

MAHATMA GANDHI UNIVERSITY
SCHOOL OF TOURISM STUDIES

Value Added Programme

TARIFF MANAGEMENT

About the Programme:

This course focuses on innovative tariff approaches which can also be used as a regulatory tool, allowing participants to learn how to work within the regulatory environment, such as refining price modelling and monitoring strategies. Participants will gain a good knowledge of the function tariffs play in regulated utilities after attending this session on tariff-setting and methods. The course examines the relationship between the regulatory approach and how tariffs serve as a tool for the authorities to put that regulatory framework into action. Participants will examine cost recovery needs, service quality challenges, and tariff rate methods in a variety of marketplaces and sectors, including hotels, airlines, restaurants, and so on.

Learning Outcomes

Through successful completion of this course, participants will be able to:

- Analyze to establish a revenue demand and translate it into a tariff structure.
- Apply data analysis and structures, as well as the relationships between data sets.
- Design to apply descriptive, predictive, and prescriptive analytics to make data-driven choices in real time.
- Prove a working knowledge of the tools and techniques used in Data Science.
- Determine the regulator's role, techniques, and connections with service providers in the tariff-setting process.

TARGET : 1&2 Year MTTM students

Module 1. (Tariff Management)

Tariff Management-Cost Rates-Tariffs-The basics of pricing-cost allocation and tariff structure design-market power and competition- Dynamic pricing automation-revenue optimizing system (ROS)- performance of tariff method-tariff principles and applicability-

Module 2 (Tariff Regulations)

Tariff Regulations-Regulatory objectives- framework and overview of the tariff approval process-regulatory decision making-quality of decision making- yield management- Effective steps for tariff designing- Tariff setting objectives-tariff setting methodologies-alternative rate making mechanism-

Module 3 (Data Mining and Data Analytics)

Modern demanding-Big data analytics-Internet click stream data-web server logs-cloud applications-mobile applications-Social media content-Machine data capturing-data warehouse-Artificial intelligence and data science strategy-live metrics and real time data analytics-Data strategy and Governance-Data mining techniques-Data mining tools-text mining- market basket analysis

Module 4

Exercise 1: Big data analytics and warehousing imagination of world leading E-commerce companies.

Exercise 2: Discuss the influence of big data analytics engines for large scale data processing.

Case Study: “There are two transformative elements for modern-day retail. The first is you have to create a customer experience in your brick-and-mortar store to make it a destination. And you have to extend that experience to a digital customer relationship. And if you fail to do both of those, you will struggle.” –(Kevin Johnson, CEO, Starbucks). Starbucks Corporation is an American multinational chain of coffeehouses and roaster reserves that has its headquarters in Seattle, Washington. It is the largest coffeehouse chain in the world. As of September 2020, the company had 32,660 stores in 83 countries, including 16,637 company-operated stores and 16,023 licensed stores.

In the present scenario talk about Starbucks have a better understanding of its growth and market position and the organization uses Big Data to better serve its consumers. Discuss about the big data application of Starbucks in their success.

References

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SCHEME

Number of Instructional hours	: 30 Hours
Duration of the Programme	: January – February
Credits	: Non credit programme
Pedagogy	: Hybrid

ASSESSMENT

Continuous evaluation	: 10 marks
Summative assessment	: 40 marks
Total	: 50 Marks

Question Paper Pattern

Paragraph	5 x 3 = 15 Marks	(4 to choose)
Short Answer	3 x 5 = 15 Marks	(7 to choose)
Objective	1 x 10 = 10 Marks	(no choice)

Duration of the Examination: 1 hour

PASS CRITERIA

Students should have at least 75% attendance and must have secured at least 50% marks.

CERTIFICATE

Successful candidates will be awarded a certificate issued from the school of Tourism Studies Mahatma Gandhi University