

UDHNA CITIZEN COMMERCE COLLEGE &  
SPB COLLEGE OF BUSINESS ADMINISTRATION & SHRIMATI  
DIWALIBEN HARJIBHAI GONDALIA COLLEGE OF BCA & I.T.

T.Y.B.Com. Semester-VI

2025-26

Subject: BUSINESS ADMINISTRATION.

**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.

**Unit -2 Material Management**

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**

(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.**