

AC –

Item No. –

As Per NEP 2020

**Tolani College of
Commerce
(Autonomous)**



**Title of the Course: Commercial Aspects of Transportation
(Semester IV)**

**Programme: Bachelor of Business Administration
(Logistics)**

Syllabus for 2 Credit Course from the Academic Year 2024-2025

Name of the Course: Commercial Aspects of Transportation

Sr. No.	Heading	Particulars
1	<p>Description of the course :</p> <p>Including but not limited to :</p>	<p>This course provides a comprehensive examination of the intricate commercial considerations in freight and passenger transportation. Learners will possess a sophisticated understanding of the multifaceted commercial aspects influencing the dynamics of the transport industry.</p> <p>Principles governing railway freight rates, assess the competitive dynamics between road and rail modes, and cultivate a nuanced perspective on operational feasibility and commercial viability.</p>
2	Vertical :	Major
3	Type :	Theory
4	Credit:	2 credits
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks Continuous Evaluation 20 marks and Semester End Examination 30 marks
7	<p>Course Objectives:</p> <ol style="list-style-type: none"> 1. To highlight a vital part of commercial considerations in providing transport services for Freight and Passengers movement. 2. To describe the importance, need, principles in fixing railway freight rates and evaluate competition rates of Road and Rail mode of transportation. 	
8	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Develop a clear perspective of various commercial aspects in transportation and ability to distinguish between the Operational feasibility of a work and its commercial viability. 2. Know the issues involved in booking and reservation of passengers, various types of costs involved and understand the concept of cost-of-service vs value of service 	

9	Module 1: Foundations and Comparative Analysis of Transportation Commercial Aspects (15 hours)
	<ul style="list-style-type: none"> ▶ Role and importance of Commercial Aspects in transportation. ▶ Evaluation of the relative strengths of rail versus road in terms of commercial viability and operational feasibility ▶ Identification of issues and functions encompassed in commercial aspects, along with the organizational setup to manage them. ▶ Overview of Passenger Services on Indian Railways, covering booking, reservation, and various class services. ▶ Examination of Passenger Services in the Road Sector, considering state-level variations and supplementary services like luggage, parcel, refunds, and catering.
	Module 2: Advanced Aspects in Freight, Pricing, Marketing, and Future Trends in Transportation Commercialization (15 hours)
	<ul style="list-style-type: none"> ▶ Analysis of different components of freight traffic and the booking and delivery processes in railways and roadways. ▶ Consideration of basic factors in pricing and the different types of costs involved in computing transport prices. ▶ Understanding the need for marketing in transportation and the complementary roles of rail and road. ▶ Exploration of incentive schemes, IT-enabled user-friendly solutions for booking, payment, tracking consignments, and passenger movement. ▶ Analysis of future trends, including technology-induced improvements in various aspects of commercial operations.

10	Reference Books: <ul style="list-style-type: none"> ● Course Material Prepared by LSC 		
11	Internal Continuous Assessment: 40%	Semester End Examination: 60%	
12	Continuous Evaluation through: (20 marks)	1) Case Study, Class Presentation and Research Assignments (10 marks) 2) MCQ Based Test (10 marks)	A Learner must be present for each of the sub-component

13	Format of SEE Question Paper: (30 marks)	
	Question No.	Nature of Question
	Q-1	Answer the following: (attempt any 2 of 3) a) b) c)
	Q-2	Answer the following: (attempt any 2 of 3) a) b) c)
Q-3	Answer the following: (attempt any 2 of 4) a) b) c) d)	10 Marks

Signatures of Team Members

Sr.No.	Name	Signature
1.	Ms. Amrita Nambiar	
2.		