INTRODUCTION TO RESTAURANT REVENUE MANAGEMENT

Course Focus

This course demonstrates that, by manipulating meal duration and price, restaurant managers can maximize revenue using the restaurant revenue management approach. Learn the key concepts of revenue management, and find out how others have implemented this approach successfully, increasing revenue from two to five percent.

Who Should Take this Course?

This course is designed for Foodservice managers who need to learn the key concepts of the restaurant revenue management approach.

Course Benefits

After completing this course, participants will be able to:

- Develop detailed recommendations for improving revenue
- Implement strategies to increase hot, warm, and cold revenue periods
- Analyze the potential return on investment associated with implementing restaurant revenue management strategies
- Measure the improvement associated with implementation of strategies developed using restaurant revenue management

Course Topics

In this course, you learn to view the restaurant's revenue capability using the concept of “revenue per available seat hour” and you learn how to calculate this value. You discover the value of identifying hot, warm, and cold revenue periods and learn how to maximize revenue in each. You are introduced to the five steps in the revenue management process and discover the conditions necessary for the successful implementation of the revenue management approach.

Pricing & Registration

The online course price is US$769. Register online at:

hotelschool.cornell.edu/executeonline
Course Format

Our online courses take a problem-based approach to learning, and we build each course around realistic case studies and scenarios. All courses are self-paced, and are managed by an online facilitator who leads the online discussions and is available to answer any questions about the course content. You will have a 2-week instructional period at the beginning of the course within which you will complete the required elements of the course. You will have access to the course content for one additional week following the instructional period.

Number of Hours to Complete Course: 6

This course is part of an online certificate:
- Certificate in Foodservice Management
- Certificate in Hospitality Management
- Certificate in Restaurant Revenue Management
- Master Certificate in Foodservice Management

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