

Punyashlok Ahilyadevi Holkar Solapur University, Solapur



NAAC Accredited-2022
'B++'Grade(CGPA2.96)

Name of the Faculty: Commerce & Management

CHOICE BASED CREDIT SYSTEM

Syllabus: Geography

Name of the Course: B.Com. I (Sem. –I&II)

(Syllabus to be implemented from w.e.f. June 2022)

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

**Bachelor of Commerce Part-I
GEOGRAPHY**

GENERAL OBJECTIVES OF THE PAPER:

The objective of this course is to introduce Commercial and Marketing Geography, Conservation of Resources & sustainable economic development, Classification of Economic activities and Globalization & Indian Economy, Market system, Role of transportation and tourism in marketing.

LEARNING OUTCOMES–The student should know 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 them eritlistin qualifying examination.

SCHEME OF EXAMINATION: Question Paper will be set in the view of the / inaccordance with the entire Syllabus and preferably covering each unit of syllabi of each semester.

Sr. No.	Subject or Paper	Marks
1	Commercial Geography	50
2	Marketing Geography	50

SCHEME OF TEACHING:

The scheme of teaching and examination should be given as applicable to the course /paper concerned

Sr. No.	Subject or Paper	Teaching Scheme (Credits/Week)			
		Credits	Theory	Practical	Total
1	Commercial Geography	04	04	--	04
2	Marketing Geography	04	04	--	04

SCHEME OF EXAMINATION:

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

STANDARD OF PASSING:

As per Prescribed rules and regulation for each degree/programme.

**Course Structure for B. Com.-I
Geography Programme**

Sr.No	Semester	Name of the Course
1	Semester-I	Commercial Geography
2	Semester-II	Marketing Geography

**B.Com.-I
Geography
EQUIVALENE**

Sr.No	B.Com.	Semester	Old Title (2019-20)	P.No.	New Title (2022-23)
1	B.Com.-I	I	Commercial and Marketing Geography-I	I	Commercial Geography
2	B.Com.-I	II	Commercial and Marketing Geography-II	II	Marketing Geography

Punyashlok Ahilyadevi Holkar Solapur University, Solapur

B.Com.Part–I Semester I

(w.e.f.June,2022)

Paper I: Commercial Geography

DSC-
Marks: 50

Total Lecture: 60
Credits:04

OBJECTIVES OF THE PAPER:

To introduce Commercial Geography, Conservation of Resources & sustainable economic development, Classification of Economic activities and Globalization

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

Syllabus

Unit Number	Title of the Unit	No.of Lecture	No.of Credits
1	Introduction to Commercial Geography 1.1 Definition and meaning of Commercial Geography 1.2 Nature of Commercial Geography 1.3 Scope of Commercial Geography 1.4 Significance of Commercial Geography.	15	1
2	Resources 2.1 Definition and meaning of Resources 2.2 Classification of Resources 2.3 Importance of Resources 2.4 Conservation of Resources 2.5 Power Resources- Wind and Solar energy	15	1
3	Economic Activities 3.1 Factors affecting on Economic activities. 3.2 Classification of Economic activities. 3.3 Role of Economic activities in Indian economy.	15	1
4	Trade Organization and Globalization 4.1 Trade Organizations–WTO, OPEC, EEC, UNCTAD 4.2 Meaning of Globalization 4.3 Globalization & Indian Economy.	15	1

Reference Books.

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

Punyashlok Ahilyadevi Holkar Solapur University, Solapur
B. Com. Part–I Semester-II
(w.e.f.June, 2022)
Paper II: Marketing Geography

DSC-
Marks: 50

Total Lecture: 60
Credits:04

OBJECTIVES OF THE PAPER:

To Introduce Marketing Geography, Market system, role of transportation and tourism in marketing.

LEARNING OUTCOMES–The student should know the bases of market and marketing activities related to the earth.

Syllabus

Unit Number	Title of the Unit	No. of Lecture	No. of Credits
1	Introduction to Marketing Geography 1.1 Definition of Marketing Geography 1.2 Nature and scope of Marketing Geography 1.3 Importance of Marketing Geography 1.4 Primary Components of Marketing Geography	15	1
2	Market System 2.1 Definition of Market 2.2 Structure & Significance of Markets. 2.3 Geographical factors affecting Market system. 2.4 Classification of Markets.	15	1
3	Transportation and Marketing 3.1 Role of transportation in marketing. 3.2 Road and Rail Transportation: Merits and Demerits, Major Routs in the World. 3.3 Water Transportation: Merits and Demerits, Major Water Routs in the World. 3.4 Air Transportation: Merits and Demerits, Major Air Routs in the World.	15	1
4	Tourism Marketing in India 4.1 Meaning and Importance of Tourism 4.2 Tourism in modern period in India 4.3 Major Tourist centers in India (Hill Stations, Historical, Religious, Sanctuaries and National Parks)	15	1

References:

- Hartshorne T.N. & Alexander J.W., (1994), Economic Geography, Prentice Hall, New Delhi.
- Wheeler J.O. et., (1995), Economic Geography, John Wiley, New York.
- Robertson D., (2001), Globalization and Environment, E. Elgar Co., U.K.
- Saxena, H.M., (1990), Marketing Geography, Raut Publication, Jaipur.
- Dixit R.S., (1988), Spatial organization of Market centres, Pioneer Publ. Jaipur.
- Bhatya A.K., (1996), International Tourism, Fundamentals & Practices, Sterling, New Delhi.
- Khann K.K. & Gupta V.K., (1982), Economic and Commercial Geography, Sultan Chand, New Delhi.
- Majjid Husain (1994), Transport Geography, Anmol Publication Pvt. Ltd., New Delhi.