

SHIVAJI UNIVERSITY, KOLHAPUR.



Estd 1962

NAAC 'A' Grade

Syllabus For

B.Com. Part-I

Geography

CBCS Pattern

Sem-I & Sem-II

Introduced from June 2018 and Onwards

(Subject to the modifications will be made from time to time)

AECC (ABILITY ENHANCEMENT COMPULSORY COURSE)

COMMERCIAL GEOGRAPHY- Paper I

June-2018 Onwards

Marks – 50 Credits : 4

GENERAL OBJECTIVES OF THE PAPER:

The objective of this course is to introduce Commercial Geography, Conservation of Resources & sustainable economic development, Classification of Economic activities and Globalization & Indian Economy.

LEARNING OUTCOMES – The student should be knowing the bases of commercial and marketing activities related to the earth.

PATTERN:

Pattern of Examination will be Semester for Theory.

ELIGIBILITY FOR ADMISSION:

As per eligibility criteria prescribed for each course and the merit list in qualifying examination.

SCHEME OF EXAMINATION:

Question Paper will be set in the view of the / in accordance with the entire Syllabus and preferably covering each unit of syllabi of each semester.

Title of Paper-I - Commercial Geography (AECC-C)

	Teaching hours	Credits
Unit. 1. Introduction to Commercial Geography.	15	01
1.1 Meaning of Commercial Geography		
1.2 Nature of Commercial Geography		
1.3 Scope of Commercial Geography		
1.4 Significance of Commercial Geography.		
Unit.2. Resources -	15	01
2.1 Meaning & importance of Resources		
2.2 Classification of Resources		
2.3 Conservation of Resources & sustainable economic development.		
2.4 Major Bio-Resources & their international trade.		
Unit.3. Economic Activities.	15	01
3.1 Classification of Economic activities.		
3.2 Factors affecting Economic activities.		
3.3 Economic activities & National economy.		
Unit.4. Globalization	15	01
4.1 Meaning of Globalization		
4.2 Impact of Globalization.		

4.3 Globalization & Indian Economy.

4.4 Trade Organizations – WTO, OPEC, EEC.

Reference Books.

1. Hartshorne T. N. & Alexander J.W., (1994), Economic Geography, PrenticeHall, New Delhi.
2. Wheeler J. O. et., (1995), Economic Geography, John wiley, New York.
3. Robertson D., (2001), Globalization and Environment, E. Elgar Co., U.K.
4. Saxena, H. M., (1990), Marketing Geography, Raut Publication, Jaipur.
5. Dixit R.S., (1988), Spatial organization of Market centres, pioneer Publ.Jaipur.
6. Bhatya A. K., (1996), International Tourism, Fundamentals & Practices,sterling, New Delhi.
7. Khann K. K. & Gupta V. K., (1982), Economic and Commercial Geography,Sultan Chand, New Delhi.

८. मोहनतावडे व इतर (१९७८), जगाचाआर्थिक व वाणिज्य भूगोल, युनिपब्लिषर्स कोल्हापूर

९. शंकरचौधरी (२००२), पर्यावरण व आर्थिकहिमालय पब्लिसिंगपब्लिशिंग हाऊस, मुंबई.

१०. शिंदेपी.जी. व इतर (१९९३) पर्यावरण शास्त्र, सेठ, मुंबई.

११. सवदी व कोळेकर (१९८६) आर्थिकभूगोल, निरालीप्रकाशन, पुणे.

१२. सवदी व कोळेकर(२००५) आधुनिकभूगोल,, निरालीप्रकाशन, पुणे१३.

१३. सवदी व कोळेकर (२००७) पर्यावरणीय अध्ययन, निरालीप्रकाशन, पुणे.

१४. खतीब के.ए.(२००७) आर्थिकभूगोल, मेहतापब्लिकेशन, कोल्हापूर

१५. घारपुरेविठ्ठल (२००६) आर्थिकभूगोल, पिंपळापुरेपब्लिकेशन, नागपूर

१६. घारपुरेविठ्ठल (२००६) पर्यटनभूगोल, पिंपळापुरेपब्लिकेशन, नागपूर

१७. शिंदे एस.बी.(२००६) पर्यटनभूगोलफडकेप्रकाशनकोल्हापूर

१८. चौगुले डी.जी. (२००५) व्यावसायिकपर्यावरणअजबप्रकाशनकोल्हापूर

Part-I (Semester II)
AECC (ABILITY ENHANCEMENT COMPULSORY COURSE)
INTRODUCTION TO MARKETING GEOGRAPHY- Paper II
June-2018 Onwards
Marks – 50 Credits : 4

GENERAL OBJECTIVES OF THE PAPER:

The objective of this course is to introduce Concept, Meaning, Nature, Scope, Significance of Marketing Geography, Market system, Agricultural Marketing and Tourism Marketing in India.

LEARNING OUTCOMES– The student should be knowing the bases of commercial and marketing activities related to the earth.

PATTERN:

Pattern of Examination will be Semester for Theory.

ELIGIBILITY FOR ADMISSION:

As per eligibility criteria prescribed for each course and the merit list in qualifying examination.

SCHEME OF EXAMINATION:

Question Paper will be set in the view of the / in accordance with the entire Syllabus and preferably covering each unit of syllabi of each semester.

Title of Paper-II – Introduction to Marketing Geography(AECC-C)

	Teaching Hours	Credits
Unit.1 .Introduction to Marketing Geography	15	01
1.1Marketing Geography -Concept & Meaning.		
1.2 Marketing Geography - Nature		
1.3 Marketing Geography - Scope.		
1.4 Marketing Geography- Significance		
1.5 Marketing Geography- Primary Components.		
Unit.2. Market System	15	01
2.1 Definition of Market		
2.2 Structure & Significance of Markets.		
2.3 Geographical factors affecting Market system.		
2.4 Classification of Markets.		
Unit.3. Agricultural Marketing.	15	01
3.1 Definition Meaning of and Significance of Agricultural Marketing.		

- 3.2 Nature and approaches to the study of Agricultural Marketing .
 3.3 Process and system of Agricultural Marketing .
 3.4 Functions and channels of Agricultural Marketing .

Unit.4. Tourism Marketing in India.

15

01

- 4.1 Meaning & Importance of Tourism in India.
 4.2 Tourism in Modern Period in India.
 4.3 Major tourism centers in
 a) Jammu & Kashmir,
 b) Delhi.
 c) Uttaranchal.
 d) Maharashtra.
 e) Goa.
 f) Kerala.

Reference Books.

1. Hartshorne T. N. & Alexander J.W., (1994), Economic Geography, Prentice Hall, New Delhi.
2. Wheeler J. O. et., (1995), Economic Geography, John wiley, New York.
3. Robortson D., (2001), Globalization and Environment, E. Elgar Co., U.K.
4. Saxena, H. M., (1990), Marketing Geography, Rawat Publication, Jaipur.
5. Dixit R.S., (1988), Spatial organization of Market centres, pioneer Publ. Jaipur.
6. Bhatia A. K., (1996), International Tourism, Fundamentals & Practices, sterling, New Delhi.
7. Khanna K. K. & Gupta V. K., (1982), Economic and Commercial Geography, Sultan Chand, New Delhi.
८. मोहनतावडे व इतर (१९७८) 'जगाचा आर्थिक व वाणिज्य भूगोल' युनिपब्लि कार्स कोल्हापूर
- ९ शंकरचौधरी (२००२), 'पर्यावरण व आर्थिकभूगोल', हिमालय पब्लिसिंग हाऊस, मुंबई.
१०. सिंदेपी. जी. व इतर (१९९३) 'पर्यावरणशास्त्र, सेठ, मुंबई.
११. सवदी व कोळेकर (१९८६) 'आर्थिकभूगोल', निरालीप्रकाशन, पुणे.
१२. सवदी व कोळेकर (२००५) 'आधुनिकभूगोल, निरालीप्रकाशन, पुणे १३.
१३. सवदी व कोळेकर (२००७) 'पर्यावरणीय अध्ययन', निरालीप्रकाशन, पुणे.
१४. खतीब के.ए.(२००७) 'आर्थिकभूगोल, मेहतापब्लिकेशन', कोल्हापूर
१५. घारपुरे विठ्ठल (२००६) 'आर्थिकभूगोल', पिंपळपुरेपब्लिकेशन, नागपूर
१६. घारपुरे विठ्ठल (२००६) 'पर्यटनभूगोल', पिंपळपुरेपब्लिकेशन, नागपूर
१७. शिंदे एस. बी. (२००६) 'पर्यटनभूगोल', फडकेप्रकाशनकोल्हापूर
१८. चौगुले डी. जी. (२००५) 'व्यावसायिकपर्यावरण', अजबप्रकाशनकोल्हापूर
१९. डॉ. एम्. एन्. शिंदे (२००८) 'सूक्ष्मलक्षीअर्थशास्त्र', अनितपब्लिकेशन, इस्लामपूर
२०. डॉ. बबीता अग्रवाल (२००९) 'आंतरराष्ट्रीय अर्थशास्त्र' ओमेगापब्लिकेशन, नवीदिल्ली
२१. प्रा. जगन कराडे (२००७) 'जगतिक्करण', डायमंडपब्लिकेशन, पुणे
२२. गजानन खातू (२००६) 'जगतिक्करणपरिणामआणिपर्याय', अक्षरप्रकाशन, मुंबई

Note: 60 lectures including tutorial work.

Equivalence

Sr. No	Old paper	New paper
1	Introduction of Commercial Geography- Paper I	Commercial Geography- Paper I
2	Globalization and Market System - Paper II	Introduction to Marketing Geography- Paper II