

20/4/23

M.A. II SEM III

Economics



**Anekant Education Society's  
Tuljaram Chaturchand College, Baramati**

*Autonomous*

**Two Year Post Degree Program in**

**Economics**

**Faculty of Mental Moral & Social Science**

**Revised Syllabus for**

**M.A. Part-II Semester -III**

**For Tuljaram Chaturchand College, Baramati**

**Choice Based Credit System Syllabus**

**To be implemented from Academic Year 2023-2024**

**Title of the Course: M.A.(Economics)****Preamble****Introduction:**

TuljaramChaturchand College has decided to change the syllabus of various faculties from June, 2022. Taking into consideration the rapid changes in global scenario and new approaches in different areas of economics and related subjects, Board of Studies in Economics of TuljaramChaturchand College, Baramati - Pune has prepared the syllabus of M. A. Economics Semester - III under the Choice Based Credit System (CBCS). The model curriculum as developed by U.G.C. is used as a guideline for the present syllabus. The Master of Arts in Economics program is designed for individuals who are passionate about the study of economics and its applications in various fields. This program provides a comprehensive and rigorous curriculum that equips students with the knowledge and skills necessary to analyze and understand complex economic issues, formulate policy recommendations, and contribute to the field of economics through research and critical thinking.

The MA in Economics program also emphasizes the development of critical thinking, problem-solving, and communication skills. Students will engage in applied research projects, case studies, and real-world applications of economic concepts, allowing them to apply their knowledge in practical settings. The program encourages collaboration, discussion, and debate among students, fostering an intellectually stimulating learning environment that encourages innovative thinking and fosters a deep understanding of economic principles. Graduates of the MA in Economics program are prepared for a wide range of career opportunities in various sectors, including government, international organizations, academia, research institutions, consulting firms, financial institutions, and more.

Overall, the MA in Economics program provides students with a comprehensive education in economics, equipping them with the knowledge, skills, and analytical tools needed to excel in the field of economics and make meaningful contributions to the advancement of economic knowledge and policy.

**❖ Aims and Objectives of the new Curriculum:**

1. **Advanced Economic Knowledge:** The curriculum should aim to provide students with a comprehensive understanding of advanced economic concepts and theories, including microeconomics, macroeconomics, econometrics, and specialized areas of economics such as international trade, monetary economics, and development economics.
2. **Analytical Skills Development:** The curriculum should focus on developing students' analytical skills through rigorous training in quantitative methods, data analysis, and economic modeling. Students should be able to critically evaluate economic theories, analyze real-world economic problems, and make evidence-based policy recommendations.
3. **Research and Innovation:** The curriculum should foster a culture of research and innovation, encouraging students to engage in independent research, critically evaluate existing economic literature, and contribute to the advancement of economic knowledge. Students should be trained in research methodologies, academic writing, and presentation skills.
4. **Policy Analysis and Application:** The curriculum should equip students with the skills to analyze economic policy issues and apply economic concepts to real-world problems. This includes

understanding the policy-making process, evaluating the impact of economic policies, and designing effective economic policies to address socio-economic challenges.

5. **Global and Interdisciplinary Perspective:** The curriculum should incorporate a global and interdisciplinary perspective, exposing students to diverse economic systems, institutions, and policy environments. Students should also be encouraged to apply economic principles to interdisciplinary areas such as environmental economics, health economics, and social economics.
6. **Professional Development:** The curriculum should prepare students for careers in academia, government, international organizations, think tanks, and the private sector. This includes developing professional skills such as communication, teamwork, leadership, and ethical decision-making.

**: Programme outcomes (Pos) (M.A.Economics):**

The program outcomes for a Master of Arts (M.A.) in Economics may vary depending on the specific university or institution offering the program. However, generally, the following are common program outcomes for an M.A. in Economics:

1. **Knowledge of Economic Theories:** Graduates of an M.A. in Economics should possess a strong understanding of economic theories, including microeconomics, macroeconomics, econometrics, and other specialized areas of economics.
2. **Analytical Skills:** Graduates should be able to apply economic concepts and theories to analyze real-world economic issues, such as market behavior, policy implications, and economic trends. They should also be able to critically evaluate economic research and data using statistical and econometric techniques.
3. **Research and Writing Skills:** Graduates should have developed advanced research and writing skills, including the ability to conduct independent research, analyze economic data, and communicate their findings effectively through written reports, policy briefs, and other forms of economic writing.
4. **Policy Analysis:** Graduates should be able to assess the impact of economic policies on various stakeholders and evaluate their effectiveness in achieving desired outcomes. They should also be able to propose evidence-based policy recommendations to address economic challenges and promote economic growth.
5. **Quantitative Skills:** Graduates should have a strong foundation in quantitative methods, including statistical and econometric techniques, and be able to apply these skills to analyze economic data and conduct empirical research.
6. **Communication Skills:** Graduates should be able to communicate complex economic concepts and findings to different audiences, including policymakers, business leaders, and the general public, in a clear and concise manner.
7. **Critical Thinking:** Graduates should have developed critical thinking skills and be able to analyze economic problems from multiple perspectives, consider trade-offs, and propose innovative solutions based on economic principles and evidence.
8. **Professional Ethics:** Graduates should understand and adhere to the professional ethics and standards of the economics field, including academic integrity, objectivity, and confidentiality in research and policy analysis.
9. **Professional Development:** Graduates should be prepared for further professional development opportunities, such as pursuing a Ph.D. in Economics, working in academia, government, international organizations, or private sector organizations, or engaging in economic consulting or research.

**Anekant Education Society's**  
**Tuljaram Chaturchand College,**  
**Baramati**  
*Autonomous*

**Board of Studies in Economics**

<b>Sr.No.</b>	<b>Name</b>	<b>Designation</b>
1.	<b>Dr.Samadhan K. Patil</b>	Chairman
2.	<b>Mr. Sandeep B. Sabale</b>	Member
3.	<b>Dr. Chandrakant P. Kamble</b>	Member
4.	<b>Dr. Rahul N. Dhumal</b>	Member
5.	<b>Mr. Krushna V. Kulkarni</b>	Member
6.	<b>Dr. Jyotiram S. Ghadage</b>	Member
7.	<b>Dr. Versha H. Bhosale</b>	Member
8.	<b>Dr. Abasaheb Shinde</b>	Vice-ChancellorNominee
9.	<b>Dr. Naresh Bodake</b>	Expert from other University
10.	<b>Dr. Subhash Kombade</b>	Expert from other University
11.	<b>Mr. Prashanrt Raut</b>	IndustryExpert
12.	<b>Dr. Arvind Rithe</b>	Meritorious Alumni
13.	<b>Mr. Swapnil Gonjari</b>	Student
14.	<b>Mr. Aniket Padole</b>	Student

M.A. II SEM III

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**M.A. ECONOMICS PROGRAMME CREDIT DISTRIBUTION PATTERN (86)**

Class	Semester	Core Course	Elective Course			Ability Enhancement Compulsory Courses (AECC)		Total Credit
			Discipline Specific Elective	Dissertation Project	Generic Elective Course	Ability Enhancement Compulsory Courses	Skill Enhancement Courses	
M.A. I	I	4 papers 4 x 4= 16 Credits	-	-	HR – I 2 Credit CS – I 2 Credit	-	-	20
	II	4 papers 4 x 4= 16 Credits	-	-	CS – II 2 Credit	Subject Related Certificate Course 2 Credit	-	20
M.A. II	III	4 papers 4 x 4= 16 Credits	-	-	Introduction to Constitution 02 Credit	-	Subject Related Skill Dev. Course I 2 Credit	22
	IV	3 papers 3 x 4= 12 Credits	Elective Paper (A) 4 Credit <u>OR</u> Paper (B) 4 Credits	1 Project = 4 Credits	-	-	Skill Based Subject 2 Credits	
<b>Total Credits</b>		<b>60</b>	<b>4</b>	<b>4</b>	<b>8</b>	<b>2</b>	<b>8</b>	<b>86</b>

M.A. II SEM III

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**Mandatory 14 additional/ add-on credits for Post Graduate Programmes**

**Note:**

1. 12credits from Group - 1 are compulsory
2. Choose minimum 2credits from Group - 2 to Group - 7

Group-1	Human Rights Awareness Course (Semester-I):		02 credit
	Cyber Security Awareness Course (Semester-I)		02 credit
	Cyber Security Awareness Course (Semester-II)		02 credit
	Introduction to Constitution ( Semester –III)		02 credit
	Subject Related skill development courses (Sem III)		02 credit
	Subject Related skill development courses (Sem IV)		02 credit
Group-2 Skill Component Courses	1. Subject Related Certificate Course (Sem. II)		02 credits
Group-3	(a)	Representation in Sports at University Level	02 credits
	(b)	Representation in Sports at State Level / National level	02 credits
	(c)	Representation in Sports at International (overseas) Level	04 credits
Group-4	(a)	Selection in AVISHKAR at University Level	02 credits
Group-5	(a)	Research paper publication at National level	02 credits
	(b)	Research paper publication at International (overseas) level	02 credits
Group-6	(a)	Participation in Summer School/ Internship programme / Short term course (not less than 2 weeks duration)	02 credits
Group-7	(a)	Participation in cultural and co curricular activities/ extracurricular activities/competitions at University level / State Level	02 credit
	(b)	Participation in cultural and co curricular activities / extracurricular activities/ competitions at International (overseas) level	02 credits

**Note:**

1. One Credit = 15Lectures .
2. The Project should be initiated at on the onset of III Semester and submitted during IV Semester.
3. Theory paper be covered with 70% actual teaching (3 actual lectures per week) and 30% Component (1 lecture per week) of self-study should be further evaluated through group discussion / Seminar / Open Book Test / MCQ / Essay writing / Assignment etc.

**Department of Economics**  
**Course Structure for M.A. Economics**  
**With effect from Academic Year 2022-2023**

Sem.	Paper Code	Title	No. of Credits
I	PAEC111	Micro Economic - I	04
	PAEC112	Public Finance- I	04
	PAEC113	International Economics I	04
	PAEC114	Indian Economic Policy - I	04
	HR-101	Human Rights	02
	CYS-101	Introduction to Cyber Security - I	02
II	PAEC121	Micro Economic - I	04
	PAEC122	Public Finance - I	04
	PAEC123	International Economics I	04
	PAEC124	Indian Economic Policy - I	04
	CYS-102	Introduction to Cyber Security - II	02
	CC-111	Stock Market Analysis	02
III	PAEC231	Macro Economic I	04
	PAEC232	Economics of Growth and Development - I	04
	PAEC233	Agribusiness Economics - I	04
	PAEC234	Research Methodology	04
		Introduction to Constitution	02
	PAEC SD-11	Computer Application - I	02
	PAEC SD-12	Tourism Management - I	02
IV	PAEC241	Macro Economic II	04
	PAEC242	Economics of Growth and Development - II	04
	PAEC243	Agribusiness Economics - II	04
	PAEC244	Modern Banking OR History of Economic Thought	04
	PAEC SD-21	Computer Application - II	02
	PAEC SD-22	Tourism Management - II	02
	PAEC PR- I	Project	04

**SYLLABUS (CBCS) FOR M.A.ECONOMICSw.e.f JUNE 2023**  
**ACADEMIC YEAR 2023-2024**  
**SUBJECT - Economics**  
**CLASS- M.A Part II (Semester III) Paper Code :PAEC231**  
**TITLE OF PAPER –MACRO ECONOMICS - I**

**CREDIT: 4****LECTURES: 60****A) Learning Objectives:**

1. To well understand some basic concepts and theories of Macroeconomics.
2. To analysis demand for money and supply of money in an economy.

**B) Learning Outcome:** The main outcome of this course is appraising students with various concepts of Macroeconomics with theoretical base and its current application.

**UNIT 1: Introduction****15**

- 1.1 Meaning, Nature, Scope, importance and limitations of Macro Economics
- 1.2 Gross Domestic Product, Gross National Product, Net Domestic Product, Net National Product
- 1.3 Nominal and Real domestic product. GDP deflator and disposable Income.
- 1.4 Circular Flow of Income in –two, three and four sector economy

**UNIT 2: Aggregate Supply & Aggregate Demand****15**

- 2.1 Curve Difference between Potential Output and Actual Output- Classical Approach
- 2.2 Determination of output and employment Effects of change in Aggregate Demand and Supply Curves - Classical Approach
- 2.3 Keynesian approach, Determination of Equilibrium of Aggregate Demand and Supply
- 2.4 Concept of Multiplier, Working of the Multiplier. Accelerator and super Multiplier.

**UNIT 3: IS-LM Model****15**

- 3.1 Derivation of IS curve and LM curve
- 3.2 Equilibrium in the Goods and Assets under fixed and flexible prices
- 3.3 Derivation of aggregate demand schedule Monetary and Fiscal policy
- 3.4 The Money Market and LM Curve.
- 3.5 Fiscal policies and crowding out effect, Optimum Policy mix with IS-LM model.

**UNIT 4: New Classical Macroeconomics****15**

- 4.1 Consumption and saving, Life cycle hypothesis, Permanent income hypothesis.
- 4.2 Investment spending, Marginal productivity of capital, Concept of accelerator and super Multiplier.
- 4.3 The Real Business Cycle Theory
- 4.4 Open Economy IS-LM-BoPs, Mundell-Fleming model.

**BASIC READING LIST**

1. Dornbusch Rudiger, Fischer Stanley, Startz Richard (2002), Macro Economics, Tata McGraw Hill, New Delhi.
2. Mankiw Gregory N., (2016), Macro Economics, Worth Publication

**ADDITIONAL READING LIST**

1. Gupta Suraj. B. (2000), S. Chand Publication. New Delhi.



2. Ackley G. 1978. Macroeconomics: theory and policy, New York: Macmillan.
3. Branson. W. H. 1952. Macroeconomics Theory and Policy. Second Edition, New York.
4. Behrman, S. and T.N. Srinivasan (1995), Handbook of Development Economics, Vol. 3, Elsevier, Amsterdam.
5. Thirwal, A.P. (1999), (6th Edition), Growth and Development, Macmillan, U.K.
6. Brown, M. (1966), On the Theory and Measurement of Technical Change, Cambridge University Press, and Cambridge, Mass.
7. Chenery, H. and T.N. Srinivasan (Eds.) (1989), Handbook of Development Economics, Vols.1 & 2, Elsevier, Amsterdam.
8. Dasgupta, P. (1993), An Enquiry into Well-being and Destitution, Clarendon Press, Oxford.
9. Gillis, M., D.H. Perkins, M. Romer and D.R. Snodgrass (1992), Economics of Development, (3rd Edition), W.W. Norton, New York.
10. Kindleberger, C.P. (1977), Economic Development, (3rd Edition), McGraw Hill, New York.
11. Economics Meier, G.M. (1995), Leading Issues  
प्रा. रामदेशमुख, आधुनिक स्थूल अर्थशास्त्र, विद्याबुक्सपब्लिशर्स.

**SYLLABUS (CBCS) FOR M.A.ECONOMICSw.e.f JUNE 2023  
ACADEMIC YEAR 2023-2024**

**SUBJECT - Economics**

**CLASS- M.A Part II(Semester III) Paper Code:PAEC232**

**TITLE OF PAPER –Economics of Growth and Development – I**

**CREDIT: 4**

**LECTURES: 60**

**A) Learning Objectives:**

1. To ensure greater understanding of the process of economic development.
2. To help understand the theoretical background of the economic
3. Focus on teaching basics of policy making and how they relate with the society.

**B) Learning Outcome:**

1. Students would be equipped with the methodology of constructing and analyzing the tools for comparing relative development of various development indicators.
2. Students will be able to highlight the obstacle, constraints and patterns of modern economic growth.
3. Students would be able to discuss and critically analyze various theories and doctrines of economic development.

**Revised Syllabus**

<b>Unit-I Growth and Development</b>	<b>15</b>
1.1 Economic Growth and Development – Vicious Circle of Poverty	
1.2 Economic Growth and Income Distribution- Kuznets Hypothesis	
1.3 Calculation of Various indices- Physical Quality of Life Index; Human Development Index, GHDI, GNH	
1.4 Concept of Sustainable Development- MDGs and SDGs	
<b>Unit-II Obstacles and Characteristics of Growth</b>	<b>15</b>
2.1 Characteristics of an Underdeveloped Economy	
2.2 Obstacles and Constraints to the Economic Development-	
2.3 Economic and Non Economic Factors of Development	
2.4 Meaning and Characteristics of Modern Economic Growth	
<b>Unit-III Theories of Growth-I</b>	<b>15</b>
3.1 Classical Theory of Development	
3.2 Marxian Theory and Stages of Development	
3.3 Schumpeterian Theory of Development	
3.4 Rostow's Stages of Economic Growth	
3.5 Nurkse and Lewis Theory of Development	
<b>Unit-IV Theories of Growth-II</b>	<b>15</b>
4.1 Leibenstein's Critical Minimum Effort Thesis	
4.2 Nelson's Low Level Equilibrium Trap	
4.3 Big Push Theory	
4.4 The Doctrine of Balanced and Unbalanced Growth	

**References :**

1. Economics of Development and Planning- M L Jhingan, Vrinda Publication, New Delhi
2. Vriddhi ani Vikasache Arthashastra (Marathi) - Ed. By J F Patil, PhadkePrakashan, Kolhapur.

**SYLLABUS (CBCS) FOR M.A.ECONOMICSw.e.f JUNE 2023**  
**ACADEMIC YEAR 2023-2024**  
**SUBJECT - Economics**  
**CLASS- M.A Part II (Semester III) Paper Code : PAEC233**  
**TITLE OF PAPER –Agribusiness Economics - I**

**CREDIT: 4**

**LECTURES: 60**

**A) Learning Objectives:**

- 1) To understand the basic concepts of Agribusiness Economics.
- 2) To equip the students to pursue research in the same discipline.

**B) Learning Outcome:** The main outcome of this course is acquainting students with various aspects of data collection, data analysis, data processing, report writing etc.

**UNIT : 1 Agriculture and Economic Development**

**15**

- 1.1 Introduction, what is Agriculture Economics, Nature and Scope of Agriculture Economics,
- 1.2 Role of agriculture in Economic Development, Changing phase of agriculture in economic development,
- 1.3 Agriculture as an industry, Complementary between agriculture and Industry.

**UNIT: 2 Resource Management and Input and Output Relationship**

**15**

- 2.1 Introduction : Features and importance of land, capital and labor, Forms of capital [ Farm Machinery, Building, Depreciation].
- 2.2 Stock and Flow resources, Production relationships, Types of Production functions.
- 2.3 Elasticity of Production, Rational and irrational zone of production functions, Iso-Quant.

**UNIT: 3 Risks and Uncertainty**

**15**

- 1.1 Introduction: Risk and Uncertainty, Degree of uncertainty and amount of risk taking.
- 1.2 Difference between risk and uncertainty, types of risk.
- 1.3 Theories of risk, Game Theory and Decision theory.

**UNIT: 4 Models of Agriculture Development**

**15**

- 1.1 Mellor's and Boserup Model of Agricultural Development,
- 1.2 Schultz's transformation of traditional agriculture.
- 1.3 Lewis Theory of unlimited Supplies of Labour

**Basic Reading Lists :**

R.K. Lekhi, Jogindar Singh. "Agriculture Economics: An Indian Perspective". Kalyani Publishers, 2011.

Singh Sadhu Singh "Fundamentals of Agricultural Economics" Himalaya Publishing House, 2013

B.H. Hibbard (1948) Agriculture Economics McGraw Hill New York

L.C. Gray (1922) Introduction to Agricultural Economics Macmillan New York

**SYLLABUS (CBCS) FOR M.A.ECONOMICSw.e.f JUNE 2023  
ACADEMIC YEAR 2023-2024**

**SUBJECT - Economics**

**CLASS- M.A Part II (Semester III) Paper Code: PAEC234**

**TITLE OF PAPER –ResearchMethodology**

**CREDIT: 4**

**LECTURES: 60**

**A) Learning Objectives:**

- 1) To understand the basic concepts of Research Methodology.
- 2) To equip the students to pursue research in the same discipline.

**B) Learning Outcome:** The main outcome of this course is acquaint students with various aspects of data collection, data analysis, data processing, report writing etc.

<b>Unit 1: Introduction to Research</b>	15
1.1 Meaning and types of research	
1.2 Social Science. Research- Meaning Objectives, Nature, importance, utility, Limitations and difficulties	
1.3 Stages involved in designing research.	
<b>Unit 2: Research Techniques</b>	15
2.1 Data Collection - Sources of Data	
2.2 Primary - Interviews, Questionnaire, Observation, Schedule.	
2.3 Secondary Data Collection.	
2.4 Case studies & Historical methods	
2.5 Hypothesis - Definition, Formulation and Role.	
2.6 Sampling Technique - Types of Samples, Size of Samples	
<b>Unit 3: Analysis of Data</b>	15
3.1 Classification and Tabulation.	
3.2 Graphs and Diagrams.	
3.3 Measures of Central Tendencies. Mean, median mode	
3.4 Dispersion & Correlation.	
3.5 Regression Analysis	
3.5 Hypothesis Testing - Chi Square test, T Test, Z Test, F Test	
<b>Unit 4: The Computer: Its Role in Research</b>	15
4.1 Global Information - Internet surfing, downloading, blogs, mails.	
4.2 Use of Word tools	
4.3 Presentation – (Drawing on Slide) Power Point	
4.4 Computerized data processing- Excel, SPSS.	
4.5 Stages of report writing..	

**BASIC READING LIST :**

- 1) Wilkinson and Bhandarkar - Methodology and Techniques of Social research -Pauline, Young - Scientific Social Surveys and Research
- 2) Goode and Hatt - Methods in Social Surveys and Research
- 3) Krishnaswamy K.N. and Appalyer Sivakumar (2009): Management Research Methodology, Pearson Education Publication,. N. Delhi

- 4) Sharma Prasad and Satyanarayana (ed) Research Methods in Social Sciences
- 5) Moser and Kalton - Survey Methods in Social Investigations
- 6) Sadhu and Singh - Research Methodology in Social Sciences
- 7) Kurein C. T. A guide to research in Economics.
- 8) Devendra Thakur - Research Methodology in Social Sciences
- 9) Basotia G.R. Sharma K.K.- Research Methodology
- 10) Kothori C.R. Research methodology New era Publication

**MA Second Year  
Skill Development Course (PG)Sem III**

2 Credits

32 Lectures

**Computer Application – I** (~~PAECSD-1~~)

PAECSE-1

**Learning Objectives :**

1. To understand the basic concepts and principles of computer applications in economics.
2. To develop skills in using software and tools for data analysis, modeling, and visualization in economic analysis.
3. To apply computer applications in solving real-world economic problems and making informed decisions.

**Learning Outcomes :**

1. Students will be able to demonstrate a solid understanding of the basic concepts and principles of computer applications in economics, including data analysis, modeling, and visualization techniques.
2. Students will develop proficiency in using software and tools commonly used in economic analysis, such as statistical software, programming languages, and economic databases.
3. Students will be able to apply computer applications in solving real-world economic problems, analyzing economic data, and making informed decisions.

**Unit 1: Using MS-Excel for economic analysis**

(10 Lectures)

- 1.1. Meaning, concepts and Characteristics of Excel
- 1.2. Types of computers and their applications
- 1.3 Basic components of computer – CPU, Input Devices, Output Devices

**Unit 2: Descriptive Statistics Using Excel**

(11 Lectures)

- 3.1. Central Tendency: Meaning, concept and objectives
- 3.2. Measures of Central Tendency: Arithmetic Mean, Median, Mode, Geometric Mean and Harmonic Mean
- 3.3. Measures of Dispersion: Range, Quartile Deviation, Mean Deviation

**Unit 3 : Growth Rates and Graphs Using Excel**

(11 Lectures)

- 3.1. Growth Rates: Simple Growth Rate
- 3.2. Compound Growth Rate
- 3.3. Diagrammatic Presentation of Data: Line Graph, Bar Diagram, Frequency and Polygon

**READING LIST:**

1. Dhanasekaran. K (2013) Computer applications in Economics, Vrinda Publications Pvt. Ltd.
2. Elhance, D. N. (1962), Fundamentals of Statistics, KitabMahal, Allahabad.
3. Gupta, S. C. (1981), Fundamentals of Statistics, Himalaya Publishing House, Bombay.
4. N. M. Downie and R. W. Heath (1970), Basic Statistical Methods, Harper and Row, New York.

**MA Second Year****Skill Based Subjects Sem- III PAEC ~~86~~ SFC-2****2 Credits****Tourism Management – I****32 Lectures****Learning Objectives:**

1. To understand the fundamental principles and theories of tourism management and their practical applications in the tourism industry.
2. To develop skills in planning, developing, and managing tourism products, services, and destinations.
3. To acquire knowledge of the various components of the tourism industry, including transportation, accommodations, attractions, and events, and their interrelationships.

**Learning Outcomes:**

1. Students will demonstrate a solid understanding of the fundamental principles and theories of tourism management and their practical applications in the tourism industry.
2. Students will develop proficiency in planning, developing, and managing tourism products, services, and destinations through the application of marketing, financial, and operational management concepts and tools.
3. Students will enhance their leadership, communication, and interpersonal skills through practical experiences and interactions with industry professionals and stakeholders.

**Unit : 1 Introduction of Tourism****(10Lectures)**

- 1.1 History, Components, Types, and Nature of Tourism
- 1.2 Tourism Concepts and Principles
- 1.3 Impact of Tourism & Environmental Impacts of Tourism

**Unit : 2 Tourism : Global Scenario****(11Lectures)**

- 2.1 The concept of Domestic and International Tourism
- 2.2 The Psychological Dimension
- 2.3 Tourism - The existing pattern and Future trends and Tourism Scenario in India

**Unit : 3 Tourism Marketing****(11Lectures)**

- 3.1 Definition of Hospitality and Tourism Marketing,
- 3.2 Importance of Marketing, Core concepts - Needs, Wants, Demands, Products, Exchange, Markets and Relationship
- 3.3 **Marketing Communication**, Marketing Plan / Destination Marketing

**Reading List :**

Sudhanshu Yoshi Sustainable Tourism Supply Chain Management

David L. Edgell, Jason R. Swanson Tourism Policy and Planning: Yesterday, Today, and Tomorrow