



**TALENT HUB FOR SUPPLY CHAIN**  
Zaragoza Logistics Center

April 2017

17 | 18 | 19 | 20

# REVENUE MANAGEMENT COURSE

## Description

Maximizing profits through managing sales of perishable goods is of grave importance for many firms to survive in competitive markets. In this course, the students will be introduced to “Revenue/Yield Management” concepts. The course content will be based on both theory and applications in industry. Specifically, tools such as pricing, capacity allocation, price discrimination, and overbooking will be discussed in more detail that enable companies to employ the best revenue management strategies.

## Requirements

Basic concepts of Calculus, Probability Theory and Statistics, Linear/Integer Programming, Excel Spreadsheet Modeling.

## Reading Materials

- Pricing and Revenue Optimization by Robert Phillips – Stanford University Press
- The Theory and Practice of Revenue Management by Kalyan T. Talluri and Garrett J. Van Ryzin - Springer

## Schedule

### Session 1

Introduction to revenue management

### Session 2 & 3

Demand and price, Willingness to Pay, RM by experience. Estimating true demand

### Session 4 & 5

Capacity Allocation: Littlewood's Rule, Allocation with Multiple Classes, EMSR Heuristics, Dependent Demand Models, Overbooking. Network Management

### Session 6, 7 & 8

Pricing: Dynamic Pricing, Markdown Management. RM Implementation Guidelines, Applications from Industry

April 2017						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30



**8 sessions**  
of 1.5 h.

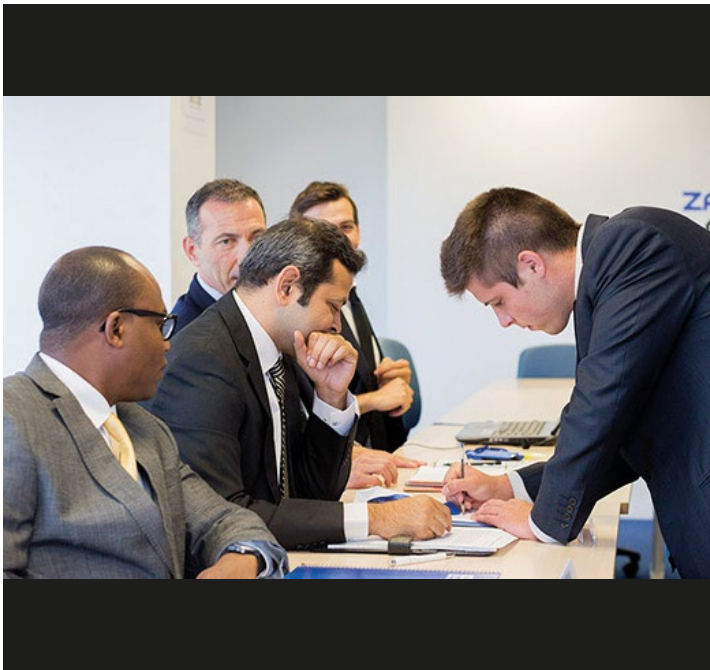
## Bio

*Dr. Mustafa Çagri Gürbüz*

Mustafa Çagri Gürbüz is Professor of Supply Chain Management at the MIT-Zaragoza International Logistics Program. He is also a Research Associate at the MIT Center for Transportation and Logistics.

He completed his PhD at the Department of Management Science at the University of Washington in July 2006. He earned his BS and MS degrees from the Department of Industrial Engineering at Bilkent University, Turkey in 1999 and 2001, respectively.

His main research interests are inventory and supply chain management, optimizing distribution systems, contracts, and modeling operations systems. Mr. Gurbuz has been a consultant to AT&T Wireless, AREX, and RENFE. He has also published in journals such as Management Science and Operations Research Letters.



## About MIT Zaragoza Master of Engineering in Logistics and Supply Chain Management (ZLOG)

The MIT Zaragoza Master of Engineering in Logistics and Supply Chain Management (ZLOG) offers the unique combination of a worldclass supply chain degree taught in a truly global setting. Created in 2004 in collaboration with the leading university in the field, the Massachusetts Institute of Technology (MIT), this program prepares students to make an impact on a wide range of industries worldwide. This course is being offered as part of the ZLOG program.

## General Information

### HOW TO APPLY

Submit a current resume and a statement of interest.

### REGISTRATION FEE: 1.040 €

This fee includes tuition and materials. Accommodation must be arranged by the participants individually and is not included in the course fee.

The program is taught entirely in English.

### Deadline for applications:

March 30, 2017

## ZLC (Zaragoza Logistics Center)

ZLC is an international center of excellence for research and education in logistics and supply chain established by the Government of Aragon in Spain in partnership with the Massachusetts Institute of Technology and the University of Zaragoza.

## MIT Global SCALE Network

The MIT Global SCALE (Supply Chain and Logistics Excellence) Network is an international alliance of leading research centers dedicated to the development of supply chain and logistic excellence through innovation.



## CONTACT INFORMATION

### Admissions Office

Edificio Náyade 5  
C/Bari 55 – PLAZA  
50197 Zaragoza, SPAIN  
Phone: +34 976 070 148  
[mromero@zlc.edu.es](mailto:mromero@zlc.edu.es)

SCM World

ZLC has been ranked by SCM World's Top 100 University Ranking 2016 as

#1 in Spain  
#4 in Europe