

As Per NEP 2020

University of Mumbai



Syllabus for B.Com. (Transport Management) Basket of OE	
UG First Year	B.Com. (Transport Management)
Semester	II
Title of Paper	Credits 2/ 4
I) Tourism Management	Minor- 2 Credits (SEM II)
II)	
III)	
From the Academic Year	2024-25

OE- TOURSIM MANAGEMENT (2 Credits) SEM- II

Sr. No.	Heading	Particulars
1	Description the course: Including but Not limited to :	Tourism Management (2 Credit) SEM II Tourism management is a multidisciplinary field that encompasses various aspects of travel, hospitality, and leisure industries. This course provides students with a comprehensive understanding of the principles, theories, and practices involved in managing tourism-related businesses and destinations
2	Vertical:	Major/Minor / Open Elective ✓ /Skill Enhancement / Ability Enhancement/Indian Knowledge System (Choose By ✓)
3	Type:	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives (List some of the Course objectives) 1. To introduce students to the fundamental concepts and theories of tourism management. 2. To provide students with knowledge of tour operators and travel agent service. 3. To familiarize students with the different sectors of the tourism industry, including transportation, accommodation, attractions, and destination management. 4. To provide students with practical knowledge and skills through case studies, industry guest lectures, and field trips.	
8	Course Outcomes: (List some of the course outcomes) 1. Imparting basic knowledge about tourism 2. Capacity to manage and developed the places of tourist interest. 3. Ability to organize tourism-related activities. 4. Creation of Employment opportunities management.	

9	Modules I :- Per credit One module can be created	
	Unit I : Tourism Overview (One Credit) 15 lectures Meaning and significance of Tourism, Types of Tourism, Tourists- Characteristics and types, Tourism Products, Tourism Planning.	
	Unit II : Tour Operator and travel Agent Service (One Credit) 15 lectures Definition and Scope, Functions of Travel Agent, The Travel Market, Functions of Travel Agency, Procedure of getting IATA Certificate, Tour Industry- Package Tour, Custom Tour, Arranging Accommodation for the Tourist.	
10	Text Books 1. Vikram Shorti- Tourism Management – Vipul Prakashan 2. Travel and Tourism Management – Sheth Publications 2. KCK Rakesh Kadam : Tourism and Hospitality Management	
11	Reference Books: <ul style="list-style-type: none"> ➤ Aggarwal, A. Travel and Tourism in India. Sublime Publishers ➤ Asif Iqbal Fazili and S. Husain Ashraf: Tourism in India ➤ Bhatia, A K., The Business of Tourism – Concepts and Strategies. Sterling Publishers Private Limited ➤ Bora, Shiela and Bora, M.C: The History of Tourism. ➤ Geeta Varma.: Management of Travel and Tourism. ➤ Gupta, V. K., Tourism in India. Neha Publishers and Distributors ➤ Jayapalan. N., An Introduction to Tourism. Atlantic Publishers. ➤ Mill and Morrison, The Tourism System: An Introductory Text. Prentice Hall. ➤ Mill R.C., Tourism, the International Business, Prentice Hall. New Jersey. ➤ Pran Nath Seth and Sushma Seth Bhat: An introduction to Travel and Tourism. ➤ Swarbrooke, J. Sustainable Tourism Management. CABI Publishers 	
12	Internal Continuous Assessment: 50%	Semester End Examination: 50%
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc. (at least 3)	Quizzes, Class Test, assignment

14

Format of Question Paper: for the final examination**Paper Pattern for 2 Credits:****Semester End Examination: 25 Marks****Time: 1.00 hr****QUESTION PAPER PATTERN**

Question No	Questions	Marks
Q 1	Case Study Analysis	05
Q 2	Answer the Following (Any One) (A) OR (B)	10
Q 2	Answer the Following (Any One) (A) OR (B)	10
TOTAL		25

Note: For Theory Subjects, question per unit may be Sub Divided into 4 marks each from sub modules

Continuous Evaluation: Internal (25 marks)

	Assessment/ Evaluation	Marks
1	Class Test during the lectures. (Physical / Online mode). (Short notes/ MCQ's / Match the Pairs/ Answer in one sentence/ puzzles)	10
2	Participation in Workshop/ Conference/ Seminar/ Case Study/ Field Visit/ Certificate Course. (Physical/online mode)	10
3	Active Attendance & participation	05

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