

**Punayashlok Ahilyadevi Holkar Solapur University, Solapur**



**NAAC Re Accredited-2022  
'B++'Grade (CGPA 2.96)**

**Name of the Faculty: Commerce & Management**

**NEP STRUCTURE 2020**

**Syllabus: Geography**

**Name of the Course: B. Com. (Semester I & II)  
(Syllabus to be implemented from June 2024)**

**B.Com. I (Geography)**  
**Semester I & II**  
**Syllabus Structure (NEP June, 2024)**

Level	Semester	Paper	Title of the paper	Lecture per week	Total Marks	Credit
4.5  100-200	I	DSC-I	Commercial Geography	4	100	4
		SEC- I	Introduction to Tourism	2	50	2
	II	DSC-II	Marketing Geography	4	100	4
		OE -I	Economic Geography of Maharashtra	2	50	2
		SEC -II	Tourism Planning and Management	2	50	2

L= Lecture, T = Tutorials, P = Practical, UA – University Assessment, CA – Continuous Assessment

2 Credits of Theory = 2 Hours of teaching per week

DSC- Discipline Specific Course

SEC- Skill Enhance Course

OE / GE - Open Elective / Generic Elective

**Punyashlok Ahilyadevi Holkar Solapur University, Solapur**

**Structure of Syllabus (NEP2020)**

**B. Com. Part- I Semester- I**

**Name of the Paper: Commercial Geography**

**Paper Code: DSC-I**

**Total Lecture- 60**

**Course Credit: 4**

**Total Marks- 100**

**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.

**Content of the Course**

<b>Unit No</b>	<b>Details</b>	<b>No. of Lectures/ Period</b>	<b>No. of Credits</b>
1	<b>Introduction to Commercial Geography</b> 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	<b>Resources</b> 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	<b>Economic Activities</b> 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	<b>Trade Organization and Globalization</b> 4.1 Trade Organizations–WTO, OPEC, EEC, UNCTAD 4.2 Meaning of Globalization 4.3 Globalization & Indian Economy.	15	1

**ReferenceBooks.**

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) Khan K.K. & Gupta V.K., (1982), Economic and Commercial Geography, Sultan Chand, New Delhi.

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**Structure of Syllabus (NEP 2020)**

**B. Com. Part- I Semester- I**

**Name of the Paper: Introduction to Tourism**

**Paper Code: SEC -1**

**Total Lecture- 30**

**Course Credit: 2**

**Total Marks- 50**

**Objectives:**

- 1) To acquaint the student with basic concept in tourism
- 2) To understand the factor affecting the tourism

**Outcome:**

- 1) Understand about the tourism influencing factors
- 2) Learn the recent trends and dynamics of tourism in the context of globalization.

**Contents of the course**

UNIT	CONTENT	No of Lectures	No of Credit
I	<b>Introduction To Tourism</b> Definition of tourism Nature and Scope of tourism Recent trends in tourism Importance of tourism	15	1
II	<b>Factors and Classification of Tourism</b> Factors affecting on tourism development - Physical, Economic and Socio- Cultural Classification of tourism: Based on Nationality, Time, Distance, Number of Tourist, Mode of Transportation, Purpose of Travel	15	1

**Reference Book:**

1. Velvet Nelson: An Introduction to the Geography of Tourism, Rawat publication, Jaipur (2013)
2. Manoj sharman and S. P. Bansal: Tourism Infrastructure Development: A Sustainable Approach, Kanishka Publishers, Distributors, New Delhi (2010)

3. Gulab Nabi: Socio-economic impact of Tourism, Poiuter publication, Jaipur (2000)
4. Kunal Chattopadhyaya: Economic impact of Tourism Development, Kanishka Publishers, Distributors, New Delhi (1995)
5. Nirmal Kumar: Tourism and Economic Development, APH Publication, New Delhi (1996)
6. M. Dixit and Sheela Charu: Tourism Products, Royal Publication, Lacknow (2001)
7. S. Dharmarajan and R. Seth: Tourism in India: Trends and issues, Har-Anand Publication, Delhi (1996)

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Structure of Syllabus (NEP2020)

B. Com. Part- I Semester- II

Name of the Paper: Marketing Geography

Paper Code: DSC-II

Total Lecture- 60

Course Credit: 4

Total Marks- 100

**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.

**Contents of the course**

Unit No.	Details	No. of Lectures/ Periods	No. of Credits
1	<b>Introduction to Marketing Geography</b> 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	<b>Market System</b> 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	<b>Transportation and Marketing</b> 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	<b>Tourism Marketing in India</b> 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:**

- 1) Hartshorne T.N. & Alexander J.W., (1994), Economic Geography, Prentice Hall, Ne

wDelhi.

- 2) Wheeler J.O. et., (1995), Economic Geography, John Wiley, New York.
- 3) Robertson D., (2001), Globalization and Environment, E. Elgar Co., U.K.  
Saxena, H.M., (1990), Marketing Geography, Raut Publication, Jaipur.
- 4) Dixit R.S., (1988), Spatial organization of Market centres, Pioneer Publ. Jaipur.
- 5) Bhatya A.K., (1996), International Tourism, Fundamentals & Practices, Sterling, New Delhi.
- 6) Khanna K.K. & Gupta V.K., (1982), Economic and Commercial Geography, Sultan Chandra, New Delhi.
- 7) Majid Husain (1994), Transport Geography, Anmol Publication Pvt. Ltd., New Delhi.



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**Structure of Syllabus (NEP2020)**

**B. Com. Part- I Semester- II**

**Name of the Paper: Economic Geography of Maharashtra**

**Paper Code: OE/GE - I**

**Total Lecture- 30**

**Course Credit: 2**

**Total Marks- 50**

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**Course Objectives:**

- 1) To understand the role of agriculture in state economy
- 2) To know industrial development in Maharashtra

**Learning Outcomes:**

- 1) understand the Role of Agriculture in State Economy and Crops
- 2) Understand the industrial development of Maharashtra

**Contents of the course**

<b>Unit No.</b>	<b>Details</b>	<b>No. of Lectures/ Periods</b>	<b>No. of Credits</b>
<b>1</b>	<b>Agriculture</b> Role of Agriculture in State Economy Crops - Jawar, Cotton and Sugarcane Mode of irrigation Problems of Agriculture	15	1
<b>2</b>	<b>Industries</b> Role of industry in State Economy Agro Based Industries – Cotton Textile and Sugar SEZ and Technology Park Industrial region in Maharashtra	15	1

**References:**

- 1) Arunachalam B., (1967), Maharashtra – A study in Physical and Regional Setting, Sheth and Co., Mumbai.
- 2) Deshpande, C. D. (1971). Geography of Maharashtra. National Book Trust, New Delhi.

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**Structure of Syllabus (NEP 2020)**

**B. Com. Part- I Semester- II**

**Name of the Paper: Tourism Planning and Management**

**Paper Code: SEC 2**

**Total Lecture- 30**

**Course Credit: 2**

**Total Marks- 50**

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**Objectives:**

- To acquaint the student planning of tourism.
- To familiarise the student about management and services of travel agencies.

**Outcome:**

- Understand about the planning of tourism.
- Understand the student about management and services of travel agencies.

**Content of the Course**

<b>Topic No</b>	<b>Content</b>	<b>No. of Lectures</b>	<b>No of Credits</b>
1	<b>Tourism Planning</b> Concept of Tourism Planning Types of Tourism Planning – National, Regional and Local Problems in Tourism Planning Preparation of itinerary planning	15	1
2	<b>Tourism Management</b> Concept of Tourism management Travel formalities and regulations – passport, visa, foreign exchange, customs and immigration etc. Major travel agencies in world: PATA and TAAI Limitations of tourism management	15	1

**Reference Book:**

1. World Travel and Tourism Council: Travel and Tourism Global economic impact and Trends, Gloria Guevara manzo, President and CEO (2019)
2. Md. Abu Barkat Ali: Travel and Tourism Management, Prentice Hall India Learning Private Limited, 2015.
3. M. R. Dileep: Tourism, Transport and Travel Management, Routledge publisher, 2019.

4. Ratandeep Singh: Tourism and Development Management: Practice and Procedures, Kanishka Publishing House 2008
5. Ratandeep Singh: Handbook of tour and travel management, Kanishka Publishers Distributors, 2018.
6. Sinha P. C.: Tourism transport and travel management, Anmol Publisher, 2011.
7. Sushma Seth Bhat and Pran Nath Seth: Travel and Tourism, Penguin Books Ltd, 2003.