

GOA UNIVERSITY
FIRST YEAR B. COM
Paper Title: GEOGRAPHY OF COMMERCIAL ACTIVITIES
Paper Code No. GEO-02/16

UNIT		Learning Objectives & Out Comes	Cognitive Level			Marks	Credits	No. of Lectures
		At the end of each topic a student should be able:	K	U	A			
I	Locational Theories: Significance and their applications Rural Land-use Theory : Von Thuenen Industrial Location Theory: Alfred Webber Central Place Theory of Retail Marketing: Walter Christaller Spatial Marginal Profitability Theory: A. Losch	✓ To understand the importance of various locational theories. ✓ To identify the relevance of locational theories in present context.	*	*	*	25	1	15
II	Spatial pattern of Commercial activities: a) Transport: Importance, modes of transport, basic aspects of transport, transport network- Air routes, ocean routes. b) International Trade: Concept, types, factors Changing patterns and composition of International Trade. Trade Blocks- EU, OPEC, BRICS, SAARC, WTO.	✓ To understand the importance of transport in the economic development of the country. ✓ To evaluate the composition of International Trade and Trade Blocks.	*	*		25	1	8 7
III	Locational study of Wholesaling and Retailing: a) Wholesaling: Meaning, Types, Concentration of wholesaling in cities, Relationship between wholesaling and C.B.D, and wholesaling districts.	✓ To assess the significance of wholesaling and retailing in relation to locational aspects. ✓ To understand the impact of tourism on economy and	*	*	*	25	1	5

	<p>b) Retailing: - Meaning, Types, general accessibility, special accessibility and other aspects. Consumer travel behavior and retailing. Periodic markets and their role.</p> <p>c) Tourism: - Meaning, classification, & factors Tourism infrastructure, major world tourists' corridors, prospects and consequences of tourism, and sustainable tourism.</p>	<p>environment</p> <p>✓ To understand the need for Sustainable development</p>	*	*	*			5
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	<p>GIS (Geographical Information System) in Business Studies: (Theoretical Appreciation)</p> <p>GIS & Remote Sensing: Introduction, Process and its applications in decision making, resource planning and development.</p> <p>Use of GIS in Retailing, Real Estate, Banking, Transport, Tourism Industrial Location, Mining, and Disaster Management.</p> <p>Introduction to Goa, Study of Tourism, Industry, Transport and Trade</p>	<p>✓ To know the recent developments taking place in the field of Geography and their applications in Commerce and Business</p> <p>✓ To know and understand Goa and its important resources</p>	*	*	*	25	1	4
								4
								7
						100	4	60

K = Knowledge, U = Understanding, A= Application

Exam: 2 Intra Semester Exams of 10 marks each. First ISA written type, Second ISA any other mode
Semester End Examination of 80 Marks

Reading List

BOOK NAME	AUTHOR
Geography of Resource	R. N. Tikka
Geography of Resource	B. S. Negi
Economic Geography	Roger & Hodder
Economic Geography	Roy Prathwish Mukharjee
Resource Geography	Majid Husain
Economic Geography	Jones & Darkenwald
Economic Geography	Hartshorn & Alexander
Economic & Commercial Geography	T. C. Sharma & O. Coutinho
Commercial Geography	Nimkar Suresh & Choudhari
Economic Geography	S. K. Sadhukhan
Fish Curry and Rice	Alvares Claude
Goa	Richard J. M.
Goa : Images & Perceptions	Pinto Celsa
Goa : The Rome of the Orient	Mowli V. C. & Rao V. J. N.
Concepts & Mis-Concepts	Angle Prabhakar
The Rome of the Orient	Mowli V. C. & Rao V. J. N.
An Economic Update	Angle Prabhakar S.
Major Crops of Goa	Fernandes Olavio & Kakode
Society in Goa	Phal S. R.
Techno Economic Survey of Goa	National Council of Applied Economics
Directory	GCCI
Regional Plan of Goa	Govt. of Goa
Census Reports (Goa)	Govt. of Goa
Statistical Pocket Book	Govt. Press of Goa
Gazetteer – Goa	V. T. Gune
Geographic Information Systems : Principles & Application	Maquire D. J. M. F. Goodchild, D. W. Rhind
Introductory reading in Geographic Information Systems.	Peuquet D. J.D. F. Marble