

**Indian Institute of Technology, Kanpur**

**Proposal for a New Course**

1. Course No: DMSxxx
2. Course Title: Pricing Theory
3. Units: 3-0-0-0 [5] Duration of Course: Modular
4. Proposing Department: Management Sciences
5. Proposing Instructor(s): Vinay Ramani  
Other faculty members interested in teaching the proposed course: Sri Vanamalla V

6. Course Description:

Pricing is one of the most important decisions for a firm. This course aims to provide a rigorous foundation for the strategic and tactical pricing practices adopted by firms. We will approach the course from both a theoretical and applied perspective. On the theory side we will use various analytical models and conceptual framework for formulating pricing strategies. On the application side we will discuss actual pricing strategies undertaken by firms.

7. Learning Objectives: On completion of this course, participants will

- (i) Gain a better understanding of pricing practices in various industries
- (ii) Learn frameworks for pricing decisions
- (iii) Attain a strong foundation for better understanding of revenue management practices

8. Course Contents (*preferably in the form of 5 to 10 broad titles*):

Sl. No	Broad Title	Topics	No. Of Lectures
1	Basic concepts of pricing	pricing for single market, multiple markets	2
2	Non-linear pricing	price discrimination, bundling, tying, gray markets	3
3	Common pricing methods	cost plus pricing, value-based pricing	2-3
4	Pricing and Competition	pricing dilemma, differentiation, pricing and entry	3
5	Auctions	Benchmark cases: Sealed Bid second price, Sealed bid first price, Special topics: heterogeneous bidders	4

9. Textbook:

*Principles of Pricing: An Analytical Approach* (Cambridge University Press) – Rakesh V Vohra,  
Lakshman Krishnamurti.

This is the main textbook for the course. We will also draw some material from the text "*How to Price*" by Oz Shy (Cambridge University Press) .

Dated: 22/7/2024 Proposer: Vinay Ramani

Dated: 22/07/2024 DPGC Convener: 

**The course is approved / not approved**

**Chairman, SUGC/SPGC**

**Dated:** \_\_\_\_\_