# MAKERERE UNIVERSITY BUSINESS SCHOOL

# DEPARTMENT OF TRANSPORT AND LOGISTICS MANAGEMENT

**COURSE OUTLINE**

**A/Y 2024/25**

**COURSE NAME : PASSENGER TRANSPORTATION MANAGEMENT**

**COURSE CODE : BTM3101**

**COURSE LEVEL : 3**

**CREDIT UNITS : 4**

**CONTACT HOURS : 60**

**Facilitators: Assoc Prof Sheila Namagembe, Ms Beatrice Nyakaishiki, Ms Rashida Nampijja**

**Course Description**

A survey of surface, air, and water transportation; organization, operations, and regulatory and marketing aspects; examination of the inter‐model concept; the social, economic, and political factors that have influenced government transportation priorities.

**Course Objectives**

* To equip students with knowledge in passenger transport management
* To help learners understand the importance of passenger Transportation
* To teach learners the regulation of Passenger Transportation, Passenger Transportation Structures,
* To help learners appreciate the demand and supply Characteristics of Passenger

**Learning outcomes**

After successful completion of this course, students will be able to

* + Understand the nature, regulations, role of marketing of all modes of passenger transportation which have impacts on Travel Industry business.
	+ Understand the nature of demand and supply characteristics of passengers
	+ Explain the passenger transportation structures

**Course content**

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| **S/N** | **Topic** | **Sub-topic**  | **Hrs** |
| **1** | Introduction to Passenger Transportation **(Prof. Sheila)** | * Characteristic & Definition
* Passenger transport structure
* The importance of passenger Transportation
 | **10** |
| **2** | Regulation of Passenger Transportation **(Prof. Sheila)** | * Introduction

Laws relating to passenger transportation e.g operator licensing, traffic accident procedures, laws governing the conduct of the passengers, The Local Governments (Kampala City) (Taxi Parks) Byelaws  | **10** |
| **3** | Passenger transportation demand and supply | * Demand and supply Characteristics of Passenger Transportation,
* Value & Utility of Passenger Transportation,
* Vehicle selection
* Pricing Decision
* Methods of payment for passenger fares
* Routing and scheduling of passenger services
* Applications of electronic data transmission in road transport(e.g electronic ticketing, routeing, scheduling and timetabling, real-time information systems, telemetry, GPS and satellite navigation, vehicle and staff scheduling systems, customer information systems, booking and reservation systems & closed circuit TV).
* Environmental impact of passenger transport
 | **10** |
| **4** | The Marketing of Passenger Transportation,  | * The Role of Marketing
* Passenger Travel Marketing
* The Marketing Process
 | **10** |
| **5** | Components of passenger transportation  | * The way
* The vehicle
* The terminal
* The carrier
 | **10** |
| **6** | Security and safety in Passenger transportation  | * Security and safety concerns in passenger transportation
* Ensuring security and safety in passenger transportation
 | **10** |

**Mode of delivery**

* Lectures
* Group and class discussions
* Class presentations
* Case studies
* Tutorials

**Mode of assessment**

* Course work 30%
* End of semester examination 70%

**Reading List.**

Frank Height and Roy Cresswell (2013) Design for Passenger Transport. Elsevier Science

Paul Fawcett (2000) Managing Passenger Logistics: The Comprehensive Guide to People and Transport. Kogan Page

Martin Schiefelbusch and Hans-Liudger Dienel (2009) Public Transport and Its Users: The Passenger's Perspective in Planning and Customer Care. Ashgate Publishing Company

[Uganda Railways Corporation A](https://ulii.org/akn/ug/act/statute/1992/13/eng%402000-12-31/source.pdf)CT

[The Inland Water Transport ACT,2021.](https://faolex.fao.org/docs/pdf/uga209143.pdf)

[The Lake Victoria Transport ACT, 2007](https://businesslicences.go.ug/kcfinder/upload/files/Lake%20Victoria%20Transport%20Act%2C%202007.pdf)

The Traffic and Road Safety ACT, 1998 (AMENDMENT) ACT, 2020

The Civil Aviation (Commercial Air Transport By Foreign Air Operators Within Uganda) Regulations, 2022 Arrangement of Regulations

The Local Governments (Kampala City) (Taxi Parks) Byelaws