

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
THIRD YEAR B.COM. (SEM- VI)
Business Administration
Major (Core Compulsory)
(Syllabus effective from Academic year 2025-26)

Subject Title	Business Administration	
Course Outcome	1. The students will be able to have basic concept of Material Management and characteristics of purchasing system. The aim of this course is to equip students with the knowledge and skills to efficiently plan, procure, store and distribute material within an organization. 2. The students will be able to understand concept of Production Management, Plant Layout, Plant Location and Total Quality management (TQM). The students will recognize the objectives, functions, applications of Production management, Inventory control techniques, Solve routing and scheduling problems, Summarize various aggregate production planning techniques. 3. The most important outcome is the introduction of Travel and Tourism among the learners and to get the knowledge and understanding of the overall phenomena of Travel and Tourism, by defining, understanding meaning, concept and historical developments and introducing various types and forms of Tourism. Tourism management will help them in selecting their area of interest for further studies and job perspective. The students may also get a spark of pursuing of some creative career.	
UNIT NO	CONTENT	WEITAGE
Unit 1	Indian Tourism Management System (1) Introduction to Tourism in India Definition and concepts of tourism Evolution of tourism in India: Ancient to Modern Era Types of tourism: Domestic, Inbound, Outbound, Eco-tourism, Medical tourism, Spiritual tourism, Adventure tourism Significance and impacts of tourism (economic, social, environmental) (2) Indian Tourism Industry Structure and components: Accommodation, Transportation, Attractions, Intermediaries, Support Services Major tourism circuits in India: Ramayan Circuit, Krishna Circuit, Char Dham Circuit, Buddhist Circuit, Desert Circuit, North-East Circuit, Backwaters of Kerala. Challenges and opportunities for Tourism in India. (3) Tourism Planning and Development Tourism planning process in India Promotion of tourism products: fairs, festivals, cultural events. (4) Tourism Policies and Legislation in India National Tourism Policy 2002 and proposed new tourism policy	25%

Unit 2	Material Management	30%
	1. Concept Importance and Scope of Material's Management	
	2. Sound purchasing and purchasing Policies	
	3. Material Handling - Meaning, Definition, Types Role of AI in Material Handling	
	4. Inventory Control: Meaning and Importance	
Unit 3	Production Management	35%
	(1) Meaning and. Scope of production Management and Meaning of productivity.	
	(2) Plant Location	
	(3) Production planning and control	
	(4) Plant Layout - Meaning, Definition Importance of good Layout, Techniques, factors relevant for choice of layout	
	(5) TQM- Meaning, characteristics Importance and methods (Kaizen, Kairyo, Just in time, six sigma, Quality circle, Pareto Analysis, Bench marking.)	
Unit 4	Case Study	10%

REFERENCES:

1. Materials Management- N. K. Nair
2. Hand-book of Business Administration- Edited by Maynard
3. Production Management- H. N. Broom
4. Factory management- K. G. Lockyer
5. Factory management and Business Organisation- A. S. Deshpande
6. Industrial Organisation and Management- Lawrence L. A Bethel, Franklin and Others
7. Business Administration and Factory Management- B. K. Acharya
8. Factory Organisation and Management- S. P. Roy
9. Organisational Behaviour by L. M. Prasad
10. Organisational Behaviour by Stephen Robbins
11. Organisational Behaviour- K. Ashvath Thapa
12. Organisational Behaviour- V. S. P. Rao
13. Plant Layout and Material handling- G. K. Agarwal
14. Plant Layout and Material handling- S. C. Sharma by Khanna Publishers
15. Introduction to Materials management by Stephen Chapman, J. R. Tony Arnold
Ann K Galewood Lloyd M. Cline
16. Introduction to Material handling by Siddhartha Ray
17. Material handling- Principles and Practices by Theodore H. Allegri
18. Bhatia, A.K. – Tourism Development: Principles and Practices
19. Sterling Publishers Pvt. Ltd.
A comprehensive guide to Indian tourism, policies, and planning.
20. Goeldner, C.R. & Ritchie, J.R.B. – Tourism: Principles, Practices, Philosophies
International perspective, good foundational knowledge for students.
21. Seth, P.N. – Successful Tourism: Fundamentals of Tourism
Focuses on Indian context and historical growth.
22. Gupta, S.K. – Tourism and Heritage Management
Covers cultural and heritage tourism in India.
23. Negi, Jagmohan – Tourism and Travel Concepts and Principles
Useful for basics and planning aspects.
24. Ministry of Tourism, Government of India – Annual Reports & Tourism Statistics
25. Cooper, Fletcher, Gilbert & Wanhill – Tourism: Principles and Practice