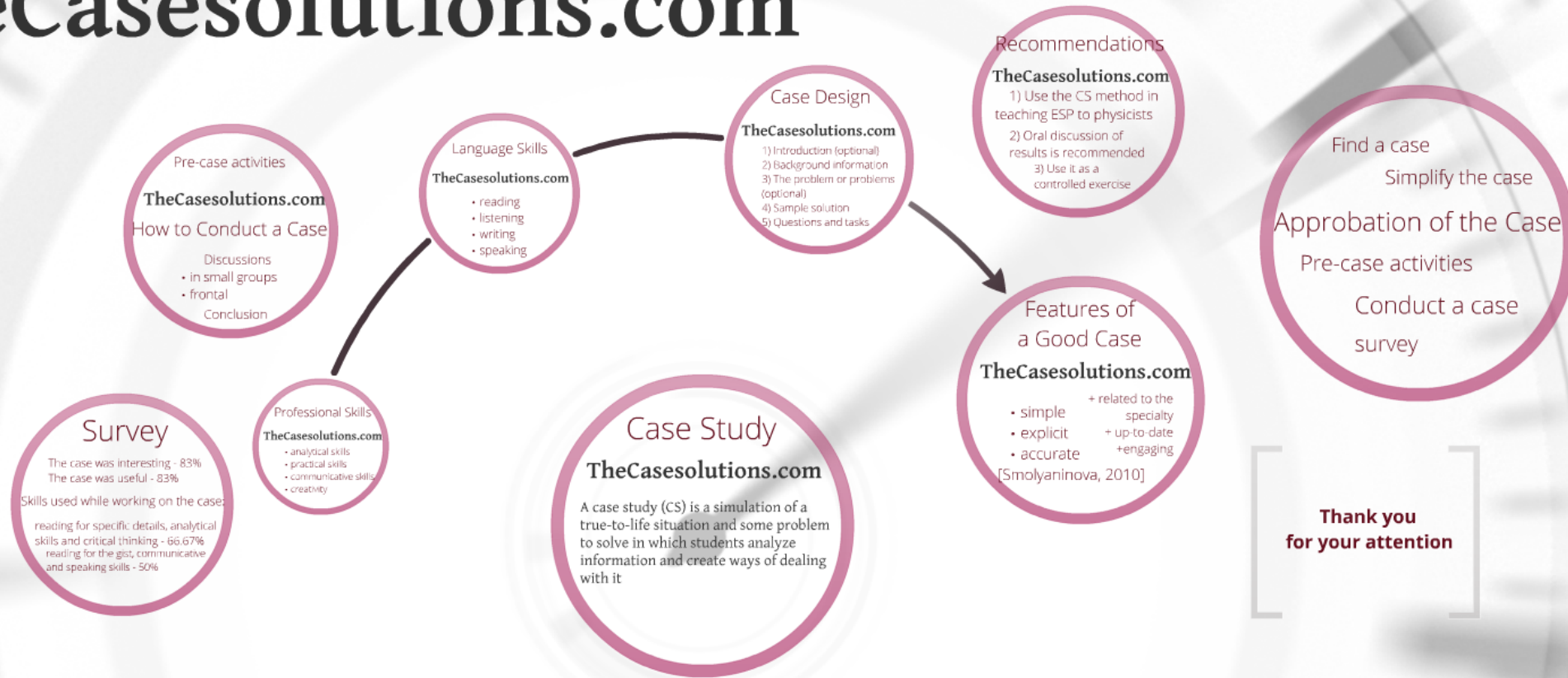
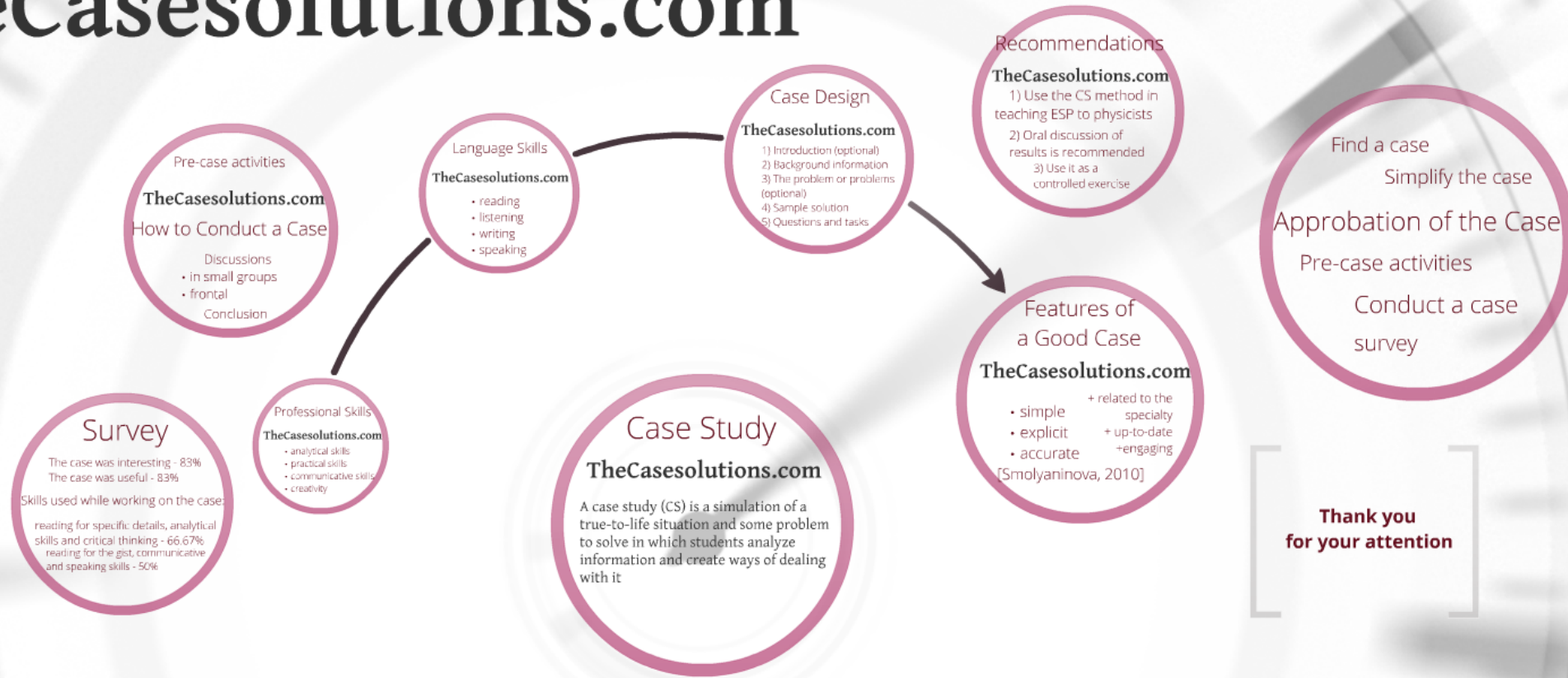


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Note on Quantity Based Revenue Management: The Single Resource Case

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Note on Quantity Based Revenue Management: The Single Resource Case

Case Study

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A case study (CS) is a simulation of a true-to-life situation and some problem to solve in which students analyze information and create ways of dealing with it

Professional Skills

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- analytical skills
- practical skills
- communicative skills
- creativity

Language Skills

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- reading
- listening
- writing
- speaking



Features of a Good Case

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- simple + related to the specialty
- explicit + up-to-date
- accurate + engaging

[Smolyaninova, 2010]

Case Design

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- 1) Introduction (optional)
- 2) Background information
- 3) The problem or problems (optional)
- 4) Sample solution
- 5) Questions and tasks

Recommendations

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- 1) Use the CS method in teaching ESP to physicists
- 2) Oral discussion of results is recommended
- 3) Use it as a controlled exercise

Pre-case activities

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How to Conduct a Case

Discussions

- in small groups
- frontal

Conclusion