

**ST. JOSEPH'S COLLEGE OF COMMERCE
(AUTONOMOUS)**



LESSON PLAN

2016-2017 EVEN SEMESTER

B.COM TT

C2 15 AR 403

TRANSPORT MANAGEMENT

PREPARED BY:

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COURSE / SUBJECT OBJECTIVES:

- This Topic gives the student knowledge about the about the air, sea (cruise) and land (Car, Coaches and Rail transportation) industry and its success in selling.
- A Detailed comprehensive overview is taken of Passport and VISA requirements of Various Countries, tax, currency and immigration requirements.

PREPARATION OF LESSON PLAN FRAMEWORK

(Module wise)

UNIT/ SESSION/ HOURS (TIME REQUIRED)	TOPICS FOR STUDENT PREPARATION (INPUT)	PROCEDURE (PROCESS)	LEARNING OUTCOME (OUTPUT)	ASSESSMENT
Module – 1 : An Introduction - Transport Industry 8Hrs	History/Origin of Aviation and other means of transport (Rail, Car, Sea) Industry - Key Historical Milestones - Benefits and Challenges in this profession Various Job Opportunities - How airlines work? - Anatomy of an Airline - Requirements for being an Airline professional Entrepreneurial Competencies.	<ul style="list-style-type: none"> • Lecture with the help of power Point presentation • Discussion 	To understand the importance of: <ul style="list-style-type: none"> • Role of Air Transport in Tourism Sector . • Types of Transports • Anatomy of an Airline - Requirements for being an Airline professional 	Evaluation through assignment and Tests
Module 2 -Air transportation	Passenger Service - Introduction to	<ul style="list-style-type: none"> • Lecture • Case Studies 	To understand the Airport Handling - Procedure at	Evaluation

<p>and Passenger Customer Service.</p> <p>18Hrs</p>	<p>Airport Handling - Definition and Nature Of Work - Procedure at Check-in counters - Segregation of passengers - Floor Walking - Quick check-in procedures - Lounge Management - Customer Assistance at the Airport - Boarding Gate - Manual / Automated check - Baggage Services - Types of Baggage Concept - Excess Baggage check - - - Ramp Service - Co-ordination with various Departments - Loading and Off-Loading - On-Time Performance - Arrivals - Handling Complaints / Queries - Follow-up of Lost/ Damaged Luggage - Basics of Load and Trim - Checklist for Flight Handling.</p>	<ul style="list-style-type: none"> • Discussions 	<p>Check-in counters Importance of Tagging the Baggage</p>	<p>through visit to the airport</p>
<p>Module 3 - The Air and Sea Transportation Industry</p> <p>10Hrs</p>	<p>Air Transport- Industry, Types of Air Craft and features, Terminologies- Introduction- Importance-Processes- Bodies governing Air transport, International Air Transport Regulations-Ancillary Services - Sea Transport- Introduction- Ferries-</p>	<ul style="list-style-type: none"> • Lecture • Discussion • Illustrations 	<p>The student should be able to understand the various Types of Air Craft and features, Terminologies, Processes-Bodies governing Air transport, Ancillary Services - Sea Transport-</p>	<p>Evaluation through assignments and tests</p>

	Types of Cruise - Cruise Industry Structure - Cruise Products - Selling tools Broacher reading - Terms and conditions.			
Module 4 - The Land and Railway Sector 10Hrs	Land Transport Introduction-Road Transportation- Tourist-Car & Camper-Car Rental Industry-Camper Vans Rentals - Buses and Coaches - Rail Transportation- Rail Products- Luxury/ Fast train - European Time Table-Special Trains for Tourist-Car & Camper-Car Rental Industry-Camper Vans Rentals - Buses and Coaches	<ul style="list-style-type: none"> • Lecture • Case Study • Discussion • Illustrations 	To understand Land Transport ,Road Transportation- Tourist- Car & Camper-Car Rental Industry - Buses and Coaches	Evaluation through MCQs, and tests
Module 5 - International Travel Documentatio n 10Hrs	Introduction- Passport-Types- Passport fees-Security features-Penalty on offence-Contents of a Passport, VISA- Definition, Types of VISA- VISA forms- VISA Refusal- VISA Exemptions-VISA Fees , Visa process, application procedure of (USA, Schengan, U.K) Health Documents- Yellow fever- Cholera- International Certificate of	<ul style="list-style-type: none"> • Lecture • Discussion 	To understand the various documents required for international travel	Evaluation through assignments .

	Vaccination- Meningococcal diseases- Miscellaneous Documents- How to obtain Health Documents			
Module 6 – TIMATIC (EBT - CD) 4Hrs	TIMATIC reference for passenger's travel requirement of Passport -Visa - Customs - Currency and Airport Tax.	<ul style="list-style-type: none"> • Lecture • Discussion 	To understand TIMATIC reference for passenger's travel requirement of Passport -Visa - Customs - Currency and Airport Tax.	Evaluation through assignments .

Skill Development:

- Airport field visit.
- To find the carrier and other transport loyalty program, list the participating national carrier program, list different levels, rewards and privileges available in each level.
- Project on various types of railway passes around the world.
- Information on global car rental polices.
- Interview two Airline customer service professional/ Car Rental to determine what they do to get customer satisfaction.

Book for Reference:

- ❖ *Travel and Tourism Management from IATA*
- ❖ *Travel & Tourism management from WTO*
- ❖ *Travel & Tourism management from west wind Aviation Academy, Arizona, USA.*
- ❖ *Chawla, Romila – Transport and Tourism*
- ❖ *Dhar, PremNath – International Tourism*