to measure profitability."

Rosalyn Qemalja,

"I've learnt that the best KPI to view your performance is not RevPar its GOPPAR!"

Pankaj Khanna,
Value Centre general Manager
Thistle London Heathrow T5

"I am pulling ideas from the course that are helping input knowledge into my team as there are some great examples of why we need to do things a certain way and by seeing it in practice it helps with the understanding"

Zena Carter,
Revenue Manager

"This course gave me the necessary understanding of Revenue Management and I strongly believe that it will be a valued stepping stone for my career"

Marisa Palmero,
Cluster Revenue Executive
Malmaison & Hotel du Vin

"PH Hotels training strategy supports the development of colleagues at all Levels of the business, we aim to provide our colleagues with the appropriate skills and knowledge to achieve excellence in their role. HOSPA is our preferred training provider as they provide us with professional training and qualifications to support our in house training. Finance and Revenue management are essential disciplines to a successful business and PH Hotels recognise by investing in our teams there are tremendous benefits for both our business and our colleagues by way of professional career development and progression and colleague engagement"

**HOSPA Commitment to Professional Development Award 2015 - Gail Hunter, Group HR Director,
Principal Hayley Hotels**

Visit <http://www.hospa.org/en/education/careers/learner-profiles/> to read some of our graduate profiles to see how the HOSPA Revenue Management programme has helped career aspirations in the past.

FAQS

1. If I complete all three Levels what does this lead to?

On successful completion of all three Levels, you will be awarded Certified Associate RM membership status of HOSPA and will be able to use the letters AHOSPA Cert RM after your name.

2. How long does it take to complete the course?

There are three Levels to the course, each taking six months to complete.

3. How is the course structured?

Each Level consists of two to four Modules of study, coursework assignments and, for Levels 1 & 2, an examination. Level 3 is assessed by course work assignments only (no examination). The number of assignments varies from Level to Level. The examinations are taken towards the end of each Level in January and July each year.

4. When does the course start?

The course starts twice each year – in March and September. For example, learners starting on Level 1 in March will submit assignments for Modules 1, 2, 3 and 4 in April, June, July and August respectively and sit the exam in July. They can then go on to study Level 2 in September and Level 3 the following March.

5. I have studied some aspects of Revenue Management before, does that mean I can go straight in at Level 2 or 3?

Yes, the course has been set-up so that you are able to go in at any Level; we will need to ensure if you start at Level 2 & 3 you have the appropriate experience and/or qualifications. Please get in touch with us so we can review your experience/qualifications or submit your full CV with your application.

6. How many hours per study should I be doing?

This depends on the individual, but on average you should allow 4 to 6 hours of study per week.

7. What materials and resources are available to Learners?

At the beginning of the course, learners are sent their course pack which includes their study materials, assignments and handbook for their particular Level of study.

Inside the pack, along with the study materials, is a Recommended Reading List, together with some suggested articles to extend your reading. Most of these are available from Amazon online – either new or used – or you might find some on Ebay. Local bookshops may need to order these especially for you.

Additionally, learners and HOSPA members have free access to EBSCO Publishing's online database Business Source™ Corporate which provides full text articles from over 2,700 quality business journals covering management, economics, finance, accounting, international business and much more. Full details of how to log-in and search for journals and articles is provided for all learners.

All HOSPA learners have complimentary access to the ejournal – Revenue & Pricing Management

Additional resources are also uploaded to our “online classroom” ~ a virtual meeting point for all learners to chat online, discuss assignments with tutors and download interesting articles and revision papers.

8. What is the online classroom for?

The online classroom is a forum for learners to communicate with other learners on their course and with their tutors. Learners can post questions as well as view useful documents to help with their studies – such as revision papers and copies of useful articles and features.

9. What recognition do I receive for completing each Level?

On successful completion of each Level you receive a certificate recording your result – either Pass, Merit or Distinction.

The programme is also awarded with the Quality Mark from People 1st - the skills and workforce development charity for employers in the hospitality, tourism, leisure, travel, passenger transport and retail industries. The award is based on a thorough review of the design and content of training programmes, taking into account how they will help individuals contribute to the overall improvement of the sector’s skills and standards.

10. How do I get help from a tutor?

A tutor is assigned to each Level of study and can be contacted by posting a message on the online classroom.

11. What happens if I can’t meet an assignment deadline?

We appreciate that it is not always possible to stick rigidly to the submission deadlines. If you think you do not have sufficient time to complete your assignment on time, contact the Course Tutor so that a new submission date can be agreed. Provided you do this, you will not be penalised in your marks.

12. What happens if I don’t manage a Pass or above in one of my assignments?

Depending on the circumstances, the Board of Examiners will determine what next steps are required.

13. Will I be able to continue to the next Level if I don’t pass the examination?

Provided you have passed all the Module assignments you will be allowed to continue on to the next Level of study and will be given the opportunity to re-sit the examination at the next available sitting (either January or July). All examinations must be successfully completed in order to receive Certified Associate membership status.

14. What if I need to take a break in my studies?

It is possible to defer your studies to a new programme start date. All assignment grades achieved to date will be held so will not need to be repeated. There is a small deferral fee to cover administration costs.

15. What is your cancellation policy?

All payments must be received prior to the course commencing. Refunds cannot be made once a course commences.

For further information about the course please contact:

education@hospa.org

Tel 01202 889 430 or

click to: <http://hospa.org/en/education/rm/>