

GUJARAT UNIVERSITY
K. S. SCHOOL OF BUSINESS MANAGEMENT
[Five Years' (Full-time) M.B.A. Integrated Degree Course]
Third Year M.B.A. (SEM-VI)
KS_M_EC_361
World Geography (Elective Subject)

2 credit course

Objective:

The objective of the course is to increase the general awareness of the students related to the world geography, its topographical features. This will help students to understand the international management subjects with more clarity.

Module – 1 **(20%)**

- a) Introduction to basic world geography – hemisphere, lithosphere, longitude, latitude, climatic regions, natural disaster prone areas due to plate movements, continents, oceans
- b) Importance of knowledge of geography for business firms.
- c) Geography of India – location, boundaries, people, land forms, major agricultural produce, mineral deposits, major rivers, inland waterways, ports, major rail, road links for transportation, import/export items, international trade groups/partners.

Module – 2 **(20%)**

South Asian countries and their importance.- location, boundaries, land forms, major agricultural produce, mineral deposits, major rivers, inland waterways, ports, major rail, road links for transportation, import/export items, international trade groups/partners.

Module – 3 **(20%)**

Geography of American continent:
US, Canada, Latin America (Brazil) location, boundaries, people, land forms, major agricultural produce, mineral deposits, major rivers, inland waterways, ports, major rail, road links for transportation, import/export items, international trade groups/partners

Module – 4 **(20%)**

Geography of Eurasia – Europe, Russia, CIS, Japan, China location, boundaries, people, land forms, major agricultural produce, mineral deposits, major rivers, inland waterways, ports, major rail, road links for transportation, import/export items, international trade groups/partners

Module – 5 **(20%)**

Geography of countries in southern hemisphere - South Africa, Australia, New Zealand -location, boundaries, people, land forms, major agricultural produce, mineral deposits, major rivers, inland waterways, ports, major rail, road links for transportation, import/export items, international trade groups/partners

No of lectures in semester: Approximately 30 to 35 hours

Assignments: Minimum 3 Assignments

Evaluation Pattern:

Continuous Evaluation	30%
Mid-Sem. Exam	20%
End-Sem. Exams	50%

Reference Books:

- Geography – Surender Singh – McGraw Hill Education
- World Geography - Majid Hussian
- Economic & Commercial Geography - Made Simple Series - Rupa Publications.
- Human and Economic Geography - Leong & Morgan
- World Regional Geography –Joseph John Hobbs
- Introduction to World Resources – EW Zimmerman
- Modern World Development-A Geographical Perspective – M Chisholm
- World Regional Geography; A Question of Place – RW Ward and Miller
- Geography: Regions and Concepts – HJ Blij
- A Geography of the World's Major Regions – J Cole