



Malad Kandivli Education Society's
NAGINDAS KHANDWALA COLLEGE
 OF COMMERCE, ARTS & MANAGEMENT STUDIES
 AND SHANTABEN NAGINDAS KHANDWALA COLLEGE OF SCIENCE

(Re-accredited (3rd cycle) by NAAC with 'A' Grade)
 ISO 9001 : 2015 Certified

Autonomous (2016-17)

Educational Excellence Award By Indus Foundation, U.S.A.
 IMC Ramkrishna Bajaj National Quality Commendation Certificate

Providing Syllabus copy of the courses highlighting the focus on employability/
 entrepreneurship/ skill development along with their course outcomes.

Sr. No.	Courses	2016-17	2017-18	2018-19	2019-20	2020-21	Total
1	Bachelor of Commerce (B.COM)	✓	✓	✓	✓	✓	5
2	Bachelor of Arts (B.A)	✓	✓	✓	✓	✓	5
3	Bachelor in Management Studies- (BMS)	✓	✓	✓	✓	✓	5
4	Bachelor of Commerce (Accounts and Finance)- BAF	✓	✓	✓	✓	✓	5
5	Bachelor of Commerce (Banking and Insurance)-BBI	✓	✓	✓	✓	✓	5
6	Bachelor of Commerce (Financial Markets)- BFM	✓	✓	✓	✓	✓	5
7	Bachelor of Science - Information Technology (B.Sc IT)	✓	✓	✓	✓	✓	5
8	Bachelor of Science- Computer Science(B.Sc CS)	✓	✓	✓	✓	✓	5
9	Bachelor of Arts- Multimedia and Mass Communication (B.A.MMC)	✓	✓	✓	✓	✓	5
10	Bachelor of Management Studies- Sports Management (BMS-SM)	X	X	✓	✓	✓	3
11	B. Com. Honours in Actuarial Studies	X	X	X	✓	✓	2
12	B.A. Honours in Apparel Design and Construction	X	X	X	✓	✓	2
13	B. Com. Honours in International Accounting	X	X	X	✓	✓	2
14	Bachelor of Management Studies- E commerce operations	X	X	X	X	✓	1
15	B.Sc. (Honours) in Integrative Nutrition & Dietetics	X	X	X	X	✓	1
16	BBA in Tourism and Travel Management	X	X	X	X	✓	1
17	B.Sc. in Interior Design	X	X	X	X	✓	1
18	Master Of Commerce-(M.COM)- Accountancy	✓	✓	✓	✓	✓	5
19	Master Of Commerce-(M.COM)- Management	✓	✓	✓	✓	✓	5
20	Master of Arts (Economics)	✓	✓	✓	✓	✓	5
21	Master of Arts (Geography)	✓	✓	✓	✓	✓	5
22	Master of Arts (Psychology)	X	X	X	✓	✓	2
23	Master of Science (Information Technology) (M.Sc IT)	✓	✓	✓	✓	✓	5
24	Master's Degree - Sports Management (MSM)	X	X	✓	✓	✓	3
25	Master of Science (Geo-informatics) (M.Sc GeoInformatics)	X	X	X	X	✓	1
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Moushumi Datta

Prof. (Dr.) Moushumi Datta
 I/c. Principal

COMMUNICATION SKILLS IN ENGLISH – I

(Implemented during Academic Year 2018-19)
(wef 2017-18)

Modules at a Glance

Sr. No	Modules	No. of Lectures
1	Basic Language Skills: Grammar	09
2	Reading Skills: Comprehension (unseen passage)	09
3	Stress Marking	04
4	Writing Skills (Social and Official Correspondence): Letters	09
5	Literary Skills: Literature Module	14
	Total	45

Note:

Two tutorials per batch per week in addition to number of lectures stated above

Course Objective for Communication Skills in English I (Semester I)

1. To identify and label the various components of spoken and written Standard English.
2. To analyse and comprehend known and unfamiliar literary and non-literary prose texts.
3. To improve the students' pronunciation.
4. To justify their opinions through an enhanced communicative ability.
5. To appraise different literary texts and summarize their own critique of those texts.

Course Outcome for Communication Skills in English I (Semester I)

After the successful completion of the course the learner will be able to:

1. Recognise and list the standard components and practices of Standard English. (Remember)
2. Illustrate their comprehension of a given text. (Understand)
3. Apply the guidelines of stress marking in English. (Apply)
4. Analyse a given situation and accordingly formulate the appropriate form and content of the required piece of communication. (Analyse)
5. Assess literary prose texts and support their opinions about those texts. (Evaluate)

Detailed Syllabus:

Sr. No.	Topic	No. of Lecls.
1	Basic Language Skills: Grammar (Skill development) Articles, Prepositions, Conjunctions; Transformation of Sentences (Simple, Compound, Complex); Tenses; Subject-Verb agreement; Question Tags; Direct and Indirect Speech; Voice.	09
2	Reading Skills: Comprehension (unseen passage)- Fiction and Non iction (Skill development) Reading with fluency and speed; Skimming and scanning; Identifying relevant information; Isolating fact from opinion; Understanding concepts and arguments; Identifying distinctive features of language.	09
3	Stress Marking (Skill development) Understanding Phonetics and Language Sounds through Stress and Word Pairing	04
4	Writing Skills (Formal Correspondence): Letters (Employability) Enquiries, Complaints and Replies, Representations; Job Applications; Social Appeals in the form of letters/pamphlets	09



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5	Literature Module Short Story: The Withered Arm by Thomas Hardy One Act Play: The Dear Departed by Stanley Houghton	14
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Reference Books (Recommended Reading List and Webliography)

1. Bellare, Nirmala. *Reading Strategies*. Vols. 1 and 2. New Delhi. Oxford University Press, 1998.
2. Bhasker, W. W. S & Prabhu, N. S.: *English through Reading*, Vols. 1 and 2. Macmillan, 1975.
3. Blass, Laurie, Kathy Block and Hannah Friesan. *Creating Meaning*. Oxford: OUP, 2007.
4. Brown, Ralph: *Making Business Writing Happen: A Simple and Effective Guide to Writing Well*. Sydney: Allen and Unwin, 2004.
6. Buscemi, Santi and Charlotte Smith, *75 Readings Plus*. Second Edition New York: McGraw-Hill, 1994.
7. Doff, Adrian and Christopher Jones, *Language in Use (Intermediate and Upper Intermediate)*. Cambridge: CUP, 2004.
8. Doughty, P. P., Thornton, J. G, *Language in Use*. London: Edward Arnold, 1973.
9. Freeman, Sarah: *Written Communication*. New Delhi: Orient Longman, 1977.
10. Glendinning, Eric H. and Beverley Holmstrom. Second edition. *Study Reading: A Course in Reading Skills for Academic Purposes*. Cambridge: CUP, 2004
11. Grellet, F. *Developing Reading Skills*, Cambridge: Cambridge University Press, 1981.
12. Hamp-Lyons, Liz and Ben Heasley. Second edition. *Study Writing: A Course in Writing Skills for Academic Purposes*. Cambridge: CUP, 2006
13. Hardy Thomas, *The Withered Arm, The Wessex Tales*, Macmillan and Co, London, 1912.
14. Houghton Stanley, *The Dear Departed*, S. French, 1910.
15. Jakeman, Vanessa & Clare McDowell. *Cambridge Practice Test for IELTS 1*. Cambridge: CUP, 1996.
16. Maley, Alan and Alan Duff. Second Edition. *Drama Techniques in Language Learning*. Cambridge: CUP, 1983.
17. Mohan Krishna & Banerji, Meera: *Developing Communication Skills*. New Delhi: Macmillan India, 1990.
18. Mohan Krishna & Singh, N. P. *Speaking English Effectively*. New Delhi: Macmillan India, 1995.
19. Narayanaswami, V. R. *Organised Writing*, Book 2. New Delhi: Orient Longman.
20. *Reading & Thinking in English*, Four volumes, (vol. 1 for the lowest level, vol. 4 for the highest level). The British Council Oxford University Press, 1979-1981.
21. Sasikumar, V., Kiranmai Dutt and Geetha Rajeevan. *A Course in Listening and Speaking I & II*. New Delhi: Foundation Books, Cambridge House, 2006.
22. Savage, Alice, et al. *Effective Academic Writing*. Oxford: OUP, 2005.
23. Widdowson, H. G.: *English in Focus. English for Social Sciences*. Oxford University Press.

Webliography:

- 1) <http://www.onestopenglish.com>
- 2) www.britishcouncil.org/learning-learn-english.htm
- 3) <http://www.teachingenglish.org.uk>
- 4) <http://www.usingenglish.com/>
- 5) Technical writing PDF (David McMurrey)
- 6) <http://www.bbc.co.uk>
- 7) <http://www.pearsoned.co.uk/AboutUs/ELT>



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- 8) <http://www.howisay.com>
 - 9) <http://www.thefreedictionary.com/>
 - 10) <http://www.poemhunter.com>
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COMMUNICATION SKILLS IN ENGLISH – II

(Implemented during Academic Year 2018-19)
(wef 2017-18)

Modules at a Glance

Sr. No	Modules	No. of Lectures
1	Basic Language Skills: Vocabulary Building	09
2	Analytical Skills: Editing/Proofreading Summarisation	09
3	Writing Skills: Paragraph Writing	05
4	Writing Skills: Report Writing Newspaper Reports and Features Technical Writing Email (Inquiry, Invitation, Thank You, Request for Permission, Sponsorship)	11
5	Literary Skills: Literature Module	11
	Total	45

Note:

Two tutorials per batch per week in addition to number of lectures stated above.

Course Objective for Communication Skills in English II (Semester II)

1. To solve grammatical and vocabulary based questions.
2. To interpret a given passage in order to rectify errors.
3. To analyse poetry at a basic level.
4. To design appropriate form and content of the required piece of communication.
5. To appraise different literary texts and summarize their own critique of those texts.

Course Outcome for Communication Skills in English II (Semester II)

After the successful completion of the course the learner will be able to

1. Recognise and identify as well as apply the rules of Standard English, along with categorising words and phrases appropriately, at an advanced level. (Remember)
2. To apply the rules of editing and summarisation. (Apply)
3. Understand unknown poetry and effectively describe what they have comprehended. (Understand)
4. Analyse a given situation and accordingly formulate the appropriate form and content of the required piece of communication. (Analyse)
5. Examine literary works. (Analyse)


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Detailed Syllabus:

Sr. No.	Topic	No. of Lecs.
1	Basic Language Skills: Vocabulary building Antonyms, Synonyms; Suffixes, Prefixes, Root words; Homophones, Homonyms; Collocation; Changing the Class of Words	09
2	Editing and Summarization: (Employability and Skill development) a) Editing: Heading/ Headlines/ Title/Use of Capital Letters; Punctuation: full stop, comma, colon, semi-colon, dash, ellipsis, exclamation and question marks; Spelling; Substitution of words; Use of link words and other cohesive devices; Removing repetitive or redundant elements b) Summarization: Discern the main/central idea of the passage; Identify the supporting ideas; Eliminate irrelevant or extraneous information; Integrate the relevant ideas in a precise and coherent manner	09
3	Writing Skills: Paragraphs (Skill development) Coherence; Cohesion, Conciseness	05
4	Writing Skills: (Employability) Report Writing, (Letters to the Editor and Features, Technical Writing,)(Skill development) Email (Inquiry, Invitation, Thank You, Request for Permission, Sponsorship)	11
5	Literature Module: Interpretation of Poems(Skill development) Comprehension and Analysis	11

Reference Books (Recommended Reading List and Webliography)

1. Bellare, Nirmala. *Reading Strategies*. Vols. 1 and 2. New Delhi. Oxford University Press, 1998.
2. Bhasker, W. W. S & Prabhu, N. S.: *English through Reading*, Vols. 1 and 2. Macmillan, 1975.
3. Blass, Laurie, Kathy Block and Hannah Friesan. *Creating Meaning*. Oxford: OUP, 2007.
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7. Doff, Adrian and Christopher Jones, *Language in Use (Intermediate and Upper Intermediate)*. Cambridge: CUP, 2004.
8. Doughty, P. P., Thornton, J. G, *Language in Use*. London: Edward Arrol, 1973.
9. Freeman, Sarah: *Written Communication*. New Delhi: Orient Longman, 1977.
10. Glendinning, Eric H. and Beverley Holmstrom. Second edition. *Study Reading: A Course in Reading Skills for Academic Purposes*. Cambridge: CUP, 2004
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12. Hamp-Lyons, Liz and Ben Heasley. Second edition. *Study Writing: A Course in Writing Skills for Academic Purposes*. Cambridge: CUP, 2006
13. Hardy Thomas, *The Withered Arm, The Wessex Tales*, Macmillan and Co, London, 1912.
14. Houghton Stanley, *The Dear Departed*, S. French, 1910.
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17. Mohan Krishna & Banerji, Meera: *Developing Communication Skills*. New Delhi: Macmillan India, 1990.
18. Mohan Krishna & Singh, N. P. *Speaking English Effectively*. New Delhi: Macmillan India, 1995.
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23. Widdowson, H. G.: *English in Focus. English for Social Sciences*. Oxford University Press.

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- 1) <http://www.onestopenglish.com>
 - 2) www.britishcouncil.org/learning-learn-english.htm
 - 3) <http://www.teachingenglish.org.uk>
 - 4) <http://www.usingenglish.com/>
 - 5) Technical writing PDF (David McMurrey)
 - 6) <http://www.bbc.co.uk>
 - 7) <http://www.pearsoned.co.uk/AboutUs/ELT>
 - 8) <http://www.howisay.com>
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 - 10) <http://www.poemhunter.com>
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SYBA
ECONOMICS-III
INDIAN ECONOMY: CONTEMPORARY CONCERNS
Semester III
(Implemented during Academic Year 2018-19)
With Effect from the Academic Year 2017-2018
Core Course (CC)
Modules at a Glance

Sr. No.	Modules	No. of lectures
Module I	DEMONETISATION: TO DEIFY OR DEMONIZE?	10
Module II	THE FISCAL FRAMEWORK AND FEDERALISM – SMART CITIES	15
Module III	UNIVERSAL BASIC INCOME	10
Module IV	INCOME, HEALTH AND FERTILITY: CONVERGENCE PUZZLES	10
Total		45

Course Objectives

1. To identify the issues involved in the recent demonetisation in India.
2. To describe the changing fiscal framework and federalism as well as the concept of Smart Cities for global, national and local developmental needs.
3. To discover the case in favour of and against Universal Basic Income.
4. To analyse the concept of Convergence with respect to income, health and fertility.

Course Outcomes

1. CO1 The learner will be able to identify the issues involved in the recent demonetization in India. (Level: Knowledge)
2. CO2 The learner will be able to describe the changing fiscal framework and federalism as well as the concept of Smart Cities for global, national and local developmental needs. (Level: Comprehension)
3. CO3 The learner will be able to discover the case in favor of and against Universal Basic Income. (Level: Application)
4. CO4 The learner will be able to analyze the concept of Convergence with respect to income, health and fertility. (Level: Analysis)



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Detailed Syllabus:

Module	Topics	No. of Lectures
1	DEMONETISATION: TO DEIFY OR DEMONIZE? <ul style="list-style-type: none"> • Background Facts • Benefits • Early Evidence for Potential Long Term Benefits • Short Term Impact • Impact on GDP • Redistribution to the Government • Markers of Success • Maximizing Long Term Benefits, Minimizing Short-Term Costs 	10
2	THE FISCAL FRAMEWORK AND FEDERALISM – SMART CITIES <ul style="list-style-type: none"> • Introduction • India and the world • Fiscal Responsibility Legislation • Impact on Deficits • Lessons for Future Fiscal Rules • Background • Key Challenges • Lessons from Across India • Mobilising Resources • Cities as Dynamos 	15
3	UNIVERSAL BASIC INCOME <ul style="list-style-type: none"> • The Conceptual/Philosophical Case for & against UBI • Overcome Issues :Misallocation, leakage <p style="background-color: yellow;">Improved Financial Inclusion- access to formal credit (Skill development, Employability and Entrepreneurship)</p> <ul style="list-style-type: none"> • Insurance against and Psychological Benefits • Temptation Goods 	
4	INCOME, HEALTH AND FERTILITY: CONVERGENCE PUZZLES <ul style="list-style-type: none"> • Income/Consumption Divergence Within India • Health Convergence within India with Room for Improvement • Decline in Fertility 	10
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References:

1. *Economic Survey 2017-18 and 2018-19 of the Government of India*
2. Agrawal A.N. and M.K. Agrawal (2016) Indian economy- Problem of Development and planning ,41,st edition New Age Publisher
3. Kapila Uma (2018)' Indian Economy -Performance and Policies academic Foundation , New Delhi.
4. Mishra S.K. and V.K. Puri (2018) Indian economy , Himalaya publishing house, Mumbai.



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SYLLABUS
S.Y.B.A.
ADVERTISING (APPLIED COMPONENT)-
SEMESTER- IV

To be implemented from Academic Year- 2018-2019

SYLLABUS FOR THE S.Y.B.A.
ADVERTISING (APPLIED COMPONENT) -II

Course Objectives:

- 1.To recognise planning and budgeting for advertising
- 2.To design an advertisement involving different creative elements
- 3.To create the advertisements by using various appeals
- 4.To interpret testing Ad effectiveness
- 5.To explain the working of an Ad Agency
- 6.To differentiate various types and characteristics of media
- 7.To understand media plan and schedule

Course Outcome

CO1: Learners will be able to identify the concept and role of advertising in the modern business. (Level: Knowledge)

CO2: Learners will be able to describe components of Integrated Marketing Communication.(Level: Comprehension)

CO3: Learners will be able to classify different types of Advertising.(Level: Comprehension)

CO4: Learners will be able to analyse the impact of Advertising on costs and prices.(Level: Analysis)

CO5: Learners will be able to determine the unethical practices in advertising.(Level: Analysis)

CO6: Learners will be able to design regulatory framework to address the issues of unethical practices in advertising.

(Level: Synthesis)

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Planning in Ad Making	11
Module 2	Creativity in Advertising	12
Module 3	Advertising Agency	11
Module 4	Media in Advertising	11
	Total	45

ECONOMICS PAPER VI
ECONOMICS OF AGRICULTURE AND COOPERATION
Semester V

(Implemented during Academic Year 2018-19)
with Effect from the Academic Year 2018-19

Core Course (CC)

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	AGRICULTURAL PRODUCTIVITY	10
Module 2	AGRICULTURAL CREDIT	10
Module 3	AGRICULTURAL MARKETING	12
Module 4	AGRICULTURAL PRICE AND POLICY	13
Total		45

Course Objectives

1. To identify the causes of low agricultural productivity and the remedial measures taken.
2. To describe the sources of agricultural credit in India.
3. To discover the problems in agricultural marketing and the remedial measures introduced.
4. To analyse the Agricultural Price Policy in India.

Course Outcomes

1. **CO 1** The learner will be able to identify the causes of low agricultural productivity and the remedial measures taken. **(Level: Knowledge)**
2. **CO 2** The learner will be able to describe the sources of agricultural credit in India. **(Level: Comprehension)**
3. **CO 3** The learner will be able to discover the problems in agricultural marketing and the remedial measures introduced. **(Level: Application)**
4. **CO 4** The learner will be able to analyse the Agricultural Price Policy in India. **(Level: Analysis)**



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Detailed Syllabus

Module	Topics	No. of Lectures
1	Agricultural Productivity <ul style="list-style-type: none"> • Role of agriculture in economic development • Cropping Pattern Agricultural Productivity • Causes of Low Productivity in Agriculture • Measures taken to improve the Agricultural Productivity in India • Water Management and agricultural development • Agricultural labour: Problems and suggestions 	10
2	Agricultural Credit(Skill development, Employability and Entrepreneurship) <ul style="list-style-type: none"> • Institutional and Non-Institutional Sources of Credit • Co-operative Credit and Agriculture • Rural Indebtedness • Commercial Banks and Regional Rural Banks • Microfinance • NABARD - Role and Performance. 	10
3	Agricultural Marketing <ul style="list-style-type: none"> • Types of Marketing - Corporate, Commodity and Global • Problems and Measures of Agricultural Marketing • WTO and Indian Agriculture • Problems of Agricultural Marketing and its measures • National Agricultural Market 	13
4	Agricultural Price and Policy <ul style="list-style-type: none"> • New Agricultural Policy – 2007 • Food Security in India • Price Policy of CACP Evaluation • Agricultural Crisis and Farmers' Suicide • Agro-Tourism and its policy 	12
		45

References

1. Bilgram, S.A.R, Agricultural Economics, Himalaya Publication House, Delhi, 1966.
2. Raj K.N, Essays in Commercialization of Indian Agriculture, Oxford University Press, New Delhi, 1988.
3. Thamarajalaxmi R, Intersectoral Relationship in Developing Economy, Academic Foundation, Delhi, 1994.
4. Memoria C. B, Agricultural Problems of India, Kitab Mahal Allahabad, 1979.
5. Datt and Sundaram, Indian Economy, S.Chand & Company, New Delhi, 2012.
Mishra &Puri, Indian Economy, Himalaya Publishing House, New Delhi,2012.


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Module	Topics
1	<p>Planning in Ad Making</p> <p>The Creative Brief - Setting Communication and Sales Objectives for the Ad/Ad Campaign – Factors affecting determination of Advertising Budget – Methods of setting Ad Budget-</p> <p>Media Planning- Media Buying - Factors to be considered while selecting Media / Media Vehicles-</p> <p>Media Strategy & Media Objectives- Media Scheduling Strategies</p>
2	<p>Creativity in Advertising</p> <p>Role of Creativity in Advertising - Determining the Message Theme/ Major Selling Idea and Unique Selling Proposition (USP) - Positioning Strategies- Persuasion-</p> <p>Advertising Appeal and its types – Executional styles of presenting ads-</p> <p>Advertising Copy- Meaning, essentials and its elements– Headline, Sub-Headline, Body Copy, Illustration, Slogan, Signature & Logo</p> <p>Copywriting for print, out-of-home, television, radio and internet media(Skill development and Employability) Testing the Effectiveness of Advertising- Objectives and Methods of Pre-Testing and Post-Testing</p>
3	<p>Advertising Agency (Entrepreneurship)</p> <p>Meaning - Structure and Services– Types - Emergence of Global agencies - Agency Selection Criteria - Client Turnover – Maintaining Agency–Client relationship – Creative Pitch - Agency Compensation - Agency Accreditation.</p> <p>(Career with ad agency , media and supplying/supporting firms □ Free lancing options for career in advertising)(Employability)</p>
4	<p>Media in Advertising</p> <p>Popular Media for Advertising in India such as television, radio, newspaper, magazines, films and Out-Of-Home – Options of Online Advertising on world-wide-web through Internet-</p> <p>Digital Media and its impact on Advertising –</p> <p>Media Research and its Publications in India (Entrepreneurship)</p>



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References Books

Advertising Management-Batra Rajeev, Myers John G., and Aaker David A., 5th ed., Prentice Hall India, New Delhi, 2004

Advertising Management-Jaishree Jethwaney and Shruti Jain, 2nd Ed. Oxford University Press, 2012

Advertising and Promotion, An Integrated Marketing Communications Perspective - Belch G. and Belch M., 6th ed., Tata McGraw-Hill Publishing Company Limited, New Delhi, India, 2003

Advertising and Sales Promotions-Kazmi S.H.H. and Batra Satish K., 2nd ed., Excel Books, New Delhi, India, 2004

Advertising Principles-Bergh B.G.V. and Katz H., NTC Business Books, Lincolnwood, Illinois, USA, 1999

Advertising, Principles and Practice-Wells William, Moriarty Sandra & Burnett John, 7th ed. Pearson Education Inc., 2006

Kleppners Advertising Procedure W. Ronald Lane, J. Thomas Russell, Karen Whitehill King 16th Ed., Pearson Education India, 2008

Integrated Advertising, Promotion and Marketing Communications-Clow Kenneth E. and Baack Donald, Pearson Education Inc., 2002

Strategic Brand Management- Keller Kevin L., 2nd ed., Pearson Education Inc., 2007

Supplements of Newspapers - Economic Times – Brand Equity – every Wednesday
Financial Express – Brandwagon – every Tuesday

Useful sites:

www.afaqs.com

www.ascionline.org

www.campaignindia.in

www.exchange4media.com

www.tamindia.com

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TYBA
ECONOMICS - PAPER V
ECONOMICS OF DEVELOPMENT
SEMESTER-V
(Implemented during Academic Year 2018-19)
With Effect from the Academic Year 2018-2019
Core Course (CC)

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module I	CONCEPTS OF ECONOMIC GROWTH AND DEVELOPMENT	15
Module II	STRUCTURAL ISSUES IN DEVELOPMENT PROCESS	15
Module III	INEQUALITY, POVERTY AND DEVELOPMENT	15
Module IV	TECHNOLOGY AND ECONOMIC DEVELOPMENT	15
Total		60

Course Objectives:

1. To recognize the basic and modern concepts related to economic growth and development.
2. To understand the structural issues and theoretical interpretations on growth and development from time to time.
3. To apply the methods the measurement of poverty and inequality in Indian context and discover the relevance of concepts of inclusive growth and rural credit institutions.
4. To analyze the role of infrastructure and technology including appropriate technology in the growth process.

Course Outcomes:

1. **CO 1** Learners will be able to recognize the basic and modern concepts related to economic growth and development(**Level: Knowledge**)



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2. **CO 2** Learners will be able to understand the structural issues and theoretical interpretations by leading economists on growth and development(**Level: Comprehension**)
3. **CO 3** Learners will be able to apply the methods the measurement of poverty and inequality in Indian context and discover the relevance of concepts of inclusive growth and rural credit institutions(**Level: Application**)
4. **CO 4** Learners will be able to analyze the role of infrastructure and technology including appropriate technology in the growth process (**Level: Analysis**)

Detailed Syllabus:

Module	Topics	No. of Lectures
1	Concepts of Economic Growth and Development <ul style="list-style-type: none"> • Meaning of Growth and Development • Distinction between growth & development • Concept of human development. HDI, GDI • Sustainable development • Green GDP • Three core values of development • Capability Approach 	15
2	Structural Issues in Development Process <ul style="list-style-type: none"> • Big push theory • Theory of human capital • Role of Education, Health & nutrition in economic development • Schumpeter's theory of development • Dual economy models of growth • Solow's growth model 	15
3	Inequality, Poverty and Development <ul style="list-style-type: none"> • Measures of poverty and inequality • Kuznet's inverted U-hypothesis • Policy options for poverty alleviation • Inclusive growth • Self Help Groups and Micro Finance (Skill development, Employability and Entrepreneurship) 	15



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4	Technology and Economic Development <ul style="list-style-type: none"> • Role of Infrastructure in economic development • Role of technology in economic development • Types of technical progress • Schumacher's Concept of Intermediate/ Appropriate technology • Green technology 	15
		60

References:

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Revised Syllabus w.e.f. Academic Year, 2018-19 (CBSGS)
T.Y.B.A. / T.Y.B.Sc. Geography, Semester – V, Paper – IX
Subject Title: GEOSPATIAL TECHNOLOGY

Course Code:

Credit-0 3

Course Objectives:

1. To identify the concepts related to geospatial technology
2. To explain concepts like digital image analysis, aerial photographs, and GPS
3. To demonstrate the students about GIS software and preparation of thematic maps
4. To analyze the geographical data with the help of geospatial technology

Course Outcome:

1. **CO 1** Learners will be able to identify the concepts related to geospatial technology like remote sensing, electromagnetic energy, and visual image interpretation (**Knowledge**)
2. **CO 2** Learners will be able to explain concepts related digital image analysis, aerial photographs, and GPS (**Comprehension**)
3. **CO 3** Learners will be able to demonstrate use of GIS software like preparation of thematic maps, map layout, etc. (**Application**)
4. **CO 4** Learners will be able to analyze the geographical data with the help of geospatial technology

Detailed Syllabus

UNIT - I	Remote Sensing – I(Skill development)	9
1.1	Geospatial Technology: Concept, Components and Importance	
1.2	Remote Sensing: Concept, Process and Geographical Applications	
1.3	Electromagnetic Energy, EMR and EMS - Spectral Reflectance and Spectral Signature or Curve - Platforms, Sensors and Resolution	
1.4	Elements of Visual Image Interpretation - Mapping of Thematic Layers and Visual Image Interpretation of Physical and Manmade Features	
UNIT - II	Remote Sensing – II(Skill development)	9
2.1	Digital image analysis: landuse and landform classification, 3D view of DEM	
2.2	Aerial Photographs: Concept, Process and Types	
2.3	Interpretation of Aerial Photographs	
2.4	Advanced Remote Sensing Technology - Use of Bhuvan website	
UNIT - III	Global Positioning System(Skill development)	
3.1	GPS : Concept, Segments, Applications	

3.2	Types of GPS – GPS Data Accuracy and Errors	
3.3	Factors Affecting GPS Data - Global Navigation System	
3.4	Ground Survey and Demarcation of Point, Line and Polygon Features with GPS Device – Transfer GPS Data to Computer with Softwares like Easy GPS	
UNIT - IV		
Geographic Information System – I(Skill development)		9
4.1	GIS : Concept, Components and Applications - Map Projection and Coordinate System	
4.2	GIS Data Acquisition and Types	
4.3	Importing Image into GIS Software and Geo-referencing	
4.4	Creating Layers by Digitization of Point, Line and Polygon Features	
UNIT V		
Geographic Information System – II(Skill development)		9
5.1	Functions of Database Creation – Input, Editing and Linking	
5.2	Spatial Database Analysis: Overlay, Merge, Query	
5.3	Using Map-Composer for Map Layout and Design	
5.4	Preparation of Thematic Maps	

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Revised Syllabus w.e.f. Academic Year, 2018-19 (CBSGS)
T.Y.B.A. / T.Y.B.Sc. Geography, Semester – V. Paper No: VI

Subject Title: TOOLS AND TECHNIQUES IN GEOGRAPHY FOR
SPATIAL ANALYSIS-I (Practical)

COURSE CODE: _____, Credit: 03

Course Objectives:

1. To memorize essential background of map basics and map projections
2. To demonstrate the skill of map interpretation through identification of physical and cultural features in topographical maps and thematic maps
3. To compute geographical data for graphical representation
4. To analyze data and create appropriate maps with applicable techniques

Course Outcome:

1. **CO 1** Learners will be able to memorize essential background of map basics and map projections for effective map construction (**Knowledge**)
2. **CO 2** Learners will be able to demonstrate the skill of map interpretation through identification of physical and cultural features in topographical maps and thematic maps (**Comprehension**)
3. **CO 3** Learners will be able to compute geographical data for graphical representation (**Application**)
4. **CO 4** Learners will be able to analyze data and create thematic maps using choropleth, isopleth or dot technique. (**Analysis**)

Detailed Syllabus

Unit -I	Map Projections(Skill development and Employability)	Lectures
		09
	1.1. Basic Concepts – Definition, scale, direction, azimuth, graticule, great circle, true meridian, types of projections, choice of projections	
	1.2. Zenithal Polar Projections – Equal Area, Equidistant	
	1.3. Cylindrical Projections - Equal Area, Equidistant	
	1.4. Conical Projections - One standard parallel, two standard parallel	
Unit-II	Map Basic(Skill development and Employability)	Lectures
		09
	2.1. Basic elements of map and calculation or identification of relief, direction, bearing and distance	
	2.2. Area calculation with square method and strip method	
	2.3. Demarcation of watershed on toposheet, Tracing of stream	

	network and contours	
Unit-III	Survey of India Toposheets(Skill development and Employability)	
	3.1. Signs and symbols, marginal information	09
	3.2. Study of physiography, drainage and vegetation (one full toposheet of hilly and plateau region each)	
	3.3. Study of settlements – size, pattern, utilities (one full toposheet of plains and urban region each)	
	3.4. Study of transport network (one full toposheet of plains and urban area each)	
Unit-IV	Preparation of Thematic maps (Manually) (Skill development and Employability)	
	4.1. Preparation of a district thematic maps with actual data- Dot and Pictogram	09
	4.2. Preparation of a district thematic maps with actual data- Choropleth and Isopleth	
	4.3. Preparation of a district thematic maps with actual data- Located bar, located circle and pie chart	
Unit-V	Use of computers in geographical data representation(Skill development and Employability)	
	5.1. Construction of line graphs & simple and multiple bar graphs using MS-excel	09
	5.2. Construction of divided bar graphs & pie charts using MS-excel	
	5.3. Preparation of datasheet in SPSS	
	5.4. Calculation of central tendency and standard deviation using SPSS	

References -

- Monkhouse F.J. - Maps & Diagrams, Methuen and Co., London, 1971 (3rd Edition, Revised).
- NCERT - Textbook for Class-12, Practical Work in Geography Part II
- Peter A. Rogerson - Statistical Methods for Geography, Sege Publishers -2001
- Robinson A.H. - Elements of Cartography, Wiley
- Sarkar Ashis - Practical Geography, Orient Black Swan – 2015
- Sarkar Ashis –Quantitative Geography, Orient Black Swan – 2013
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- Stoddard Robert – Field techniques and research methods in geography, Geography faculty publication <http://digitalcommons.unl.edu/geographyfacpub/26>

Revised Syllabus w.e.f. Academic Year, 2018-19 (CBSGS)
T.Y.B.A. / T.Y.B.Sc. Geography, Semester – VI
Paper No. – V -A
GEOGRAPHY OF TOURISM and RECREATION
COURSE CODE: _____, Credit: 04

Course Objectives:

1. To recognize trends of tourism development in world
2. To describe interdependence between tourism and geography
3. To discover positive and negative impact of tourism on environment, socio-culture and economy
4. To estimate elements of tourism planning at different level

Course Outcome

1. **CO 1** Learners will be able to recognize trends of tourism development in world (**Knowledge**)
2. **CO 2** Learners will be able to describe interdependence between tourism and geography (**Comprehension**)
3. **CO 3** Learners will be able to discover positive and negative impact of tourism on environment socio-culture and economy (**Application**)
4. **CO 4** Learners will be able to estimate elements of tourism planning at different level (**Analysis**)


Detailed Syllabus

Unit-I -Introduction to Tourism Geography		TOTAL LECTURES
1.1	Definition , Nature and Scope	12
1.2	Trends of Tourism Development in World	
1.3	Factors of Tourism Development - Geographical components	
1.4	Factors of Tourism Development - Socio-cultural and political	
Unit-II Types & Impact of Tourism		12
2.1	Types of Tourism,	
2.2	New Trends in Tourism,	
2.3	Positive impact of Tourism on Environment, Socio-culture and Economy	
2.4	Negative Impact of Tourism on Environment, Socio-culture and Economy	
Unit-III - Infrastructure of Tourism and Ancillary Services		12

3.1	Accommodation	
3.2	Transportation	
3.3	Travel Agencies and Tour Guide(Skill development, Employability and Entrepreneurship)	
3.4	Documentation and Ticketing	
Unit-IV - Planning of Tourism and Organisation		
4.1	Need of Planning and Elements of Planning (Skill development)	12
4.2	Levels of Planning	
4.3	Tourism Organizations - IATA, PATA, I.T.D.C. and M.T.D.C	
4.4	Incredible India campaign	
Unit-V Potential Tourism Sectors in Maharashtra and Tourism Policy		
5.1	Coastal tourism in Maharashtra	12
5.2	Adventure tourism in Sahyadri	
5.3	Heritage tourism in Maharashtra	
5.4	Tourism Policy of Maharashtra State	

• **Reference Books**

1. Anand M.M., Tourism & Hotel Industry in India, Prentice Hall of India, New Delhi,
2. Bhatia A.K., Tourism Development, Sterling Publishers Pvt. Ltd. New Delhi.
3. Bhatia A.K., International Tourism, Sterling Publishers Pvt. Ltd. New Delhi
4. Bhatia A.K.,- Tourism in India , Sterling Publishers Pvt. Ltd. New Delhi
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TYBA

ECONOMICS PAPER VI
INDIAN FINANCIAL SYSTEM
Semester VI

(Implemented during Academic Year 2018-19)
with Effect from the Academic Year 2018-19

Core Course (CC)
Modules at a Glance

Sr. No.	MODULES	No. of lectures
Module 1	INDIAN FINANCIAL SYSTEM: STRUCTURE, TRENDS AND TURNS	12
Module 2	BANKING IN INDIA SINCE 1990S	10
Module 3	MONEY AND CAPITAL MARKETS IN INDIA	13
Module 4	NON-BANKING SECTOR OF THE FINANCIAL SYSTEM	10
Total		45

Course Objectives

- To identify the structure, trends and turns in the Indian Financial System.
- To describe the developments in Banking in India since the 1990s.
- To discover the role, features and developments of the Money and Capital Markets in India.
- To analyse the Non-Banking Sector of the Financial System.

Course Outcomes

- CO 1** The learner will be able to identify the structure, trends and turns in the Indian Financial System. **(Level: Knowledge)**
- CO 2** The learner will be able to describe the developments in Banking in India since the 1990s. **(Level: Comprehension)**
- CO 3** The learner will be able to discover the role, features and developments of the Money and Capital Markets in India. **(Level: Application)**
- CO 4** The learner will be able to analyse the Non-Banking Sector of the Financial System. **(Level: Analysis)**

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Detailed Syllabus

Module	Topics	No. of Lectures
1	Indian Financial System: Structure, Trends and Turns <ul style="list-style-type: none"> • Meaning and components of the Financial System • Financial System and Economic Development • Indicators of Financial Development: FR, FIR, NIR and IR • Overview of financial sector reforms since 1990s • Trends and turns in Indian financial sector: 1950-2017. 	12
2	Banking in India since 1990s <ul style="list-style-type: none"> • Developments in Commercial banking sector since 1990s • Management of Non-Performing Assets (NPAs) • Capital Adequacy Norms • Basel Accord III • Monetary policy of the RBI – Changes in RBI monetary policy since 1990s - Monetary Policy Committee (MPC) • Payment Banks, Mudra Bank • Transmission Channels of Monetary policy 	10
3	Money and Capital Markets in India <ul style="list-style-type: none"> • Money Market: Components of organized money market • Reforms in the money market • Features of Indian Money Market • Capital Market: Structure of the Indian Capital Market • Recent Developments in the Capital Market • Role of SEBI • Interlink between Money Market and Capital Market • Overview of Debt Market in India • Islamic Banking, Merchant Banking and Investment Banking. 	13
4	Non-Banking sector of the Financial System <ul style="list-style-type: none"> • Non-Bank Finance Companies (NBFCs) in India and their progress (Skill development, Employability and Entrepreneurship) • Developments in India's Insurance sector • Progress of Mutual Funds industry in India • Credit Rating Agencies in India 	12
		45

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- 1) Pathak Bharati (2008): The Indian Financial System – Markets, Institutions, and Services, (4th Edition), Pearson Education, New Delhi.
- 2) Bhole L. M. (2008): Financial Institutions and Markets, Growth and Innovation, Tata McGraw-Hill, New Delhi.
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- 6) Paul, J. and P. Suresh (2008), Management of Banking and Financial Services, Pearson Education, Delhi.
- 7) Reserve Bank of India (various issues) Report on Currency and Finance, RBI, Mumbai.
- 8) Reserve Bank of India (1997) Occasional Papers, Vol. 18, Nos. 2 & 3, RBI, Mumbai.
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Revised Syllabus w.e.f. Academic Year, 2018-19 (CBSGS)	
T.Y.B.A. / T.Y.B.Sc. Geography, Semester – VI, Paper – IX : Need Research Methodology In Geography	
Course Code:	Credits: 03

Course Objectives:

1. To memorize the basic framework of research process.
2. To demonstrate an understanding of various research designs and techniques.
3. To discover various sources of information for literature review and data collection.
4. To determine understanding of the ethical dimensions of conducting applied research.

Course Outcome:

1. **CO 1** Learners will be able to memorize the basic framework of research process with all sub parts in proper order **(Knowledge)**
2. **CO 2** Learners will be able to demonstrate an understanding of various research designs and techniques like types of sampling, sample selection, questionnaire framing, etc. **(Comprehension)**
3. **CO 3** Learners will be able to discover various sources of information for literature review and data collection- online and offline and tools to retrieve it. **(Application)**
4. **CO 4** Learners will be able to determine understanding of the ethical dimensions of conducting applied research. **(Analysis)**

Detailed Syllabus

UNIT I	Research Methodology in Geography (Skill development , Employability and Entrepreneurship)	9
1.1	Research in Geography: Concept, Types, Steps and Significance	
1.2	Research Methodology: Meaning and Types (Qualitative and Quantitative)	
1.3	Defining the Research Problem: Meaning, Need and Techniques	
1.4	Research Designs: Concept, Need and Features	
UNIT II	Data Collection and Processing	9
2.1	Sample Design, Measurement and Scaling	
2.2	Data Collection in Geography: Types (Primary and Secondary) and Methods (Observation, Questionnaire, Schedule, Interview, etc.)	
2.3	Role of Internet in Research: Online Research Referencing (Shodhganga, INFLIBNET, Research Gate, Academia, Mendeley, etc.)	



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2.4	Data Processing: Editing, Coding, Classification and Tabulation	
UNIT III	Data Analysis	9
3.1	Data Analysis: Meaning, Significance and Types	
3.2	Using MS-Excel and SPSS for Data Analysis: Graphical, Descriptive and Inferential Statistical Representation	
3.3	Hypothesis: Meaning, Types, Levels of Significance, Degrees of Freedom and Errors	
3.4	Statistical Techniques for Hypothesis Testing	
UNIT IV	Digital Data Analysis and Research Report Writing	9
4.1	Techniques of Spatial and Non-spatial data Analysis in GIS Softwares (Q-GIS)	
4.2	Techniques of Data Analysis in Satellite Image Processing Softwares (SAGA)	
4.3	Basics of Research Report Writing: Layout, Structure, Language, Bibliography, References and Footnotes	
4.4	Ethics in Research: Plagiarism	
UNIT V	Preparation of Research Report(Skill development , Employability and Entrepreneurship)	9
5.1	Research Report on any One Theme in Physical Geography or Human Geography	

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1. K.L. Narasimha Murthy (2014): Research Methodology in Geography(A Text Book), Concept Publishing company Pvt Ltd, New Delhi
2. H. N. Misra, Vijai P. Singh(2002): Research Methodology in Geography – Social, Spatial and Policy Dimensions, Rawat Publications, Jaipur and New Delhi
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4. Y.K.Singh, Dr. R.B. Bajpai(2008): Research Methodology-Techniques and Trends, A P H Publishing Corpn, New Delhi
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20. Sarkar A. (2013) : Quantitative Geography – Techniques and Presentations, Orient Blackswan Pvt. Ltd., New Delhi, India
21. Taylor P.J. (1977): Quantitative Methods in Geography, Houghton Mifflin Company, Boston University Press, McGraw Hill, New York



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Revised Syllabus w.e.f. Academic Year, 2018-19 (CBSGS)

T.Y.B.A. Geography, Semester –VI, Paper No: VI

Subject Title: TOOLS AND TECHNIQUES IN GEOGRAPHY FOR SPATIAL ANALYSIS-II (Practical)

COURSE CODE: _____, Credit: __03__

Course Objectives:

- 1. To identify essential background of basics of statistical techniques
- 2. To illustrate use of statistical techniques in geographical data analysis
- 3. To demonstrate various sampling techniques in geography
- 4. To determine the use of data collection methods, statistical techniques, and interpretation of same to prepare a geographical report

Course Outcome:

- 1. CO 1 Learners will be able to identify essential background of basics of statistical techniques (Knowledge)
- 2. CO 2 Learners will be able to illustrate use of statistical techniques in geographical data analysis (Comprehension)
- 3. CO 3 Learners will be able to demonstrate various sampling techniques in geography (Application)
- 4. CO 4 Learners will be able to determine the use of data collection methods, statistical techniques, and interpretation of same to prepare a geographical report (Analysis)

Detailed Syllabus

Unit -I	Nature of data and central tendency(Skill development , Employability and Entrepreneurship)	Lectures
	1.1. Meaning and types of data, variable, observation, observation value, simple, discrete data and continuous data	09
	1.2. Frequency Distribution, Histogram, Frequency Polygon and Ogive	
	1.3. Measures of Central Tendency- mean, median and mode	
Unit -II	Dispersion and Deviation	
	2.1. Mean Deviation and Quartile Deviation	09


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	2.2. Standard Deviation	
	2.3. Moving Averages (3 years and 5 years)	
Unit -III	Correlation, Regression & Hypothesis Testing	
	3.1. Calculation of correlation coefficient - Pearson's and Spearman's methods	09
	3.2. Regression analysis	
	3.3. Chi square test	
Unit-IV	Sampling	
	4.1. Sample and sample design in geography	09
	4.2. Point sampling – Systematic and random	
	4.3. Line sampling – Systematic and random	
	4.4. Area sampling – Systematic and random	
Unit-V	Field work in Geography of any one place/village(Skill development and Employability)	09
	5.1. Collection of physiographic data – Field observation, field sketching, collection of soil and rock samples, identification of vegetation etc.	
	5.2. Collection of socio-economic data – interviews, questionnaire survey, visit to local governing office, NGO's etc.	
	5.3. Collection of geospatial data – toposheets, aerial photographs, Google images/maps, Bhuvan images etc.	
	To prepare a geographical report of a place with the help of an available 5.1, 5.2, and 5.3 aspects	

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