



GONDWANA UNIVERSITY, GADCHIROLI
DIRECTIONS NO 21 of 2025

ADMISSION OF STUDENTS AND CONDUCT OF EXAMINATIONS LEADING TO THE AWARD OF THE ONE YEAR CERTIFICATE COURSE, TWO YEARS ADVANCED DIPLOMA, THREE YEARS BACHELOR'S DEGREE AND FOUR YEARS APPRENTICESHIP EMBEDDED BACHELOR'S DEGREE PROGRAM (AEDP) ENTITLED "B.B.A. IN FOREST MANAGEMENT AND ECO-TOURISM" UNDER NEP- 2020 IN THE FACULTY OF COMMERCE AND MANAGEMENT, DIRECTION 2025.

Whereas, The Maharashtra Public Universities Act, 2016 (Maharashtra Act No VI of 2017) (hereinafter the "Act") governs the Gondwana University, Gadchiroli (hereinafter the "University");

AND

Whereas, the National Education Policy (NEP) 2020 focuses on education and skill development as per the needs of the community and as per the Maharashtra State Government Resolution of the Higher and Technical Education Department No. NEP-2020/Pr.kr.09/UE-3/SHIKANA, dated 20 April 2023, therefore, the University is introducing One year Certificate Course, Two Years Advanced Diploma, Three years Bachelor's Degree and Four years Apprenticeship Embedded Bachelor's Degree Program (AEDP) Entitled " B.B.A. In Forest Management And Eco Tourism" Under NEP -2020 In the Faculty of Commerce And Management and it will be offered by the Model Degree College, a constituent college of the University;

AND

Whereas, National Education Policy 2020 provides for Interdisciplinary and Multidisciplinary Skill-based Programmes featuring multiple entries and exit options;

AND

Whereas, U.G.C. Guidelines provide an option for Higher Education Institutions to embed Apprenticeship/ Internship in all UG degree programmes as specified under section 22 (13) of the UGC Act, 1956 and accordingly has issued Guidelines for Higher Education Institutions to offer Apprenticeship/Internship embedded Degree Programmes on dated 7th August,2020;

AND

Whereas, the University Grants Commission has issued guidelines on 29th July'2021, for Multiple Entry and Exit in Academic Programmes offered in Higher Education Institutions through a formal system of Academic Bank of Credits (ABC);

AND

Whereas, as per provisions of section 73(1) of the Act, an ordinance is required to be framed to lay down the conditions under which students can be admitted to courses of study for award of a Certificate but since, making of an ordinance is a time-consuming process and there is an urgency for introduction of Four Years Degree Programme entitled **“B.B.A In Forest Management and Eco-Tourism”** under NEP 2020 in the Faculty of commerce and management;

AND

Whereas, there is an exigency within the meaning of section 12(8) of the Act, necessitating the issuance of a Direction incorporating the provisions concerning the award of Certificate / Advanced Diploma / Apprenticeship / Internship Embedded Degree/Research Degree Course and its guidelines as stipulated in the University Grants Commission Act, 1956 and provided by National Education Policy 2020;

Now, therefore, I, Dr. Prashant Shridhar Bokare, Vice-Chancellor of the University, in exercise of my powers under section 12(8) of the Act, do hereby issue the following Directions.

This Direction may be called **"ADMISSION AND EXAMINATION LEADING TO THE AWARD OF THE ONE YEAR CERTIFICATE COURSE, TWO YEARS ADVANCED DIPLOMA, THREE YEARS BACHELOR'S DEGREE AND FOUR YEARS APPRENTICESHIP EMBEDDED BACHELOR'S DEGREE PROGRAM (AEDP) ENTITLED “B.B.A. IN FOREST MANAGEMENT AND ECO-TOURISM” (SEMESTER PATTERN) DIRECTION, 2025.**

1.This Direction shall come into force with effect from the date of its issuance.

2.Notwithstanding anything to the Contrary in any other Directions, Ordinances, Statutes or Regulations of the University, the admission for pursuing two academic programs simultaneously will be regulated by NEP-2020.

3.In order to conduct the admission process for admitting students to full-time pursuing two academic programmes in the teaching departments of the Model Degree College, Gondwana University, Gadchiroli will appoint the principal as the "Competent Authority/ & Coordinator"

4.In this Direction, unless the context requires otherwise, the following words and phrases shall have the meaning as below:

a. "Programme" means the full-time four-year degree Program entitled **“B.B.A in Forest Management and Eco-Tourism”**

b. "Act" means the Maharashtra Public Universities Act 2016

c. "Model Degree College" means Constitute college of the varsity.

d. "Definition of NEP – 2020" stands for New Education Policy.

- e. "Board of Studies" means Board of Studies of the University in the discipline/subjects concerned.
- f. "Course" means a theory, practical or a sectional subject prescribed in any semester and which carries maximum marks and minimum passing marks.
- g. "Degree" means Bachelor's Degree in Forest Management and Eco-Tourism.
- h. "Student" means student admitted to Diploma, Advanced diploma and Bachelor's Degree under this Direction.
- i. "University" stands for Gondwana University, Gadchiroli.
- j. "Competent Authority" means the Authority appointed by the Vice-Chancellor for any specific program purpose under this Direction.
- k. "ATKT" means "Allowed to Keep Term" in the higher semester, as per the rules herein.
- l. "Credit" refers to the weightage given to a course, in terms of the number of instructional hours per week assigned to it. In this direction, one credit means one hour of teaching work or two hours of practical work.
- m. "Credit System" means the system in which the weightage of credits is spread over different semesters during the period of study.
- n. "Grade letter" is an index to indicate the performance of a student in a particular course. It is the depiction of actual marks secured by a student by a letter; the Grade letters are as given in **Table 5**.
- o. "Grade point" is the weightage allotted to each grade letter depending on the range of marks awarded in a course.
- p. "HSSC" means the Higher Secondary School Certificate (Standard XII) examination conducted by the Maharashtra State Board of Secondary and Higher Secondary Education or its equivalent certificate awarded by any other recognized Board.
- q. "Qualifying Examination" means an examination based on which a candidate becomes eligible for admission to this programme.

5. The eligibility condition for admission to the courses under this direction shall be as given below.

The 12th Standard Examination of the Maharashtra State Board of Secondary/ Higher Secondary Education or any examination recognized as equivalent thereto with English as one of the subjects of passing and in such subject with such standard of attainments as may be prescribed;

OR

The XII Standard Examination of the Maharashtra State Board of Secondary and Higher Secondary Education in Vocational of the MCVC stream with English language only;

OR

Passed the - Diploma in Education with English as one of the passing subjects, conducted by the Education Institute, Pune.

6. A student can pursue two full-time academic programmes in physical mode provided that in such cases, class timings for one programme should not overlap with the class timings of the other Programme.
7. A student can pursue two academic programmes, one in full-time physical mode and another in Open and Distance Learning or ODL/online mode, or up to two ODL/Online programmes simultaneously.
8. The admission of Model Degree College, Degree or diploma Programme under ODL/Online mode shall be pursued with only such HBLs which are recognized by UGC/Statutory council/Govt. Of India for running such programmes.
9. In the Model Degree College, Degree, diploma & certificate programmes under these guidelines shall be governed by regulations notified by UGC and also the respective statutory/ professional council, wherever applicable.
10. These directions supported by UGC guidelines support shall come into effect from the date of their notification by UGC; No retrospective benefit can be claimed by the students who have already completed two academic programmes simultaneously prior to the notification of these guidelines.
11. A bonafide certificate mentioning pursuing an academic programme timing issued by the Principal of the college should be submitted to get admitted into a second academic programme simultaneously.
12. Second academic programme to be enrolled preferably in the same college is not possible, another college location should be reachable in due course i.e. in distance.
13. Mandatory CAS per UGC/University is a must for both academic programmes to appear University exams.
14. Scholarship/ free ship from concerned Department's is applicable for only one academic programme (TC applicable)
15. **Guidelines for implementation of Apprenticeship Embedded Bachelor's Degree Programme (AEDP): -**
 - a. Model Degree College, Gondwana University, Gadchiroli shall follow the guidelines and directions issued by University Grants Commission (UGC) and the related regulatory bodies from time to time as regards AEDP.
 - b. Gondwana University, Gadchiroli shall identify the sector wise Establishments/ Industries and group of them in its jurisdiction which are predominant and have the potentials and capabilities to actively associate themselves with the Model Degree College for running AEDP and offer employment to the students of AEDP.

- c. Model Degree College shall organize professional round table discussions/seminars of different stakeholders to assess the requirements and identify the types of AEDP to be offered to evolve the strategies and suitable mechanisms for structured association of Establishments/Industries for AEDP.
- d. Gondwana University, Gadchiroli shall design the credit-based structures of Degree programmes under AEDP, detailing the learning outcomes, desired skills, assessment and evaluation mechanisms, graduate attributes etc. in alignment with National Credit Framework (NCF).
- e. The design of AEDP shall meet the broad guidelines regarding credit distribution as directed by the State Government through GRs dtd 20/4/2023, 16/05/2023, 4/7/2023, 03/08/2023, 13/3/2024,. The total credits per semester shall be in the range of 20-22. The total credits per vertical (Major, minor, OE (Open Elective) /GE (Generic Elective), VSE (Vocal Skill Education)/SEC (Skill Enhancement Courses), AEC (Ability Enhancement Courses)/ VEC (Value Education Courses), CC (Co-curricular Courses)/ OJT (On Job Training) /Internship) for the academic program to be earned shall be within the overall credit bands/ranges as directed by the State Government through GRs as stated above.
- f. With the objective understanding and interpretation of these verticals and the requirements of learning outcomes of AEDP, the vertical /horizontal flexible movement/realignment of credits in the semesters during the total tenure shall be suitably made by Gondwana University, Gadchiroli.
- g. There shall be multidisciplinary courses in the vertical for OE (Open Elective) /GE (Generic Elective).
- h. As AEDP involves a close coordination between University authorities, Industries Department, representatives of industries, Skill development department, Business houses, other establishments, Sector Skill Councils, BOAT (Board of Apprentice Training), NATS (National Apprentice Training Scheme) etc., the Pro-Vice Chancellor and Director of Incubation, Linkages shall develop a strong mechanism for establishing collaboration.
- i. The Board of Deans of Gondwana University, Gadchiroli shall be the main body for development, implementation, and monitoring of AEDP. The Board of Deans shall actively involve representatives of concerned Establishments/Industry in the process of identification and understanding of reciprocal needs of Establishment/Industry as well as Academia, curriculum design and delivery.
- j. The special Taskforce established by NEP steering committee of the State Government shall continuously mentor, coordinate and monitor the Mission of AEDP in the State for which the Director of Higher Education and Director of Technical Education shall be the joint facilitators.
- k. Director, Higher Education and Director of Technical Education shall establish a structured mechanism for proactive and timely resolution of issues related to scholarships/free-ships and facilitate in the process of including/ mapping newly evolving AEDP.
- l. Director of Higher Education shall develop an online mechanism for monitoring.

16. Milestones of Apprenticeship Embedded Bachelor's Degree Programme (AEDP): -
The programme will monitor on following broad milestones –

- i. Workshop with all concerned Industries/Establishment/Business Houses.
- ii. Identification of Course requirements, formulation of curriculum, courses designing in collaboration with Industries/Establishment/Business Houses.
- iii. Workshop with Students/Parents Association
- iv. Submission of Online application of students on the portal of BOAT, NATS, skill development department etc.
- v. Appointment of Mentors
- vi. Registration of students and initiation of stipend mechanism
- vii. Online progress monitoring system
- viii. Reports submission by Universities

17. Apprenticeship Framework: -

1. Standard Operating Procedure (SOP) -

A. Pre-Apprenticeship Preparations

1. **MoU/Tripartite Agreement** signed between the HEI, industry/establishment (e.g., Forest Department, Eco-tourism Boards, NGOs, Wildlife Sanctuaries, Resorts), and student.
2. **Orientation Workshop** for students to explain objectives, guidelines, reporting formats, and evaluation criteria.
3. **Allocation of Mentors** – one faculty mentor (20–30 students) + one industry supervisor per establishment.

B. During Apprenticeship

1. **Duration:** Minimum two full semesters (Semester VII – 20 credits; Semester VIII – 20 credits)
2. **Work Plan: Defined tasks in line with industry needs, such as:**
 - Forest resource mapping and eco-tourism site surveys.
 - Visitor management in national parks/wildlife sanctuaries.
 - Community interaction and livelihood studies.
 - Hospitality, guiding, interpretation centre operations.
 - Conservation awareness and eco-tourism project documentation.
3. **Attendance & Discipline: Students must follow establishment rules (minimum 80% attendance).**
4. **Monitoring:**
 - Daily diary/logbook maintained by students.
 - Fortnightly reporting to faculty mentor.
 - Mid-term site visits by HEI mentor.

C. Post-Apprenticeship

1. Submission of Reports –

- Apprenticeship report (industry tasks, learning's, observations).
- Logbook/attendance certificate.

2. Presentation/Seminar – summarizing outcomes before a departmental panel.

2. Evaluation Process

The evaluation shall follow UGC-AEDP norms with a balanced distribution among **industry, HEI, and student performance:**

Total Credits: 40 Credits (Semester VII – 20 credits; Semester VIII – 20 credits)

1. Industry/Establishment Evaluation (30–40%)

- Attendance, punctuality, discipline.
- Technical skill application in forestry/tourism tasks.
- Professional ethics, teamwork, adaptability.

2. Faculty Mentor Evaluation (30–35%)

- Regular monitoring of logbook and progress.
- Mid-term assessment during site visits.
- Guidance, counseling, and periodic feedback.

3. Final HEI Evaluation (30–35%)

- Project Report quality (clarity, analysis, practical relevance).
- Viva-voce/Presentation (communication, conceptual clarity, problem-solving).
- Integration of fieldwork with academic learning.

18. Pattern and Duration of the certificate / diploma/ degree course: -

- i. Certificate Course: One year (Two semesters)
- ii. Advanced Diploma: Two years (Four semesters)
- iii. Bachelor's Degree Course: Three Years (Six Semesters)
- iv. Apprenticeship Embedded Bachelor's Degree: Four Years (Eight Semesters)

Notes:

- a) The students admitted to B.B.A. (Forest Management and Eco-Tourism) programme has multiple exit points such as Certificate Course, Advanced Diploma, Embedded Degree and Research Degree after completion of First year, Second year, Third year and Fourth year respectively.

- b) For eligibility to appear in the B.B.A. (Forest Management and Eco-Tourism) Ist, IInd, IIIRD, IVth, Vth, VIth, VIIth and VIIIth semester examinations, the student should have attended a minimum of 90 days in the respective semester and should have passed the previous semester examination as per the rules of ATKT as mentioned in this Direction.

19. The period of Academic Session shall be such, as may be notified by the University.

20. Intake capacity, Eligibility for application, Admission fees, Curriculum, and Examination fees for this Program will be as shown in Table 1 below:

Table 1

Sr. No.	Subtitle	Details
1	Intake Capacity	60
2	Eligibility for application	HSSC any stream
3	Admission Fees	Admission fees shall be as prescribed/ revised, and notified from time to time by the University.
4	Curriculum	As specified in Annexure-I
5	Examination Fees	The Examination fees shall be as prescribed/ revised, and notified from time to time by the University.

21. Objectives of the Program: -

- To equip students with business and management skills tailored to sustainable forest resource management and foster decision-making abilities for balancing ecological conservation with economic viability.
- To train students in responsible tourism development that benefits local communities and preserves biodiversity.
- To encourage entrepreneurship in eco-tourism ventures with a focus on environmental sustainability and enhance Knowledge of Environmental Policies and Regulations
- To Provide an in-depth understanding of forest laws, conservation policies, and international environmental agreements.
- To develop skills in compliance and ethical practices for sustainable forest and tourism operations, and introduce students to GIS, remote sensing, and other digital tools for forest management.
- To explore innovative marketing strategies and digital solutions for eco-tourism promotion. and promote leadership and advocacy for conservation efforts through corporate social responsibility (CSR) initiatives.

22. Levels of Awards: - The levels of awards shall lead to Certificate / Advanced Diploma / Apprenticeship / Internship Embedded Degree / Research Degree, "B.B.A in Forest Management and Eco-Tourism" in one or more vocational areas will be offered under the aegis of the University.

Table 2: Award of Certificate/Diploma/Degree/ AEDP Degree

Sr. No.	Qualification Title	Credit Earned	No. of Semester	Duration	Corresponding NSQF level
1	Certificate in B.B.A (Forest Management and Eco-Tourism)	40	2	1 Year	5
2	Advanced Diploma in B.B.A (Forest Management and Eco-Tourism)	80	4	2 Years	6
3	Bachelor's Degree in B.B.A (Forest Management and Eco-Tourism)	120	6	3 Years	7
4	Apprenticeship Embedded Bachelor's Degree (AEDP) in B.B.A (Forest Management and Eco-Tourism)	160	8	4 Years	8

23. The theory, practical, study tour, field visits, and project work examinations of Semester - I, II, III, IV, V, VI shall be conducted by the Gondwana University at the end of each semester at such places and dates as may be decided by the University and shall be held as per the schedule given in the Table below:

Table - 3			
Sr. No.	Name of Examination	Main Examination	Supplementary Examination
1	Semester I, III, V	Winter/Summer	Summer/ winter
2	Semester II, IV, VI	Summer/Winter	Winter/Summer

24. The maximum marks allotted to each subject and the minimum marks which an examinee must obtain in order to pass the examination shall be as per the Annexure-I, as is applicable.
25. The fees for each semester examinations shall be as prescribed by the University from time to time.
26. **Declaration of Results:** - Certificate Programme (One Year), Advanced Diploma (Two Years), Bachelor's Degree Course in B.B.A. (Forest Management and Eco-Tourism) (Three Years) and Apprenticeship Embedded Bachelor's Degree programme in B.B.A. (Forest Management and Eco-Tourism) (Four Years) shall be done on the basis of Credits.

27. Calculations of the Credits: -

The following formula should be used for the conversion of time into credit hours.

- i. One Credit would mean the equivalent of 15 periods of 60 minutes each, for theory.
- ii. For practical / workshop / labs / fieldwork / project work / industry visits, the Credit Weightage for equivalent hours shall be 50% of that for theory.

28. Tripartite Agreement for Apprenticeship/ Internship/ OJT (Mandatory): - A formal agreement for Apprenticeship / OJT will be signed between:

- University Department
- Industry/Company/Startup
- Student (Apprentice)

29. EVALUATION OF THE PROGRAM

The internal and university assessment of student performance shall carry the weightage as mentioned in the Teaching and Examination Scheme given below:

Annexure-I

B.B.A. (Forest Management and Eco-Tourism)

**Table 4: Teaching & Examination Scheme
Semester - I**

Sr. No.	Subject Code	Subject	Credit	Teaching scheme Hrs/week			Examination Scheme Total Marks Theory /Practical										
				Theory	Practical	Total	Theory					Practical					Total Marks
							Duration Hrs.	Max. Theory		Total	Min. Pass	Duration Hrs.	Max. Marks		Total	Min. Pass Marks	
								U	C				U	C			
1	BBAFM E 101	ENGLISH AND COMMUNICATIVE ENGLISH	2	4	-	4	2	40	10	50	20	-	-	-	-	-	50
2	BBAFM E 102	SOFT SKILL DEVELOPMENT	2	4	-	4	2	40	10	50	20	-	-	-	-	-	50
3	BBAFM E 103	BASICS OF ACCOUNTING	2	4	-	4	2	40	10	50	20	-	-	-	-	-	50
4	BBAFM E 104	FUNDAMENTALS OF FORESTRY	4	4	-	4	3	80	20	100	40	-	-	-	-	-	100
5	BBAFM E 105	INTRODUCTION TO TOURISM	2	4	-	4	2	40	10	50	20	-	-	-	-	-	50
6	BBAFM E 106	ENVIRONMENTAL SCIENCE	2	2	-	2	2	-	50	50	20	-	-	-	-	-	50
7	BBAFM E 107	PRINCIPLES OF GEOGRAPHY	2	2	-	2	2	-	50	50	20	-	-	-	-	-	50
8	BBAFM E 108	PRACTICAL OF FUNDAMENTALS OF FORESTRY	2	-	4	4	-	-	-	-	-	2	30	20	50	25	50
9	BBAFM E 109	PRACTICAL OF INTRODUCTION TO TOURISM	2	-	4	4	-	-	-	-	-	2	30	20	50	25	50
Total			20	24	8	32	-	240	160	400	-	-	60	40	100	-	500

B.B.A. (Forest Management and Eco-Tourism)

Table 4: Teaching & Examination Scheme
Semester - II

Sr. No.	Subject Code	Subject	Credit	Teaching scheme Hrs/week			Examination Scheme Total Marks Theory /Practical											
				Theory	Pra.	Total	Theory				Practical				Total Marks			
							Duration Hrs.	Max. Theory		Total	Min Pass	Dur. Hrs.	Max Marks			Total	Min. Pass Marks	
								UA	CA				UA	CA				
1	BBAFME 201	BUSINESS COMMUNICATION	2	4	-	4	2	40	10	50	20	-	-	-	-	-	50	
2	BBAFME 202	INTRODUCTION TO HOSPITALITY	2	4	-	4	2	40	10	50	20	-	-	-	-	-	50	
3	BBAFME 203	LANDSCAPE MANAGEMENT	2	4	-	4	2	40	10	50	20	-	-	-	-	-	50	
4	BBAFME 204	APPLIED FORESTRY AND AGROFORESTRY TECHNIQUES	4	4	-	4	3	80	20	100	40	-	-	-	-	-	100	
5	BBAFME 205	INTRODUCTION TO ECO-TOURISM	2	4	-	4	2	40	10	50	20	-	-	-	-	-	50	
6	BBAFME 206	PERSONALITY DEVELOPMENT AND COMMUNICATION SKILLS	2	2	-	2	2	-	50	50	20	-	-	-	-	-	50	
7	BBAFME 207	MANAGEMENT CONCEPT AND PRINCIPLES	2	2	-	2	2	-	50	50	20	-	-	-	-	-	50	
8	BBAFME 208	PRACTICAL OF APPLIED FORESTRY AND AGROFORESTRY TECHNIQUES	2	-	4	4	-	-	-	-	-	2	30	20	50	25	50	
9	BBAFME 209	PRACTICAL OF INTRODUCTION TO ECO-TOURISM	2	-	4	4	-	-	-	-	-	2	30	20	50	25	50	
Total			20	24	8	32	-	240	160	400	-	-	60	40	100	-	500	

B.B.A. (Forest Management and Eco-Tourism)

Table 4: Teaching & Examination Scheme

Semester - III

Sr. No	Subject Code	Subject	Credit	Teaching scheme Hrs/week			Examination Scheme Total Marks Theory /Practical											
				Theory	Pra	Total	Theory					Practical					Total Marks	
							Duration Hrs.	Max. Theory		Total	Min Pass	Dur. Hrs	Max Marks		Total	Min. Pass Marks		
								UA	CA				UA	CA				
1	BBAFME 301	MARKETING MANAGEMENT	2	4	-	4	2	40	10	50	20	-	-	-	-	-	50	
2	BBAFME 302	BUSINESS ECONOMICS	2	4	-	4	2	40	10	50	20	-	-	-	-	-	50	
3	BBAFME 303	INTRODUCTION TO STATISTICS	2	4	-	4	2	40	10	50	20	-	-	-	-	-	50	
4	BBAFME 304	SUSTAINABLE FOREST MANAGEMENT AND AGROFORESTRY PRACTICES	4	4	-	4	3	80	20	100	40	-	-	-	-	-	100	
5	BBAFME 305	INFORMATION TECHNOLOGY FOR ECO-TOURISM	2	4	-	4	2	40	10	50	20	-	-	-	-	-	50	
6	BBAFME 306	TOURISM RESOURCES	2	2	-	2	2	-	50	50	20	-	-	-	-	-	50	
7	BBAFME 307	INDIAN HISTORY	2	2	-	2	2	-	50	50	20	-	-	-	-	-	50	
8	BBAFME 308	PRACTICAL OF SUSTAINABLE FOREST MANAGEMENT AND AGROFORESTRY PRACTICES	2	-	4	4	-	-	-	-	-	2	30	20	50	25	50	
9	BBAFME 309	PRACTICAL OF INFORMATION TECHNOLOGY FOR ECO-TOURISM	2	-	4	4	-	-	-	-	-	2	30	20	50	25	50	
Total			20	24	8	32	-	240	160	400	-	-	60	40	100	-	500	

B.B.A. (Forest Management and Eco-Tourism)

**Table 4: Teaching & Examination Scheme
Semester - IV**

Sr. No	Subject Code	Subject	Credit	Teaching scheme Hrs/week			Examination Scheme Total Marks Theory /Practical										
				Theory	Pra.	Total	Theory					Practical					Total Marks
							Duration Hrs.	Max. Theory		Total	Min Pass	Dur. Hrs	Max Marks		Total	Min. Pass Marks	
								UA	CA				UA	CA			
1	BBAFME 401	HUMAN RESOURCE MANAGEMENT	2	4	-	4	2	40	10	50	20	-	-	-	-	-	50
2	BBAFME 402	TRANSPORT SYSTEM	2	4	-	4	2	40	10	50	20	-	-	-	-	-	50
3	BBAFME 403	DIGITAL MARKETING FOR TOURISM BUSINESS	2	4	-	4	2	40	10	50	20	-	-	-	-	-	50
4	BBAFME 404	ADVANCED FOREST AND ENVIRONMENTAL MANAGEMENT	4	4	-	4	3	80	20	100	40	-	-	-	-	-	100
5	BBAFME 405	ECO-TOURISM PLANNING & DEVELOPMENT	2	4	-	4	2	40	10	50	20	-	-	-	-	-	50
6	BBAFME 406	PLANT TAXONOMY	2	2	-	2	2	-	50	50	20	-	-	-	-	-	50
7	BBAFME 407	STUDY TOUR / INDUSTRIAL VISIT	2	2	-	2	2	-	50	50	20	-	-	-	-	-	50
8	BBAFME 408	PRACTICAL OF ADVANCED FOREST AND ENVIRONMENTAL MANAGEMENT	2	-	4	4	-	-	-	-	-	2	30	20	50	25	50
9	BBAFME 409	PRACTICAL OF ECO-TOURISM PLANNING & DEVELOPMENT	2	-	4	4	-	-	-	-	-	2	30	20	50	25	50
Total			20	24	8	32	-	240	160	400	-	-	60	40	100	-	500

B.B.A. (Forest Management and Eco-Tourism)

**Table 4: Teaching & Examination Scheme
Semester - V**

Sr. No.	Subject Code	Subject	Credit	Teaching scheme Hrs/week			Examination Scheme Total Marks Theory /Practical										
				Theory	Pra.	Total	Theory					Practical					Total Marks
							Duration Hrs.	Max. Theory		Total	Min Pass	Dur. Hrs.	Max Marks		Total	Min. Pass Marks	
								UA	CA				UA	CA			
1	BBAFME 501	RESEARCH METHODOLOGY	2	4	-	4	2	40	10	50	20	-	-	-	-	-	50
2	BBAFME 502	INDIAN CULTURE AND HERITAGE	2	4	-	4	2	40	10	50	20	-	-	-	-	-	50
3	BBAFME 503	LEGAL FRAMEWORK FOR TOURISM	2	4	-	4	2	40	10	50	20	-	-	-	-	-	50
4	BBAFME 504	HUMAN FOREST INTERACTION AND CONSERVATION STRATEGIES	4	4	-	4	3	80	20	100	40	-	-	-	-	-	100
5	BBAFME 505	TOUR OPERATIONS	2	4	-	4	2	40	10	50	20	-	-	-	-	-	50
6	BBAFME 506	FOREST HYDROLOGY	2	2	-	2	2	-	50	50	20	-	-	-	-	-	50
7	BBAFME 507	DISASTER AND CRISIS MANAGEMENT IN TOURISM	2	2	-	2	2	-	50	50	20	-	-	-	-	-	50
8	BBAFME 508	PRACTICAL OF HUMAN FOREST INTERACTION AND CONSERVATION STRATEGIES	2	-	4	4	-	-	-	-	-	2	30	20	50	25	50
9	BBAFME 509	PRACTICAL OF TOUR OPERATIONS	2	-	4	4	-	-	-	-	-	2	30	20	50	25	50
Total			20	24	8	32	-	240	160	400	-	-	60	40	100	-	500

B.B.A. (Forest Management and Eco-Tourism)

Table 4: Teaching & Examination Scheme
Semester - VI

Sr. No	Subject Code	Subject	Credit	Teaching scheme Hrs/week			Examination Scheme Total Marks Theory /Practical										
				Theory	Pra.	Total	Theory				Practical				Total Marks		
							Duration Hrs.	Max. Theory		Total	Min Pass	Dur. Hrs.	Max. Marks			Total	Min. Pass Marks
								UA	CA				UA	CA			
1	BBAFME 601	FOREST MANAGEMENT PROJECT	8	-	20	20	-	-	-	-	-	3	100	100	200	100	200
2	BBAFME 602	ECO-TOURISM PROJECT	8	-	20	20	-	-	-	-	-	3	100	100	200	100	200
3	BBAFME 603	WILDLIFE TOURISM	4	4	-	4	3	80	20	100	40	-	-	-		-	100
Total			20	4	40	44	-	80	20	100	-	-	200	200	400	-	500

Note:

1. Th=Theory; Pr = Practical; PR=Project; INT=Internship CA = College Assessment UA = University Assessment.

Credit Calculations: (1) One credit would mean the equivalent of 15 periods of 60 minutes each for Theory. (2) For practical /project /internship/Field work, the Credit Weightage for equivalent hours shall be 50% of that for theory. (3) The strength of Batch of Practical /Workshop/internship / Field visit / Project shall be 20.

B.B.A. (Forest Management and Eco-Tourism)

**Table 4: Teaching & Examination Scheme
Semester - VII**

Sr. No	Subject Code	Subject	Credit	Teaching scheme Hrs/week			Examination Scheme Total Marks Theory /Practical										
				Theory	Pra.	Total	Theory				Practical				Total Marks		
							Duration Hrs.	Max. Theory		Total	Min Pass	Dur. Hrs	Max Marks			Total	Min. Pass Marks
								UA	CA				UA	CA			
1	BBAFME 701	APPRENTICESHIP	20	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total			20	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Note: Refer the direction

1. AEDP Guidelines on page number 4 (Point No. 15)
2. Milestones of AEDP on page number 5 (Point No. 16)
3. Apprenticeship Framework on page number 6 (Point No. 17)

B.B.A. (Forest Management and Eco-Tourism)

**Table 4: Teaching & Examination Scheme
Semester - VIII**

Sr. No	Subject Code	Subject	Credit	Teaching scheme Hrs/week			Examination Scheme Total Marks Theory /Practical										
				Theory	Pra.	Total	Theory				Practical				Total Marks		
							Duration Hrs.	Max. Theory		Total	Min Pass	Dur. Hrs	Max Marks			Total	Min. Pass Marks
								UA	CA				UA	CA			
1	BBAFME 801	APPRENTICESHIP	20	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total			20	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Note: Refer the direction

1. AEDP Guidelines on page number 4 (Point No. 15)
2. Milestones of AEDP on page number 5 (Point No. 16)
3. Apprenticeship Framework on page number 6 (Point No. 17)

a. Evaluation Scheme for project / Apprenticeship: -

- a. Students of **B.B.A in Forest Management and Eco-Tourism** must have to compulsorily undergo a research project. Research Project/Dissertations/Thesis/Project work for the 4-years UG degree program (Apprenticeship Embedded Bachelor's Degree), engagement of students in the dissertations/research project during the sixth semester of 16 credits will be considered as a mandatory component for the award of the degree. The students need to submit the research project/dissertations/thesis/project work to the allotted mentor. The submission of the report with the conduct of viva will also be a component for the successful evaluation of the dissertation/research project/thesis/Project work.
- b. Similarly, students required to undertake an apprenticeship a robust 40 credit On Job Training (OJT) component in Semesters VII to VIII, enabling students to work with leading organizations in forest management and eco-tourism for Apprenticeship Embedded Bachelor's Degree in B.B.A (Forest Management and Eco-Tourism).

b. Internal Assessment:

- a. Class Tests: Conducted at least two for the theory course.
- b. Assignments/Presentation: Include assignments, Seminars or presentations to assess understanding and application of knowledge.
- c. Lab Involvement /Records (for practical courses): For practical courses, lab performance, record, and attendance.

c. Marks to Letter Grade & Grade Point Conversion

The marks scored by the examinees in their courses/heads of passing of the program shall be converted into Letter Grade and Grade Point as per the Table given below:

Table 5: Conversion of marks into letter grade and grade points

Letter Grade	Grade Point
O (outstanding)	10
A+ (Excellent)	9
A (Very good)	8
B+ (Good)	7
B (Above average)	6
C (Average)	5
P (Pass)	4
F (Fail)	0
Ab (Absent)	0

*Note: As such, the lowest passing Grade in any passing head shall be 'P'.

- d. **Rules for Promotion to the Higher Semesters:** The ATKT rules for progression and admission of a student in various is given in **Table 6**. The students shall be required to acquire a minimum number of credits to move into the higher semester. The students admitted to the UG Program in NEP pattern shall be entitled to promotion to the higher semester, based on the conditions mentioned below.

TABLE – 6

ADMISSION TO SEMESTER	CANDIDATE SHOULD HAVE PASSED IN FOLLOWING EXAMINATIONS	ELIGIBILITY FOR ADMISSION
I	--	HSSC
II	--	The candidate should have appeared in at least 01 Theory Paper of Semester -I
III	--	The candidate should have passed 40% passing heads, each of Semester - I & Semester – II
IV	--	The candidate should have passed 40% passing heads each of Semester - I & Semester - II & appeared in at least 01 theory paper of Semester - III
V	Semester – I and Semester – II	The candidate should have passed 40% of the passing heads of each Semester III & IV, respectively.
VI	--	The candidate should have passed 40% passing heads each of Semester - III & Semester - IV & appeared in at least 01 theory paper of Semester - V
VII	Semester – III and Semester – IV	The candidate should have passed 40% of the passing heads of each Semester, V & VI respectively.
VIII	--	The Candidate should have passed 40% passing heads each of Semester - V & Semester - VI & appeared in at least 01 theory paper of Semester - VII

e. Calculation of Grade Point Average (GPA)

The Grade Point Average (GPA) shall be calculated for the program and shall be evaluated as mentioned below:

$$\text{GPA} = \frac{\sum_{i=1}^n (C_i \times G_i)}{\sum_{i=1}^n C_i}$$

Where C_i is the number of credits of the i^{th} course and G_i is the grade point scored by the student in the i^{th} course.

The percentage of marks scored based on the obtained GPA can be evaluated using below formula given.

$$\text{Percentage} = (\text{GPA} - 0.75) * 10$$

f. Division of Passing

The Division of Passing shall be based on GPA secured by an Examinee as shown in Table 7 below:

Table 7: Interpretation of GPA into Division of Passing

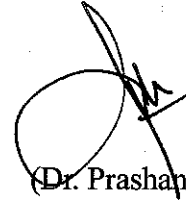
INTERVAL OF GPA	% of Marks	DIVISION OF PASSING
$GPA \geq 9.00$	80.0-90.0-100	First with Distinction
$8.00 \leq GPA < 9.00$	70.0-<80.0	First
$7.00 \leq GPA < 8.00$	60.0-<70.0	Second
$6.00 \leq GPA < 7.00$	55.0-<60.0	Third
$5.00 \leq GPA < 6.00$	50.0-<55.0	Average
$4.00 \leq GPA < 5.00$	40.0-<50.0	Pass
Below 4.00	Below 40.0	Fail
Ab (Absent)		Absent

- g. Declaration of result is based on the Grade Point Average (GPA) earned towards the end of the program as given in Table 3. The names of the successful examinees passing the examination as a whole in the minimum prescribed period and obtaining the prescribed number of places securing the grades as per the adopted credit-grade system shall be arranged in order of merit as provided in the ordinance relating to examinations in general.
- h. Provisions concerning grace marks for passing in a particular course/ head of passing and improvement of Division (Higher Class) and getting Distinction in any course shall be as per the relevant Direction/Ordinance of the University.
- i. An examinee who does not qualify in the examination or remains absent for the examination shall be eligible to appear in the same re-examination, on payment of the re-examination fee and such other fees as may be prescribed from time to time, within 30 days from the date of the result.
- j. Successful examinees who secure the minimum prescribed registered credits (160) for the program duration shall be entitled to receive a Degree of full-time four-year Apprenticeship Embedded Bachelor's Degree program entitled "**B.B.A in Forest Management and Eco-Tourism**" in the Faculty of Commerce and Management, signed by the Vice Chancellor of the Gondwana University, on payment of prescribed fees.
- k. In the event of any query regarding the interpretation/application of any provision of this direction, the Director of the Board of Examinations and Evaluation shall refer the matter for the decision of the Dean of the Faculty of Commerce and Management or to the Board of Deans if found necessary.

1. For any other matter about this Program and its final award which is beyond the purview of this Direction, it shall be referred to the Vice-Chancellor, and the decision of the Vice-Chancellor shall be final and binding on all the concerned.

Place: Gadchiroli

Date: 16/10/2025



(Dr. Prashant S. Bokare)

Vice-Chancellor

**Table 8: - Question Paper Pattern
For Semester I, II, III, IV, V, VI**

General Rules and Regulations regarding the pattern of the question paper for the semester-end examination for the **subjects having two credits** are as given below:

1. There will be four units in each paper.
2. Maximum marks of each theory paper will be 40.
3. Question paper will consist of five questions, each of 8 marks.
4. Four questions will be based on four units with internal choice.
5. Fifth question will be compulsory with questions from each of the four units having equal weightage and there will be no internal choice.
6. Internal Evaluation for 10 marks depends on: Test Paper 40%, Assignments 30%, Class room participation based on attendance 30%

Time: 2 Hours

Total Marks: 40

Internal Assessment-10 marks

Que. No.1-Unit-I	A) Theory	4
	B) Theory	4
	OR	
	C)Theory	4
	D)Theory	4
Que. No.2-Unit-II	A) Theory	4
	B) Theory	4
	OR	
	C)Theory	4
	D)Theory	4
Que. No.3-Unit-III	A) Theory	4
	B) Theory	4
	OR	
	C)Theory	4
	D)Theory	4
Que. No.4-Unit-IV	A) Theory	4
	B) Theory	4
	OR	
	C)Theory	4
	D)Theory	4
Que. No.5 For all I, II, II, IV Units (Compulsory)	A) Theory	2
	B) Theory	2
	C)Theory	2
	D)Theory	2

**Table 8: - Question Paper Pattern
For Semester I, II, III, IV, V, VI**

General Rules and Regulations regarding the pattern of the question paper for the semester-end examination for the **subjects having four credits** are as given below:

1. There will be five units in each paper.
2. Maximum marks of each theory paper will be 80.
3. Question paper will consist of five questions, each of 16 marks.
4. Five questions will be based on five units with internal choice.
5. Internal Evaluation for 20 marks depends on: Test Paper 40%, Assignments 30%, Class room participation based on attendance 30%

Time: 3 Hours

Total Marks: 80

Internal Assessment – 20 Marks

Que. No.1-Unit-I	A) Theory	8
	B) Theory	8
	OR	
	C)Theory	8
	D)Theory	8
Que. No.2-Unit-II	A) Theory	8
	B) Theory	8
	OR	
	C)Theory	8
	D)Theory	8
Que. No.3-Unit-III	A) Theory	8
	B) Theory	8
	OR	
	C)Theory	8
	D)Theory	8
Que. No.4-Unit-IV	A) Theory	8
	OR	
	C)Theory	8
	D)Theory	8
	B) Theory	8
Que. No.5-Unit-V	A) Theory	8
	B) Theory	8
	OR	
	C)Theory	8
	D)Theory	8

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B.B.A. in Forest Management and Eco-Tourism
SEMESTER - I

BBAFME101 ENGLISH AND COMMUNICATIVE ENGLISH

Total Marks –50		Max. Time- 2Hrs.
University Exam- 40 Marks Min. Passing Marks-20	Internal Assessment- 10 Marks Min. Passing- 40 %	Credits- 2 Lectures- 4 hrs./week

Learning Objectives:

- To develop a comprehensive understanding of grammatical and structural elements, including parts of speech, tenses, voice, clauses, and prepositions.
- To analyze and apply degrees of comparison effectively in both written and spoken contexts.
- To build a robust vocabulary to support enhanced comprehension and effective communication.
- To enhance skills in structured paragraph writing, precise writing, and essay composition.
- To develop proficiency in business correspondence, including emails, letters, and notices for professional scenarios such as inquiries, complaints, orders, and advertisements.
- To cultivate interactive communication skills, including self-introduction, greetings, and engaging in structured conversations.
- To develop accurate pronunciation, focusing on stress, intonation, and clarity.

Unit I Grammatical Focus:

Grammatical & structural aspects covering parts of speech; tense; voice; clause; preposition; degrees of comparison; synonyms & antonyms, etc.; identifying & analyzing grammatical errors including errors in spelling & punctuation.

Unit II Reading:

Vocabulary building; comprehension; interpretation; summarizing.

Unit III Writing:

Letter Writing – formal; informal; accepting & declining invitations; paragraph writing; precise writing, and essay writing. Effective business writing -correspondences; letters, fax, and e-mail for making inquiries; placing orders; asking & giving information; registering complaints; handling complaints; drafting notices; drafting advertisements; and job applications.

Unit IV Speaking:

Interactive communication like introducing self; greetings; conversations, pronunciation: appropriate stress; intonation; clarity; business etiquettes; impromptu speech; debate; role play; presentations.

References:

1. Kumar, I. & Kumar, S. (Latest edition). A Course Book of English Grammar, Composition and Translation.
2. Bapna, A. & Bapna, R. (2015) How to Write and Speak Effective, Powerful and Fluent English.
3. Murphy, R., & Smalzer, W. R. (2002). Basic grammar in use: self-study reference and practice for English students.
4. Student's book. Ernst Klett Sprachen.
5. Lesikar, R. V., Flatley, M. E., Rentz, K., & Pande, N. (Latest edition). Business communication: Making connections in a digital world. McGraw-Hill.

BBAFME102 SOFT SKILL DEVELOPMENT

Total Marks – 50		Max. Time- 2 Hrs.
University Exam - 40 Marks Min. Passing Marks- 20	Internal Assessment- 10 Marks Min. Passing- 40 %	Credits- 2 Lectures- 4 hrs./week

Learning Objective –

To impart soft skills effectively among the students for Personal, Social & Professional development.

Unit I Soft Skills & Overview:

Importance of soft skills, Personality development & soft skills, soft skills vs hard skills industry needs from campus to corporate, important soft skills for Life success.

Unit II Emotional Intelligence:

Essentials of emotional intelligence, Intelligence quotient (FQ) or Emotional quotient (EQ), components of emotional intelligence, importance of ethics & Values, ways to improve emotional intelligence.

Unit III Self-Image Management:

What is first impression, Parts of First Impression Types of the first impression, and effects of the first impression. Factors affecting self-image. Ways to make the best first impression, communication management, and Stress.

Unit IV Team Building Co-operation:

Team building – the key for working together, group v/s team, stages in team development, how to become part of a winning team, conflict resolution negotiation skills, Meaningful relationship with family & friends.

References:

1. Soft Skills Enhancing Employability Connecting campus with cooperate. S. Rao I. K. International Publishing House Pvt. Ltd.
2. Personality Development & Soft Skills Barun MitraOxford University Press
3. Enhancing Employability@ Soft Skills Shalini Verma Pearson Publication
4. Soft Skills Personality Development for Life SuccessPrashant Sharma BPB Publications.

BBAFME103 BASICS OF ACCOUNTING

Total Marks – 50		Max. Time- 2 Hrs.
University Exam - 40 Marks Min. Passing Marks- 20	Internal Assessment- 10 Marks Min. Passing- 40 %	Credits- 2 Lectures- 4 hrs./week

Learning Objectives:

The learner shall be able to understand the basic principles and techniques of preparing and presenting financial accounts for end users.

Unit I

Introduction to Financial Accounting: Introduction, meaning of book keeping, accounting and accountancy, Distinction between book keeping and accounting, accounting process, objectives of accounting, various users of accounting information, limitations of accounting, accounting terminologies (capital, asset, liability) capital, expense, income, expenditure, revenue, debtors, creditors, stock, purchase, sales, discount, transaction, drawings), Accounting concepts and conventions, accounting standards.

Unit II

Recording of transactions and secondary books: Classification of accounts, double entry system, rules for debit and credit, Journal entries, cash books, ledger posting, trial balance

Unit III

Final Accounts: Introduction, meaning, objectives and characteristics of Final Accounts, adjustment entries before preparation of final accounts, and closing entries.

Unit IV

Trading account, profit and loss account and balance sheet, practical problems. Depreciation: Introduction, meaning of depreciation, causes of depreciation, need for, factors affecting depreciation, methods of computation of depreciation (straight-line method and written-down value method).

References:

1. Maheshwari, S.N. and Maheshwari, S.K. (2018). An Introduction to Accountancy. New Delhi: Vikas Publishing House.
2. Sofat, R. and Hiro, P. (2016). Basic Accounting. Delhi: PHI Learning Pvt.Ltd.

BBAFME104 FUNDAMENTALS OF FORESTRY

Total Marks –100		Max. Time- 3 Hrs.
University Exam- 80 Marks Min. Passing Marks- 40	Internal Assessment- 20 Marks Min. Passing- 40 %	Credits- 4 Lectures- 4 hrs./week

Learning Objectives: To provide foundational knowledge of forestry, forest ecology, environmental studies, and disaster management while developing practical skills in forest mensuration, dendrology, and soil science for sustainable resource management.

Unit I Introduction to Forest Management:

Definition, scope, objectives, and principles of forest management, Organization of state forests, Sustained yield: definition, principles, and limitations, Sustainable forest management: criteria and indicators, Increasing and progressive yields, Rotation: definitions, types, length, choice of type and kind, Normal forest: definitions, basic factors of normality, Factors governing the yield and growth of forest stands, Working plan: preparation, objectives, and uses, Forest maps and their applications.

Unit II Basic Geology & Soil Science:

Introduction to geology and its significance in forestry, Types of rocks: igneous, sedimentary, and metamorphic, Weathering, erosion, and their impact on forest landscapes, Geological formations influencing forest distribution, Soil formation, profile, and classification, Physical and chemical properties of forest soils, Soil fertility, conservation, and management in forestry, Soil degradation and restoration techniques.

Unit III Forest Mensuration:

Basic measurements: definition, objectives, scope, Measurement of tree diameter and girth: rulers, calipers, tapes, Measurement of upper stem diameter, bark thickness, crown width, Height measurement: ocular, instrumental, and non-instrumental methods, Measurement techniques: Christen's, Smythies hypsometer, Abney's topographical level, Haga altimeter, Spiegel relaskop.

Unit IV Dendrology:

Classification and nomenclature of trees based on botanical principles, Morphological and anatomical characteristics of trees, Identification of important commercial and indigenous tree species, Growth patterns, wood properties, and economic importance of forest trees, Traditional and scientific methods of tree identification

Unit V Forest Ecology:

History, scope, principles, and concepts of forest ecology, Ecology of tropical and temperate forests, Ecosystem components and structure, Ecological hierarchy: communities, populations, groups, and individuals, Plant-microbe-animal interrelationships in forest ecosystems. Forest biomes: Desert forests (cold and hot), Grasslands; Tidal forests; Wetlands; Secondary forests; Terrestrial and aquatic ecosystems; Principal Forest types: Introduction, classification, and distribution in relation to other countries; Factors affecting vegetation: Locality factors, Climatic factors, Edaphic factors, Ecological and physiographic, factors Biotic factors.

Reference:

1. Desai, V. (1991). Forest Management in India-Issues and Problems. Himalaya Pub. House, Bombay.
2. Edmunds, D. & Wollenberg, E. (2003). Essentials of Forest Management. Natraj Publishers, Dehradun.
3. Jerome L. Cutter et al. (1983). Timber Management: A Quantitative Approach. John Wiley and Sons.
4. National Working Plan Code (2014). MoEF, New Delhi.
5. Recknagel, A. & Bentley, J. (1988). Forest Management. IBD, Dehradun.
6. Trivedi, P.R. & Sudarshan, K.N. (1996). Forest Management. Discovery Publications, New Delhi.
7. Khanna, L.S. (1989). Principles and Practice of Silviculture. Khanna Bandhu, New Delhi.
8. Negi, S.S. (1985). World Forestry Systems. Bishinpal Mahinder Pal Singh, Dehradun.
9. Champion, H.G. & Seth, S.K. (1968). Forest Types of India. GOI Press, New Delhi.
10. Grebner, D.L., Bettinger, P., & Siry, J.P. (2012). Introduction to Forestry and Natural Resources. Academic Press.
11. Mather, A.S. (1990). Global Forest Resources. Belhaven, London.
12. Persson, R. (1992). World Forest Resources. Periodical Experts, New Delhi.
13. Westoby, J. (1991). Introduction to World Forestry. Wiley.

BBAFME105 INTRODUCTION TO TOURISM

Total Marks – 50		Max. Time- 2 Hrs.
University Exam - 40 Marks Min. Passing Marks- 20	Internal Assessment- 10 Marks Min. Passing- 40 %	Credits- 2 Lectures- 4 hrs./week

Learning Objectives:

This course shall introduce the learners to the various fundamental concepts of travel trade. After doing this course, the students would be able to appreciate the significance of the tourism industry in the economy vis-à-vis other sectors. They would also establish the importance of linkages of various components in the tourism industry. This course shall also provide the students with insights into the socio-economic and ecological impacts of tourism.

Unit I Basic concepts & development of tourism:

Tourism, excursion, leisure and recreation; tourist, visitor, traveler; History and evolution of tourism, Roman Empire and early travel, trade routes, concept of annual holiday, social(paid)Tourism; Grand Tour, dark age, renaissance in Tourism; Thomas cook & early organized travel; Modern day Mass Tourism.

Unit II Typology and forms of tourism:

International Tourism, Inbound, Outbound, inter-regional, intra-regional, domestic, internal, National Tourism; Types of Tourism, contemporary trends in Indian Tourism.

Unit III Tourism System & Environment:

Components of tourism, Distribution, Inter-relation between various segments, travel industry network, Elements of tourism, Tourism environment, Manila Declaration.

Unit IV Tourism Demand & Travel Motivators:

basics of Tourism demand, Net travel propensity, Gross travel propensity, Case study pattern of movement of tourists to India; Travel Motivators, Physical Motivators, Interpersonal Motivators, Status & Prestige.

5 Ts of Brand India; Major Tourism schemes of Govt. of India, Visa on Arrival (VoA), PRASAD Scheme, HRIDAY Scheme, Travel Circuits; Incredible India.

References:

1. Holloway, J. C. (Latest edition). *The Business of Tourism*, Pitman Publishing, London.
2. Swain, S. K., & Mishra, J. M. (2011). *Tourism Principles and Practices*, Oxford Higher Education.
3. Medlik, S. (Latest edition). *Understanding Tourism*, Butterworth Heinemann, Oxford.
4. Hayward, P. (2000). *Leisure and Tourism*, Heinemann GNVQ Intermediate, Heinemann Educational Publishers.

BBAFME106 ENVIRONMENTAL SCIENCE

Total Marks – 50		Max. Time- 2 Hrs.
College Assessment - 50 Marks Min. Passing Marks- 20	Min. Passing- 40 %	Credits- 2 Lectures- 2 hrs./week

Learning Objectives:

- In this module learners will get insights about sustainable development and the conservation of Ecology.
- The learners will understand how in the Name of tourism, we are leaving footprints behind, creating global concerns.
- The learners will understand how COP 21 Paris got the World's attention, stressing the need to protect the environment. It is this Ecology in which we live, and it's our responsibility to save.

Unit I Basic principles:

Ecology, Environment and Ecosystem; biological levels of ecosystem; relationship of ecology and tourism; tourism activities and their linkages to ecology; environmental pollution; environmental impact of tourism.

Unit II Ecosystems and their relation with tourism:

Introduction to wetland sites, coral reefs, mangroves, national parks, wildlife sanctuaries, biosphere reserves and their role in tourism.

Unit III Environmental Concerns:

Factors creating environmental concerns include a temperature rise, melting of snow caps, a rise in sea level, monsoons and its changes, the role of tourism in environmental concerns and the impact of environmental concerns on tourism, prevention of environmental hazards.

Unit IV Addressing Environmental Concerns:

Environmental Conventions; ecotourism; responsible tourism; voluntary tourism; community-based tourism; pro-poor tourism, including STEP; eco-friendly practices and energy waste management; Concept of Sustainable tourism development.

References:

1. Kumar, A. (2004), A Text Book of Environmental Science, APH Publishing House, New Delhi.
2. Bharucha, Ecach (2021), A Text Book of Environmental Sciences for UG, Orient Black Swan, New Delhi.

BBAFME107 PRINCIPLES OF GEOGRAPHY

Total Marks – 50		Max. Time- 2 Hrs.
College Assessment - 50 Marks Min. Passing Marks- 20	Min. Passing- 40 %	Credits- 2 Lectures- 2 hrs./week

Learning Objectives:

1. To understand the concept of Geography, the Physical features of Earth.
2. To understand the various types of physical Geographical concepts.
3. To understand the Relevance of Geography in Tourism.

Unit I Lithosphere:

Nature and scope of physical Geography; Earth – Origin; interior of the earth, origin of continents and oceans – theories, concept of plate tectonics, earthquakes and volcanoes.

Unit II Physical Geographical Features:

Rocks – Origin, classification and characteristics, drainage pattern, rivers, mountains and folded mountains, wind, glaciers and underground water, plateau and plains.

Unit III Atmosphere:

Composition and structure of atmosphere; weather and climate – definition, elements and factors of climate; temperature; insolation and heat budget, atmospheric pressure, concept of air mass, cyclones and anti-cyclones.

Unit IV Hydrosphere:

Oceans; ocean bottom; composition of sea water and salinity; ocean currents – Atlantic, Pacific and Indian oceans; ocean deposits; corals, islands, and atolls. Biosphere: Definition; components of biosphere; plants and animals' evolution; dispersal and distribution of plants and animals; ecosystem.

References:

1. Strahler A.N. (1975), Physical Geography, Third Edition, Wiley International. Ahmed. E. (1999).
2. Geomorphology. Kalyani Publisher, New Delhi. Singh, S. (2021). Physical Geography. Prayag Pustak Bhawan.

BBAFME108 PRACTICAL OF FUNDAMENTAL FORESTRY

Total Marks – 50		Max. Time- 2 Hrs.
University Exam- 30 Marks Min. Passing Marks-25	Internal Assessment- 20 Marks Min. Passing- 50 %	Credits- 2 Practical- 4 / week

Practical Topic:

- Land use and land cover classification
- Collection and testing of soil samples
- Analysis of soil texture, pH, and nutrients
- Soil conservation techniques and erosion control
- Quadrant and transect methods for biodiversity surveys
- Species identification and ecological role analysis
- Estimation of species diversity indices
- Measuring tree height, girth, and volume using instruments
- Estimating biomass and carbon sequestration potential
- Data collection and interpretation for sustainable yield management
- Understanding real-world forest management practices

BBAFME109 PRACTICAL OF INTRODUCTION TO TOURISM

Total Marks – 50		Max. Time- 2 Hrs.
University Exam - 30 Marks Min. Passing Marks- 25	Internal Assessment- 20 Marks Min. Passing- 50 %	Credits- 2 Lectures- 4 / week

Practical Topic:

1. Tourism Site Assessment

Identification and mapping of tourism sites, Biodiversity assessment for tourism potential, Impact analysis of tourism on local ecosystems

2. Sustainable Tourism Planning

Designing eco-friendly tourism packages, Community-based tourism models, and Visitor carrying capacity estimation

3. Adventure and Nature-Based Activities

Trekking, camping, and wildlife safaris, Bird watching and nature interpretation, Sustainable water-based activities (boating, rafting)

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SEMESTER – II

BBAFME201 BUSINESS COMMUNICATION

Total Marks – 50		Max. Time- 2 Hrs.
University Exam - 40 Marks Min. Passing Marks- 20	Internal Assessment- 10 Marks Min. Passing- 40 %	Credits- 2 Lectures- 4 hrs./ week

Course Objectives:

- To improve the basic reading skills. writing, listening, and speaking among students of any subject
- To prepare students to face interviews and group discussions.
- To acquaint students with the contemporary, colloquial, and idiomatic expressions in language.
- To train them in practical letter writing and forms of business communication.

Unit I Understanding Communication Skills:

What is communication, and what are the types of communication? Media of communication, channels of communication., Barriers to effective communication, the Role of communication skills in society.

Unit II Business Correspondence:

Email communication, Notice, Minutes of Meeting, Memos, Report Writing, Types of report.

Unit III Letter writing:

Resume writing and Job application, Business letters (Orders, Inquiries, Sales Letters, and Complaints)

Unit IV Presentation Skills:

How to effectively organize thoughts, research, and data collection for speech/presentation, the use of logic and sequence, and the central idea, Oral presentation, diction, tone, clarity, and body language, PowerPoint presentation, Time management and preparation, as well as adaptation skills, if changes occur.

References:

1. Business Communication: Process and Product by Mary Ellen Guffey and Dana Loewy
2. Essentials of Business Communication by Rajendra Pal and J.S. Korlahalli
3. Business Correspondence and Report Writing by R.C. Sharma and Krishna Mohan
4. Effective Business Communication by Asha Kaul
5. The McGraw-Hill Handbook of Business Letters by Roy Poe

BBAFME202 INTRODUCTION TO HOSPITALITY

Total Marks – 50		Max. Time- 2 Hrs.
University Exam - 40 Marks Min. Passing Marks- 20	Internal Assessment- 10 Marks Min. Passing- 40 %	Credits- 2 Lectures- 4 hrs./ week

Learning Objectives:

- The purpose of this course is to acquaint the learner with the fundamental concept of Hospitality.
- After doing this course, the students would be able to appreciate the significance of the hospitality industry in the economy in general and the tourism industry in particular.

Unit I Hotel industry:

Development of Hotel Industry in India – Origin and Development over the ages, Future, Changing trends. Concept, Role of Hospitality in the development of the tourism industry. Types of accommodation - intermediary accommodation, grouping of accommodation. Classification of hotels 1. Size 2. Location 3. Length of Stay 4. Facilities offered 5. Types of Plans – European plan, American plan, modified American plan, continental plan & Bermuda plan.

Unit II Various Departments in hotels and their functions:

Accommodation management - front office - housekeeping – F&B Service- Food Production- supporting service - working of hotels - maintenance of equipment - maintenance of accounts, etc. FHRAI and its role, government participation in and contribution to hospitality.

Unit III Different types of rooms:

Available in India, and various tariffs and facilities offered- Types of rooms – single, double, twin, suites, penthouse, cabana, studio, duplex, cottage, interconnecting, adjacent, efficiency. Hotel industry future in India, Changing trends. Relation of Tourism with Hospitality Industry.

Unit IV Rule, Regulations, Duties and Responsibilities:

Rules and Regulations Applicable to a Hotel Guest, Duties & Responsibilities of a hotel towards its guests, Ownership and Affiliation 1. Independent hotels 2. Chain hotels 3. Franchise and referral groups, License, Licenses & Permits necessary for opening & operating a hotel. Permission from

authorities - Labor Department - City corporations - police - State Excise - Department of Tourism - ESI - food and beverage service - problems and prospects of the Hotel Industry.

References:

1. Andrews S. (Latest edition), Hotel Front Office Training Manual, Tata McGraw-Hill Publication, New Delhi.
2. Lal, J. (2017). Accounting for Management, Himalayan Publishing House, Mumbai.
Andrews S. (Latest edition),

BBAFME203 LANDSCAPE MANAGEMENT

Total Marks – 50		Max. Time- 2 Hrs.
University Exam - 40 Marks Min. Passing Marks- 20	Internal Assessment- 10 Marks Min. Passing- 40 %	Credits- 2 Lectures- 4 hrs./ week

Learning Objectives:

To equip students with integrated knowledge of landscape and watershed management, combining ecological, biological, and engineering approaches for sustainable natural resource use, eco-restoration, and bio-aesthetic landscaping.

UNIT I Introduction to Landscape and Watershed Management:

Concept, definition, and scope of landscape management, Characteristics and classification of watersheds, Role of watershed management in ecological balance and sustainable development, Importance of watershed-based planning in forest and rural development, Restoration of deteriorated and degraded watersheds, Integrated watershed management: planning, implementation, and monitoring, Community participation and institutional mechanisms in watershed development

UNIT II Biological Aspects of Watershed Management:

Soil conservation and soil health improvement techniques, Crop management practices suited to different landscapes and climatic zones, Agroforestry: Concept, systems, and significance in land sustainability, Alternate land use systems: types, selection, and benefits, Biodiversity conservation through biological interventions, Role of vegetation in erosion control and soil moisture retention, Eco-restoration techniques and vegetative stabilization of slopes

Unit III Engineering Approaches in Watershed Management:

Engineering measures for soil and water conservation, Construction and maintenance of contour bunds, check dams, gabions, and percolation tanks, Water harvesting structures: design and utility, Drainage line treatment and gully control structures, Micro-irrigation and efficient water-use systems, Monitoring and evaluation of engineering structures, Integration of engineering and biological measures for effective watershed management

Unit IV Tree Landscaping and Bio-Aesthetic Planning:

Concept and importance of landscaping in forestry and urban planning, Elements of bio-aesthetic planting: color, texture, form, and seasonal effects, Tree species selection based on climatic and edaphic conditions, Site preparation and planting techniques for urban and rural landscaping, Role of native and ornamental species in landscape design, Landscape designing in degraded and industrial areas, Role of landscape management in climate regulation and human well-being.

References:

1. J.V.S. Murthy – Watershed Management in India
2. R. Suresh – Soil and Water Conservation Engineering
3. G.L. Bagdi & V.K. Bhatt – Watershed Management: Principles, Parameters and Programs
4. Purohit & Gehlot – A Textbook of Forestry Vol. II
5. S.P. Singh & M.S. Swaminathan – Ecological Foundation of Sustainable Agriculture.
6. Dr. B.C. Punmia – Irrigation and Water Power Engineering

BBAFME 204 APPLIED FORESTRY AND AGROFORESTRY TECHNIQUES

Total Marks – 100		Max. Time- 3 Hrs.
University Exam- 80 Marks Min. Passing Marks- 40	Internal Assessment- 20 Marks Min. Passing- 40 %	Credits- 4 Lectures- 4 hrs./week

Learning Objectives: To develop a comprehensive understanding of forest management through silvicultural practices, tree improvement, seed technology, and agroforestry systems. Students will gain practical skills in forest inventory, surveying, and nursery management while exploring plant physiology and sustainable land-use strategies for effective forest conservation.

Unit I Tree Improvement:

Definition, objectives, and importance, Role of genetics in tree breeding, methods of selection (mass selection, progeny selection, clonal selection). Controlled pollination, hybrid vigor, and breeding techniques in tree improvement. Micropropagation, somatic embryogenesis, and the role of biotechnology. Gene banks, in-situ and ex-situ conservation strategies. Tree Improvement. National and international efforts in genetic conservation and improvement

Unit II Silviculture – I:

Definition, scope, and objectives. Silvicultural Systems: Clear-felling, shelterwood, selection, coppice systems, and their applications. Forest Regeneration: Natural and artificial regeneration techniques, regeneration surveys. Forest Growth and Development Factors affecting tree growth (climatic, edaphic, and biotic factors). Forest Types of India Classification by Champion & Seth, ecological significance. Silvicultural Practices: Pruning, thinning, weeding, tending operations, and their impact on forest productivity

Unit III Seed Technology & Nursery Management:

Role in afforestation, reforestation, and biodiversity conservation. Seed Collection and Handling Planning seed collection, methods of seed extraction, drying, and storage. Seed Testing and Certification Seed dormancy, viability tests, germination percentage, ISTA rules, and certification standards. Nursery Planning and Establishment: Site selection, bed preparation, irrigation, shading, and pest control. Sowing Methods and Plant Propagation: Direct seeding, transplanting, vegetative propagation (cuttings, grafting, layering). Management of Forest Nurseries: Growth monitoring, nutrient management, hardening of seedlings before plantation.

Unit IV Agroforestry Systems & Management:

Concept, importance, and global perspectives. Types of Agroforestry Systems: Shifting cultivation, Taungya, home gardens, alley cropping, silvopasture, windbreaks, and shelterbelts. Multipurpose Trees and Crops Selection criteria, examples of high-value agroforestry species. Soil and Water Conservation in Agroforestry: Techniques for improving soil fertility, water harvesting, erosion control. Economic and Social Aspects: Role of agroforestry in rural livelihoods, case studies of successful agroforestry models, Challenges and Opportunities in the Agroforestry Policy framework, incentives, and future scope in India.

Unit V Forest Survey & Engineering:

Definition, objectives, and types of surveys. Surveying Techniques and Instruments: Chain survey, compass survey, plane table survey, GPS and GIS applications. Forest Mapping and Remote Sensing. Thematic mapping, aerial photography, LiDAR applications, Growth and Yield Estimation, Forest inventory techniques, sampling methods, stand density measurement. Forest Roads and Bridges: Planning, construction techniques, and materials used in forest roads, Soil and Water Conservation Structures: Check dams, contour bunding, gully plugging, watershed management strategies.

Reference Books

1. Wright, J.W. (1976). Introduction to Forest Genetics. Academic Press.
2. Zobel, B.J., & Talbert, J.T. (1984). Applied Forest Tree Improvement. John Wiley & Sons.
3. FAO. (2004). Forest Genetic Resources Conservation and Management.
4. Kochhar, S.L. (2016). Economic Botany in the Tropics. Macmillan.
5. Champion, H.G., & Seth, S.K. (1968). Forest Types of India. Govt. of India Press.
6. Evans, J. (1992). Plantation Forestry in the Tropics. Oxford University Press.
7. Smith, D.M. (1986). The Practice of Silviculture. John Wiley & Sons.
8. Nair, P.K.R. (1993). An Introduction to Agroforestry. Springer.
9. Avery, T.E., & Burkhardt, H.E. (2015). Forest Measurements. McGraw-Hill.
10. Lillesand, T.M., Kiefer, R.W., & Chipman, J.W. (2015). Remote Sensing and Image Interpretation. Wiley

BBAFME205 INTRODUCTION TO ECO-TOURISM

Total Marks – 50		Max. Time- 2 Hrs.
University Exam - 40 Marks Min. Passing Marks- 20	Internal Assessment- 10 Marks Min. Passing- 40 %	Credits- 2 Lectures- 4 hrs./ week

Learning Objectives:

It introduces the concept of ecotourism, presents the key players, and gives an overview of their roles in ecotourism planning and development.

UNIT I Fundamentals of Ecotourism:

Definition of Ecotourism, Evolution of Ecotourism, Concept and Significance of Ecotourism, Objectives of Ecotourism, Principles of Ecotourism, Working with Ecotourism

UNIT II Types of Ecotourism:

Tourism vs. Ecotourism; Types of Tourism: Argo-ecotourism, Geo- ecotourism, Cultural ecotourism – tangible and intangible heritages and tourism, Sensitive areas of ecotourism; Ecotourism management plans.

UNIT III Ecotourism Participants:

Core Decision Makers in Ecotourism, Supporting Players and their roles, Typology of Eco-Tourists, Special Characteristics of Eco-Tourists

UNIT IV Ecotourism, Protected Areas and Communities:

Introduction to ecotourism in protected areas - Introduction, The Role of Ecotourism, Opportunities and Threats, Potential Opportunities of Ecotourism, Potential Tourism Threats, Ecotourism.

NGOs and Local Communities - Introduction, The Role of NGOs, Definition of Community, The Role of the Community in Ecotourism, Protected Areas and Ecotourism, Potential Positive Impacts, Potential Negative Impacts, Key Considerations for Ecotourism Development at the Community Level.

Ecotourism and the Tourism Industry - Introduction, The Links in the Tourism Chain, Including Private Tour Operators in the Planning Process, The Demand for Nature Tourism

References:

1. Introduction to Ecotourism by Ralf Buckley
2. Ecotourism: Principles, Practices & Policies by David A. Fennell
3. Ecotourism: A Sustainable Option? by K.E. Bohr and D.J. Lee
4. Ecotourism Development – A Manual for Conservation Planners and Managers Volume 1
5. The Routledge Handbook of Ecotourism edited by Susan Sneddon, Jennifer K. G. Terry, and David A. Fennell
6. Introduction to Ecotourism by Ralf Buckley

BBAFME206 PERSONALITY DEVELOPMENT AND COMMUNICATION SKILLS

Total Marks – 50		Max. Time- 2 Hrs.
College Assessment - 50 Marks Min. Passing Marks- 20	Min. Passing- 40 %	Credits- 2 Lectures- 2 hrs./week

Learning Objectives:

1. To understand the fundamentals of communications.
2. To understand the importance of personality development in a professional setup.
3. To have effective professional communication.
4. To understand the techniques of presentation skills. Code of course and semester

Unit I Communication Skills:

A Practical Guide to Improving Your Social Intelligence, Presentation, Persuasion and Public Speaking. Create Space Independent Publishing Platform. Image Building and Self-awareness

Unit II Developing Self-Awareness:

Projecting a winning personality, Understanding Business Etiquette, Developing Self-Awareness

Unit III Assertive Communication Skills:

Understanding the concept of assertiveness, Assertiveness skills and techniques, Assertive coping mechanisms and strategies, Time management, and Stress management

Unit IV Culture and Communication:

Communication across cultures, Customers from Overseas, Customers at home, the nature of the industry

References:

1. Lesikar, R. V., Pettit, J. D., & Flatley, M. E. (2004). Lesikar's Basic Business Communication. McGraw-Hill Companies.
2. Burton, J., & Burton, L. (Latest edition). Interpersonal Skills for Travel and Tourism. Financial Times/Prentice Hall. Tuhovsky, I. (2015).

BBAFME 207 MANAGEMENT CONCEPT AND PRINCIPLES

Total Marks – 50		Max. Time- 2 Hrs.
College Assessment - 50 Marks Min. Passing Marks- 10	Min. Passing- 40 %	Credits- 2 Lectures- 2 hrs./ week

Learning Objectives:

1. To describe and discuss the elements of effective management. Discuss and apply the planning, organizing, and control processes.
2. To describe various theories related to the development of leadership skills.
3. To learn motivation techniques, teamwork work and effective communication.
4. To communicate effectively through both oral and written presentations.
5. To learn the basics of organizational behavior.

Unit I Introduction to Management:

Organization management; role of managers; organization and the environmental factors; functions of management; social responsibility of management.

Unit II Planning:

Nature and purpose of planning; planning process; types of plans& objectives; Management by Objectives (MBO); types of strategies& policies; decision making; types of decisions; decision making process; rational decision-making process; decision making under different conditions.

Unit III Organising:

Nature and purpose of organizing; organization structure; formal and informal groups/ organization; line and staff authority; Departmentation; Span of control; Centralization and Decentralization; Delegation of authority; Staffing; Selection and Recruitment; Orientation; Career development; Career stages; Training; Performance appraisal.

Unit IV Directing and Controlling:

Directing - Managing people; communication; Process and Importance of Communication; Barriers to effective communication; Types and Nature of Motives, Theories of Motivation; Leadership Styles & Models; Organizational culture; Elements and Types of Culture; managing cultural diversity.

Controlling - Process of controlling; types of control; budgetary and non-budgetary control techniques; managing productivity; cost control; purchase control; maintenance control; quality control planning operations.

References:

1. Tripathi P. C., Reddy P. N. & Bajpai A. (2021) Principles of Management, Tata McGraw-Hill Publishing Company.
2. Koontz H. and Weirich H. (2012). Essentials of Management: An International & Leadership Perspective. New Delhi: Tata McGraw-Hill Education Hill
3. Charles W.L. and McShane Steven. L. (2017). Principles of Management. New Delhi: McGraw-Hill Education.
4. Special Indian Edition Prasad, L.M. (2019). Organizational Behavior. New Delhi: Sultan Chand & Sons.
5. Chandan .J.S. (2014). Principles of Management. New Delhi: Vikas Publishing House Vasisht, N. and Vasisht, V. (2007).

**BBAFME208 PRACTICAL OF APPLIED FORESTRY AND AGROFORESTRY
TECHNIQUES**

Total Marks – 50		Max. Time- 2 Hrs.
University Exam- 30 Marks Min. Passing Marks-25	Internal Assessment- 20 Marks Min. Passing- 50 %	Credits- 2 Practical- 4 / week

Practical

- Identification of plus trees and selection methods
- Study of tree breeding techniques and hybridization
- Field study of forest stands and locality factors
- Regeneration survey techniques and data collection
- Seed identification and maturity tests
- Germination and viability tests (Hydrogen peroxide & Tetrazolium test)
- Study of seed collection equipment and nursery planning
- Inflorescence types and flower morphology
- Identification of multipurpose trees and shrubs in agroforestry
- Assessment of tree species in different agroforestry systems
- Use of surveying instruments (wedge prisms, Relaskop, GPS)

BBAFME209 PRACTICAL OF INTRODUCTION TO ECO-TOURISM

Total Marks – 50		Max. Time- 2 Hrs.
University Exam- 30 Marks Min. Passing Marks-25	Internal Assessment- 20 Marks Min. Passing- 50 %	Credits- 2 Practical- 4 / week

Practical:

- **Hospitality and Eco-Lodge Management**
 - Sustainable hotel and lodge operations
 - Use of renewable energy and waste management

- **Eco-Tourism Marketing and Promotion**
 - Branding and social media promotion of eco-tourism
 - Developing tourism brochures and itineraries

- **Community Involvement and Livelihood Enhancement**
 - Role of local communities in eco-tourism
 - Handicraft and local product promotion

- **Conservation and Responsible Tourism Practices**
 - Ethical wildlife tourism guidelines
 - Leave No Trace (LNT) principles and ecotourism ethics

Syllabus of
B.B.A. in Forest Management and Eco-Tourism
SEMESTER – III

BBAFME301 MARKETING MANAGEMENT

Total Marks – 50		Max. Time- 2 Hrs.
University Exam - 40 Marks Min. Passing Marks- 20	Internal Assessment- 10 Marks Min. Passing- 40 %	Credits- 2 Lectures- 4 hrs./ week

Learning objectives:

The objective of this course is to acquaint the participants with concepts and techniques used in marketing, both at the micro and macro levels. Marketing is the core of any business activity today. It is therefore important for a manager to understand the concepts of marketing and refer to the same in managing, planning and controlling.

Unit I Marketing:

Introduction to tourism marketing: Definition; nature & scope of tourism marketing; process of growth of tourism marketing. Understanding the needs, wants, demands, value and satisfaction, evolution of marketing.

Unit II Market targeting:

Concept of market segmentation, targeting, and positioning. Types of segmentation: Marketing mix.

Unit III Product issues:

Types of products: product mix dimensions, product strategies, product life cycle.

Unit IV Pricing:

Concept of price, factors influencing tourism pricing, method of price fixation, pricing strategies. Distribution channels- Nature importance distribution system. Marketing intermediaries. Concept of Promotion and Communication; objectives and importance of marketing promotion and communication; promotion mix; components of promotion mix; factors affecting promotion mix, types of marketing promotion and communication tools.

References:

1. Chowdhary, N. and Prakash, M. (2005). A Textbook of Marketing of Services. New Delhi: Macmillan India Limited.
2. Dasgupta, D. (2010). Tourism Marketing. New Delhi: Pearson Education.
3. Middleton, V. (2001). Marketing in Travel and Tourism, 3/e. New Delhi: Butterworth-Heinemann.
4. Kotler, P., Bowen, J. and Makens J. (2021). Marketing for Hospitality and Tourism. New Delhi: Prentice Hall/ Pearson Education.

BBAFME302 BUSINESS ECONOMICS

Total Marks – 50		Max. Time- 2 Hrs.
University Exam - 40 Marks Min. Passing Marks- 20	Internal Assessment- 10 Marks Min. Passing- 40 %	Credits- 2 Lectures- 4 hrs./ week

Learning objectives:

The subject *Business Economics* aims to enable students to understand the nature, scope, and applications of managerial economics while familiarizing them with different economic perspectives such as wealth-oriented, welfare-oriented, scarcity, and development views. Students will learn to analyze demand, its determinants, elasticity, and various methods of demand forecasting. They will also interpret supply laws, production functions, and returns to scale, along with understanding pricing methods and the process of price determination under different market structures, including perfect competition, monopoly, monopolistic competition, and oligopoly.

Unit I Concepts of economics:

Nature, scope, characteristics, and application of managerial economics; wealth-oriented view; welfare-oriented view; scarcity view; development view.

Unit II Consumer Analysis:

Measurement of consumer behavior; law of diminishing marginal utility; law of equi-marginal utility; consumer's equilibrium; price effect; income effect, and law of substitution & consumer surplus.

Unit III Demand analysis:

Meaning of demand; law of demand; determinants of demand; measurement of demand; elasticity of demand; demand forecasting and its methods.

Unit IV Production analysis:

Law of supply; Determinant of supply; Elasticity of supply; Methods of measuring elasticity of supply; Return to scale; Law of returns and production function. Meaning and main features of price determination of a firm; Different theories of pricing. Factors and methods of pricing; price determination under perfect, imperfect, monopoly and oligopoly situations.

References:

1. Singh, R. (2015). Indian Economy Tata McGraw Hill
2. Tribe, J. (2011). The Economics of Recreation, Leisure, and Tourism (4/e). Burlington: Elsevier
3. Ghosh, G. & Choudhury (2016) Business Economics. McGraw Hill
4. Dominick S. (2016) Managerial Economics Oxford Publishers
5. Mishra, J.P. (2022) Business Economics, Sahitya Bhawan Publications

BBAFME303 INTRODUCTION TO STATISTICS

Total Marks – 50		Max. Time- 2 Hrs.
University Exam - 40 Marks Min. Passing Marks- 20	Internal Assessment- 10 Marks Min. Passing- 40 %	Credits- 2 Lectures- 4 hrs./ week

Learning Objectives:

The objective of this course is to develop students' familiarity with the basic concepts and tools in statistics so as to enable them to resolve complex problems of decision making in the business of travel and tourism.

UNIT I Overview of Statistics:

Definition, important and limitations; functions and scope of statistics; role of Statistics in Tourism.
Collection of primary & secondary data, approximation and accuracy, statistical errors.

UNIT II Classification, Tabulation of Data:

Meaning and characteristics; frequency distribution; simple and manifold tabulation.

Presentation of Data: diagrams/graphs of frequency distribution and histograms, ratio scale graph.

UNIT III Measures of Central Tendency:

Central tendency: arithmetic mean (simple), median (including quartiles, deciles and percentiles); mode. **Measures of Dispersion and Skewness:** Absolute and relative measures of dispersion; quartile deviation; mean deviation; standard deviation and their coefficients; uses and interpretation of measures of dispersion.

UNIT IV Skewness:

Measures of skewness; Index Numbers and Time Series Analysis: Meaning and uses of index numbers; simple price index numbers; methods of construction of index numbers; fishers ideal index number; Time series analysis: Components and measurement of trend.

References:

1. Sharma, J.K. (2019). Mathematics for Business & Economics, New Delhi: Asian Books.
2. P.R. Vittal, (2021) Business Mathematics and Statistics, Margham Publications
3. S.P. Gupta (2017) Elements of Business Statistics, Sultan Chand & Sons
4. Rajagopalan S.P. (2010) Business Statistics, Tata McGraw-Hill

**BBAFME304 SUSTAINABLE FOREST MANAGEMENT AND AGROFORESTRY
PRACTICES**

Total Marks – 100		Max. Time- 3 Hrs.
University Exam- 80 Marks Min. Passing Marks- 40	Internal Assessment- 20 Marks Min. Passing- 40 %	Credits- 4 Lectures- 4 hrs./ week

Learning objective: In this course, students will gain a comprehensive understanding of seed technology, nursery management, and silvicultural principles, focusing on the regeneration and succession of forests. They will explore the classification of forest types, tree morphology, and practical applications in agroforestry and nursery practices for sustainable forest management.

Unit I Forest Resource Utilization – I (NTFPs):

Classification and Economic Importance of NTFPs: Medicinal plants, oils, biofuels, gums, resins, tannins, dyes, fibers, lac, shellac, honey, and bamboo-based products. Extraction and Processing Techniques Sustainable harvesting practices, post-harvest treatment, and storage methods to maintain quality. Market Potential and Value Addition – Role of cooperatives, self-help groups (SHGs), and government policies in promoting NTFP trade. NTFPs and Sustainable Livelihoods Community-based resource management, case studies on tribal and rural dependency on forest resources. Legal and Policy Frameworks Laws regulating NTFP collection, trade, and conservation strategies at national and international levels.

Unit II Logging and Ergonomics:

Definition, scope, planning, and execution of logging operations. Timber Harvesting Techniques Traditional and modern methods of felling, cutting, skidding, and transportation. Conversion and Measurement of Timber Understanding timber depots, storage methods, and auctioning processes. Ergonomics in Forestry Operations Worker safety, energy requirements, and personal protective equipment (PPE). Forest Accidents and First Aid Causes, preventive measures, safety rules, and emergency response training.

Unit III Forest Economics and Marketing:

introduction to Forest Economics Basic economic concepts, goods and services, price determination, and consumer surplus. Demand and Supply of Forest Products – Elasticity of demand, supply chain analysis, and pricing mechanisms. Economic Worth of Forests Timber and NTFP valuation, forest planning, and economic policies. Marketing of Forest Products Market structures, marketing channels, and price spread analysis.

Financial and Institutional Support Bank loan procedures, insurance policies, SWOT analysis, and crisis management in forestry enterprises.

Unit IV Climate Science:

Fundamentals of Agrometeorology Weather and climate factors affecting forests, precipitation patterns, and cyclone impact. Climate Change and Forests Global warming, vulnerability, adaptation strategies, and forest disturbances. Forest Carbon Sequestration Economic worth of carbon storage, forest-based climate mitigation policies. International Climate Agreements Kyoto Protocol, UNFCCC, Paris Agreement, and Indian climate initiatives. Climate-Resilient Forestry Green India Mission, National Action Plan on Climate Change (NAPCC), and sustainable forest practices.

Unit V Silviculture – II:

Silvicultural Systems High forests, coppice systems, clear felling, shelterwood, and selection systems. Regeneration and Growth Models Seedling establishment, thinning, pruning, and weed management. Plantation Forestry Site selection, mixed vs. monoculture plantations, exotics vs. native species. Silviculture in Special Conditions Plantation techniques in arid, coastal, hilly, and degraded landscapes. Important Timber Species Management and silvicultural practices of Teak, Sal, Shisham, Deodar, Eucalyptus, Casuarina, Poplar, Bamboo, and Sandalwood.

Reference Books

1. FRI (Forest Research Institute). 1976. Indian Forest Utilization, Vol. I & II. Dehradun.
2. Wakermann, A. E. 2002. Harvesting Timber Crops. Biotech Books, Delhi.
3. Staaf, K.A.G. & Wiksten, N.A. (1984). Tree Harvesting Techniques. Martinus Nijhoff, Netherlands.
4. Jones, J. T. 1993. A Guide to Logging Aesthetics. Northeast Regional Agricultural Engineering Service.
5. Reddy, S. S., Raghu Ram, P., Neelakanta Sastry, T.V., & Bhavani, D. I. 2004. Agricultural Economics. Oxford and IBH Publishers.
6. Guyana Forestry Commission. 2002. Code of Practice for Timber Harvest. Georgetown, Guyana.
7. Seemann, J., Chirkov, Y.I., Lomas, J., & Primault, B. (2012). Agrometeorology. Springer, Berlin Heidelberg.
8. Sagwal, S.S. 1995. Forest Ecology of India. Pioneer Publishers, India.
9. Champion, H. G., & Seth, S. K. 1968. A Revised Survey of the Forest Types of India. Govt. of India Press.
10. Troup, R. S. 1921. The Silviculture of Indian Trees. Oxford University Press.

BBAFME305 INFORMATION TECHNOLOGY FOR ECO-TOURISM

Total Marks – 50		Max. Time- 2 Hrs.
University Exam - 40 Marks Min. Passing Marks- 20	Internal Assessment- 10 Marks Min. Passing- 40 %	Credits- 2 Lectures- 4 hrs./ week

Learning objectives:

This course aims to equip tourism students with essential knowledge in computer science, the internet, and contemporary technology trends relevant to the tourism industry. It emphasizes the "what" of technology, focusing on core concepts and their applications in the field of tourism.

Unit I Basic Computer Concepts:

Introduction, Evolution, Different generations of computer hardware, Hardware (Input and Output devices; Memory (or storage) devices; Central Processing) and software (System and application), Programming languages, Basic computer applications; General idea of information and communication technologies.

Unit II Cyber security and types of cybercrime:

Introduction to cybercrime, Types: Phishing, online scams, identity theft, ransomware attack, DDoS attacks, Hacking, Cyberbullying, cyberstalking, Malware and its types. Importance of cybersecurity. Strategies for preventing cybercrimes in business. Best practices for securing tourism websites and online booking systems. Data encryption and secure communication protocols. Use of Antivirus Software, Ethical Issues & Cyber Law

Unit III Introduction to MS Office:

MS-Word: Introduction, MS-Word Screen and its Components, Elementary Working with MS-Word
MS-Excel: Introduction, Basics of Spreadsheet, MS-Excel Screen and Its Components, Elementary Working with MS-Excel
MS-PowerPoint: Introduction, Basics of PowerPoint, MS-PowerPoint Screen and Its Components, Elementary Working with MS-PowerPoint

Unit IV Computer networks:

Basic concepts of computer networks; Types of networks; Networking devices: switches, hubs, routers, bridges. Internet: Introduction, Internet evolution, Working of Internet, Key internet protocols (HTTP, HTTPS, FTP). Search engines and web browsers. Website layout and navigation, Emerging Technologies and their application in Tourism: Cloud Computing, Electronic payment

system, DBMS, VR, AR, AI and Chatbots, IoT, Biometrics, Blockchain, Voice Technology, Smart Destinations.

References:

1. Arora, A. (2015). Computer Fundamentals and Applications, New Delhi: Published by Excel Books
2. Rajaraman, V. (2020). Groundbreaking inventions in information and communication technology. PHI Learning Pvt. Ltd.
3. Benckendorff, P., Xiang, Z., Sheldon, P. J. (2019). Tourism Information Technology. United Kingdom: CABI.
4. Curtin, D. P. (Latest edition). Information Technology: The Breaking Wave. Irwin Professional Publishing.
5. Jerome, K. (2001). Managing with Information.

BBAFME306 TOURISM RESOURCES

Total Marks – 50		Max. Time- 2 Hrs.
College Assessment - 50 Marks Min. Passing Marks- 20	Min. Passing- 40 %	Credits- 2 Lectures- 2 hrs./ week

Learning Objectives:

The students will understand different types of tourism resources of India and how they are important for the tourism industry.

UNIT I Introduction:

Tourism Resources-meaning, importance and characteristics. Classification of Tourism resources. Tourism resources as tourism products.

UNIT II Conservation & Protection of Resources:

threats, importance, Do's & Don'ts for Visitors, role of tourism service providers.

UNIT III Physical Tourism Resources:

Mountain & Valleys- Indian Himalayas, Aravali Mountain Ranges, Western Ghats & Eastern Ghats; Deserts, Wetlands & Plains. Coastal Lands & Beaches; Islands; Rivers & Canals; Lakes.

UNIT IV Bio-geographical Tourism Resources:

Flora and Fauna of India; Wildlife Sanctuaries & National Parks. Project Tigers. Important Eco-tourism Attractions of India. Land base, water base, Air base adventure tourism attractions.

Built Up Structures- Monuments- Forts, Palaces, Havelis, Caves, War Memorials.

References:

1. Dixit, M and Yadav, C S (2006): Tourism in India, New Royal Publisher, Lucknow
2. Gupta, S. P., Lal, K., Bhattacharya, M. (2010): Cultural Tourism in India, DK Print, New Delhi.
3. Husain, M (2020) - Geography of India, Tata McGraw Hill, New Delhi
4. Punja, S. (1995). Great Monuments of India, Hong Kong: Odyssey Guides
5. Singhanian, N. (2015), Indian Art and Culture, Mc Graw Hill Education
6. Bisht, R. S. (2016), National Parks of India, Publication Division

BBAFME307 INDIAN HISTORY

Total Marks – 50		Max. Time- 2 Hrs.
College Assessment - 50 Marks Min. Passing Marks- 20	Min. Passing- 40 %	Credits- 2 Lectures- 2 hrs./ week

Learning Objectives:

It is said, “However great a tree may grow, its greatness lies in its roots,” and this holds the same for Indian History too. This module educates the students about different phases of Indian History, which are categorized into Ancient, Classical, Medieval, and Modern India. History is taught, realizing its relevance in Indian Tourism.

UNIT I

The prehistoric period, Indus Valley Civilization – Source of Information, Vedic Period -Early and Later Vedic period. The Epic Age. Jainism, Teaching & Principles of Jainism, Contribution of Jainism to Indian Culture. Buddhism-Rise and Growth, Doctrines of Buddhism.

UNIT II

Mauryan Period – origin, growth and contribution, Sunga Dynasty, Kusana Dynasty, Gupta Period – political, religious, socio-cultural and economic development during the Maurya to Gupta period. Political condition of North India, South India and Eastern India after the Guptas.

UNIT III

History of Medieval India 1206 - 1526 A.D. Rise of Turks, causes of the Success of Arab invasion and its impact, Slave Dynasty, Khalji Dynasty, Tughlaq Dynasty, Sayyid Dynasty, Lodhi Dynasty. Moghuls- Babur, Humayun, Akbar, Jahangir, Aurangzeb.

UNIT IV

Political Condition of India after the Mughal- Decline of the Mughal Empire and its impact. Rise of Maratha Power under Shivaji. The advent of Europeans in India - Establishment of bases and trading centers of the East India Company and other European companies. Establishment of British Rule in India. Social and religious reforms movement in India, Brahma Samaj, Arya Samaj, Rama Krishna Mission, Economic, political, religious and social development post-Independence. Indian Democracy and the contribution of different political parties to the development of India.

References:

1. NCERT (2013)- Themes of Indian History – Part 1, 2, 3
2. Basham. A.L. (2019), The wonder that was India, Picador; Indian ed edition.
3. Chandra, S. (2020), A History of Medieval India, Orient BlackSwan. Chandra, B. (2020), History of Modern India, Orient BlackSwan.
4. Chandra, B. (2017), India Since Independence, Penguin India.

**BBAFME308 PRACTICAL OF SUSTAINABLE FOREST MANAGEMENT AND
AGROFORESTRY PRACTICES**

Total Marks – 50		Max. Time- 2 Hrs.
University Exam- 40 Marks Min. Passing Marks-10	Internal Assessment- 10 Marks Min. Passing- 50 %	Credits- 2 Practical- 4 / week

Practical

- Field identification and classification of commercially important NTFPs.
- Extraction and processing techniques of selected NTFPs in the laboratory.
- Market survey and value chain analysis of NTFPs.
- Demonstration of logging tools and equipment.
- Visit to a government logging site (UKFDC) for hands-on experience in logging operations.
- Study of safety measures, personal protective equipment (PPE), and first aid training.
- Preparation of bankable projects for forestry enterprises.
- Market structure analysis and price spread calculation for timber and NTFPs.
- Visit to wholesale timber markets and auction yards.
- Measurement of atmospheric parameters (temperature, humidity, solar radiation, wind).
- Study of greenhouse gas (GHG) emissions and estimation techniques.
- Analysis of climate resilience strategies in different forest ecosystems.
- Nursery management techniques for important timber species.
- Field visits to study natural and artificial regeneration practices.
- Logging operations and depot management techniques.

BBAFME309 PRACTICAL OF INFORMATION TECHNOLOGY FOR ECO-TOURISM

Total Marks – 50		Max. Time- 2 Hrs.
University Exam- 40 Marks Min. Passing Marks-10	Internal Assessment- 10 Marks Min. Passing- 50 %	Credits- 2 Practical- 4 / week

➤ **Basic Computer Operations**

- Identifying computer hardware components and peripherals.
- Booting and shutting down the system safely.
- Creating, saving, and organizing files and folders.

➤ **Cybersecurity Practices**

- Identifying phishing emails and fake websites.
- Demonstration of antivirus software installation and updates.
- Setting up secure passwords and two-factor authentication for accounts.

➤ **MS Word Applications**

- Creating a tourism brochure with images, tables, and text formatting.
- Preparing a professional eco-tourism report using page layout, headers/footers, and table of contents.

➤ **MS PowerPoint Applications**

- Designing a presentation on an eco-tourism destination with images, animations, and transitions.
- Creating a slide show for an eco-tourism marketing campaign.

➤ **Networking and Internet Applications**

- Identifying networking devices (router, switch, and hub) and their functions.
- Using search engines effectively to collect eco-tourism-related data.
- Booking a tour package through an online booking system (demonstration).

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BBAFME401 HUMAN RESOURCE MANAGEMENT

Total Marks - 50		Max. Time- 2 Hrs.
University Exam - 40 Marks Min. Passing Marks- 20	Internal Assessment- 10 Marks Min. Passing- 40 %	Credits- 2 Lectures- 4 hrs./week

Learning Objectives:

Human resources is a critical factor for any business activity today. It is therefore important for a manager to understand the concepts of human resource management and refer to the same in managing, planning and controlling human resources. The objective of this course is to acquaint the participants with concepts and techniques used in HRM.

Unit I Introduction to Human Resource Management:

Concept & Importance; Scope & Role; Organization of H.R.D; Personnel Policies.

Planning Human Resource: Tourism work environment and its determinants. Human Resource Planning.

UNIT II Human Resource Management Process:

Recruitment, Selection, and Induction. Training: Meaning, importance, need for performance appraisal, motivation and moral; managing cultural diversity in the Tourism Industry.

UNIT III Training:

Meaning; importance; need; performance appraisal; motivation and moral; managing cultural diversity in Tourism Industry.

UNIT IV Employee Benefits & Services:

Concept, objectives, significance, Types of Benefits & Services, Fringe Benefits.

References:

1. Aswathappa, K. (2005). Human Resources and Personnel Management. Tata McGraw-Hill, New Delhi.
2. Dressler, G. (2011). Human Resource Management. Prentice Hall of India, New Delhi.

BBAFME402 TRANSPORT SYSTEM

Total Marks - 50		Max. Time- 2 Hrs.
University Exam - 40 Marks Min. Passing Marks- 20	Internal Assessment- 10 Marks Min. Passing- 40 %	Credits- 2 Lectures- 4 hrs./week

Learning Objectives:

Learners shall be able to understand the significance and role of various modes of transportation in the tourism industry. Knowledge shall also be accumulated on the issues and trends in transport management and the working of different modes of transportation.

UNIT I Introduction to Transport Systems:

Evolution of transport systems; importance of transport in tourism; developments taking place in transport systems around the globe; trends and issues of transport management; major transport associations and organizations working with the tourism industry; International Union for Public Transport.

UNIT II Aviation and Rail Transport

Aviation - Evolution and growth of civil aviation in the World and in India; aviation in India; outline of Air India and private airlines operating in India; patterns of demand and supply; functions and role of ICAO, IATA, AAI, DGCA.

Rail Transport - Introduction and history of railways around the world and in India; major railway systems of the world – Amtrak, Euro Rail, Brit Rail, Japan railways, Canadian railways, and other railway systems in Africa & Australia. Indian railways: past; present & future; luxury tourist trains – Palace on Wheels; Maharaja Express; Royal Orient; Deccan Odyssey; heritage toy trains of India; Indrail pass. The International Railway Congress Association (ICRA).

UNIT III Road Transport:

Introduction and overview of road transport industry in the world and in India; past, present and future scenario of road transport systems in India and worldwide; major tourist coach systems in the world and India; documentation for road tourist transport in India. Car rentals: introduction; present scenario and future challenges; overview of technology and car rentals; associations and organizations of car rentals.

UNIT IV Water Transport:

Water transport system; historical past; river canal boats; future prospects of water transport in India. Cruise and ferries: introduction and history; river canal boats; impacts of ferries and cruises on tourism; boating holidays; major cruise liners and packages in India and the World with map work.

References:

1. Cook, R.A; Marqua, J. &Yale, L. J. (2010). Tourism: The Business of Travel. New York: Pearson Education
2. Fontgalland, B. De. (2010). The World Railway System. New York: Cambridge University Press
Pender, L. (Latest edition). Travel Trade and Transport. New York: Continuum.

BBAFME403 DIGITAL MARKETING FOR TOURISM BUSINESS

Total Marks - 50		Max. Time- 2 Hrs.
University Exam - 40 Marks Min. Passing Marks- 20	Internal Assessment- 10 Marks Min. Passing- 40 %	Credits- 2 Lectures- 4 hrs./week

Learning Objectives:

This course introduces students to the fundamental concepts of digital marketing in the context of the tourism industry. It provides a solid foundation for understanding digital marketing strategies and tools.

UNIT I Introduction to Digital Marketing in Tourism:

Overview of the tourism industry and its digital presence, Key digital marketing concepts and terminology. Role of digital marketing in promoting tourism businesses, Current trends and developments in digital marketing for tourism.

UNIT II Social Media Marketing:

Introduction, fundamentals, types, social media platforms for tourism promotion, creating and managing social media profiles, Search engine Optimization, Basics of website design and usability for tourism businesses, On-page SEO techniques and best practices.

UNIT III Email Marketing:

Email marketing strategies for tourism businesses, Building and nurturing email subscriber lists, Measuring the effectiveness of email marketing efforts

UNIT IV Emerging Technologies:

Introduction to emerging technologies (AR, VR) in tourism marketing, Ethical considerations in digital marketing.

References:

1. Digital Marketing Strategy 3/e by Simon Kingsnorth, KOGAN PAGE LIMITED
2. Digital and Social Media Marketing: A Results-driven
3. Approach. (2020). United Kingdom: Routledge.

BBAFME404 ADVANCED FOREST AND ENVIRONMENTAL MANAGEMENT

Total Marks – 100		Max. Time- 3 Hrs.
University Exam - 80 Marks Min. Passing Marks- 40	Internal Assessment- 20 Marks Min. Passing- 40 %	Credits- 4 Lectures- 4 hrs./week

Learning objective:

To develop a comprehensive understanding of Sustainable Forest Management, Wildlife Conservation, Forest Hydrology, Restoration Ecology, and Remote Sensing & GIS, enabling students to apply these concepts in real-world forestry and environmental management.

Unit I Wildlife Management:

Definition, scope, and importance of wildlife management. Wildlife habitat and ecological requirements. Biogeographic classification of India and major wildlife regions. Population estimation methods (direct and indirect techniques). Conservation approaches: in-situ (national parks, wildlife sanctuaries, biosphere reserves), ex-situ (zoos, captive breeding, gene banks). Wildlife corridors and their significance. Wildlife (Protection) Act, 1972, and its amendments. Global initiatives in wildlife conservation (CITES, IUCN, CBD).

Unit II Forest Hydrology & Watershed Management:

Hydrological cycle and its components (precipitation, infiltration, runoff, evapotranspiration). Role of forests in hydrology and watershed conservation. Watershed management principles and practices. Soil conservation techniques in watershed management. Role of vegetation in controlling erosion and enhancing water retention. Rainwater harvesting and its application in forestry. GIS and remote sensing applications in watershed management.

Unit III Forest Botany:

Scope and importance in forestry, Plant Classification Cryptogams (Algae, Fungi, Bryophytes, Pteridophytes), Phanerogams (Gymnosperms, Angiosperms). Morphology of Forest Plants: Roots, stems, leaves, flowers, fruits, seeds, and their modifications. Anatomy of Woody Plants: Structure and function of plant tissues (dermal, vascular, ground tissues). Reproductive Biology of Trees: Pollination, fertilization, seed formation, dispersal mechanisms. Economic, Medicinal Importance of Forest Plants: Timber-yielding trees, non-timber forest products (NTFPs)

Unit IV Restoration Ecology & Degraded Land Management:

Types and causes of land degradation (physical, chemical, biological). Soil erosion: types, causes, and control measures. Restoration of degraded lands: mined-out areas, waterlogged lands, salt-affected soils, ravines, and sand dunes. Afforestation and reforestation techniques. National and state-level restoration programs and policies. Role of government agencies and NGOs in ecological restoration.

Unit V: Remote Sensing & Geographic Information System (GIS)

Basics of remote sensing: history, types (optical, microwave, thermal). Sensors and satellite systems used in forestry applications. Image interpretation and classification techniques. GIS applications in forest resource management. Forest inventory and mapping using remote sensing. Role of GIS in wildlife management, watershed management, and climate change studies. Case studies of remote sensing applications in forestry.

References:

1. Food and Agriculture Organization (FAO), 2003. "Sustainable Forest Management: A Review of Current Concepts." FAO Forestry Paper.
2. Dutta, A. (2015). "Sustainable Forestry: Policy and Practice." Oxford & IBH Publishing.
3. Nyland, R. D. (2016). "Silviculture: Concepts and Applications." Waveland Press.
4. Bookhout, T. A. (1996). "Research and Management Techniques for Wildlife and Habitats." The Wildlife Society.
5. Mills, L. S. (2013). "Conservation of Wildlife Populations: Demography, Genetics & Management." John Wiley & Sons.
6. satterlund, D. R. (1972). "Wildland Watershed Management." John Wiley & Sons.
7. Brooks, K. N., Ffolliott, P. F., Gregersen, H. M., & DeBano, L. F. (2012). "Hydrology and the Management of Watersheds." Wiley-Blackwell.
8. Buol, S. W., Hole, F. D., McCracken, R. J., & Southard, R. J. (1975). "Soil Genesis and Classification." Iowa State University Press.
9. Society for Ecological Restoration (SER), 2004. "The SER Primer on Ecological Restoration."
10. ICAR (2010). "Degraded and Wastelands of India: Status and Spatial Distribution." Indian Council of Agricultural Research.
11. Jensen, J. R. (2009). "Remote Sensing of the Environment: An Earth Resource Perspective." Pearson Education.
12. ERDAS Imagine User Manual (2021). "ERDAS Imagine Software Guide for Geospatial Analysis."

BBAFME405 ECO-TOURISM PLANNING & DEVELOPMENT

Total Marks – 50		Max. Time- 2 Hrs.
University Exam - 40 Marks Min. Passing Marks- 20	Internal Assessment- 10 Marks Min. Passing- 40 %	Credits- 2 Lectures- 4 hrs./week

UNIT I Ecotourism Management Planning:

An Overview: Ecotourism Planning and Protected Areas, Ecotourism Management Plan, Prerequisites for an Ecotourism Management Plan, Financing the Plan, Prepare Ecotourism Management Plan

UNIT II Conservation Area Planning and Preliminary Site Evaluation:

Introduction, Conservation by Design, Conservation Area Planning, Evaluating Potential Strategies, Preliminary Site Evaluation

UNIT III Full Site Diagnostic:

An Overview of the Contents of an Ecotourism Management Plan, Full Site Diagnostic, Specific Information Requirement (Questions to Guide the Diagnostic), Obtaining the Diagnostic Information, Organizing the Diagnostic Information, Formalizing the Content of the Diagnostic Section

UNIT IV Data Analysis and Preparing the Plan:

Data Analysis Phase, Preparing the Plan, Ecotourism Management Plan (EMP) Size and Structure, Publicizing and Distributing the Plan, Implementation of the Ecotourism Management Plan: Personnel-related Factors, Programmatic Factors, Site Plans, Stakeholder Analysis, Adaptive Management Implementation.

References:

1. Tourism Planning: Basics, Concepts, Cases by Clare A. Gunn
2. Handbook of Ecotourism edited by David A. Fennell and Richard E. H. McFarlane
3. Sustainable Tourism: Theory and Practice by David A. Fennell
4. The Economics of Ecotourism by M. G. Papaioannou
5. Ecotourism and Environmental Sustainability: Principles and Practices by Andrew S. G. L. P. B. F.

BBAFME406 PLANT TAXONOMY

Total Marks - 50		Max. Time- 2 Hrs.
College Assessment - 50 Marks Min. Passing Marks- 20	Min. Passing- 40 %	Credits- 2 Lectures- 2 hrs./week

Learning Objectives:

The objective of the course is to impart knowledge about nomenclature and classification of genus, species and variety, and to develop skills and abilities to identify plants in the field.

UNIT I Introduction:

Importance of Plant Taxonomy, History of Plant Taxonomy in India, Taxonomy concerning: Anatomy, Chemotaxonomy, Numerical taxonomy, Cytotaxonomy, Molecular Taxonomy/ Phylogeny, Palynology, Ecology, Phytogeography, GIS Tools used in Taxonomic explorations,

UNIT II Plant conservatories:

Plant conservatories (Herbarium, Botanical Garden etc.), Taxonomic Keys (Dichotomous & polyclave keys), History of the classification of Angiosperms.

UNIT III Classification:

Classifications proposed by Bentham and Hooker, Engler and Prantl, De candolle, Hutchinson, Takhtajan, Cronquist. Their merits and demerits. APG classification (Angiosperm Phylogeny Group system of plant classification)

UNIT IV Botanical Nomenclature:

International Code of Botanic Nomenclature (ICBN and ICN); principles; Rules and recommendations; priority; typification; Rules of effective and valid publications; retention and choice of names.

References:

1. B.P. Pandey – Taxonomy of Angiosperms, Publisher: S. Chand Publishing, Edition (2007), illustrations and historical systems
2. Gurcharan Singh – Plant Systematics: Theory and Practice, Publisher: Oxford & IBH Publishing, 3rd Edition (2019 or latest reprint)

3. Michael G. Simpson – Plant Systematics, Publisher: Academic Press (Elsevier), 3rd Edition (2019)
4. George H.M. Lawrence – Taxonomy of Vascular Plants, Publisher: Macmillan, 1st Edition (1951) – Reprints used in academics
5. R.K. Sinha – Botanical Nomenclature, Publisher: Vikas Publishing House, Edition: Usually 2002, commonly reprinted

BBAFME407 STUDY TOUR

Total Marks - 50		Max. Time- 2 Hrs.
College Assessment - 50 Marks Min. Passing Marks- 20	Min. Passing- 40 %	Credits- 2

Learning Objectives:

One of the important learning interventions at Model Degree College is learning by doing. Students are advised to go on a study tour. Beside this, students are also advised to travel and explore as much as they can. However, such travel must be preceded by learning objectives. Every student must consciously analyze the tourism eco-system at the destination/s that he/she travels to, and reflect on the same. This should be presented as tour report. This would help learner apply the theoretical knowledge to practice. His analysis and understanding should be presented as a report. This will also help them with learn how to write a report.

Evaluation:

The study tour and report will be evaluated. The study tour will be evaluated on the performance of the candidate on activities assigned during the tour. Students would be evaluated internally by the mentor on the basis of report submitted as well as externally based on presentation and viva voce.

**BBAFME408 PRACTICAL OF ADVANCED FOREST AND ENVIRONMENTAL
MANAGEMENT**

Total Marks - 50		Max. Time- 2 Hrs.
University Exam- 30 Marks Min. Passing Marks- 25	Internal Assessment- 20 Marks Min. Passing- 50 %	Credits- 2 Practical - 4 / week

Practical

- Case studies on forest certification.
- Field assessment of sustainable logging practices.
- Analysis of forest policy documents.
- Study of community-based forest management models.
- Census methods (line transect, camera trapping, pellet count).
- Habitat assessment techniques.
- Study of protected areas and conservation reserves.
- Measurement of rainfall, runoff, and infiltration rates.
- Watershed mapping using GIS tools.
- Soil erosion control demonstrations.
- Identification of degraded lands and their classification.
- Study of afforestation techniques for land reclamation.
- Analysis of government policies on ecological restoration.
- Image processing and interpretation.

BBAFME409 PRACTICAL OF ECO-TOURISM PLANNING & DEVELOPMENT

Total Marks - 50		Max. Time- 2 Hrs.
University Exam- 30 Marks Min. Passing Marks-25	Internal Assessment- 20 Marks Min. Passing- 50 %	Credits- 2 Practical - 4 / week

Practical:

- Visit a certified eco-tourism destination, national park, or tribal tourism site
- Analyze: visitor management, waste handling, community role, interpretation methods
- Output: Illustrated field report with recommendations
- Students assume roles: eco-tour operator, forest officer, tribal elder, tourist, NGO, etc.
- Debate a planning issue (e.g., new campsite in a reserve forest)
- Output: Summary of stakeholder perspectives and final consensus.
- Prepare a business model where the local community owns/operates tourism services
- Include employment generation, local craft promotion, and cultural interpretation
- Output: Business canvas or proposal for presentation

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BBAFME501 RESEARCH METHODOLOGY

Total Marks - 50		Max. Time- 2 Hrs.
University Exam - 40 Marks Min. Passing Marks- 20	Internal Assessment- 10 Marks Min. Passing- 20 %	Credits- 2 Lectures- 4 hrs./week

Learning Objectives:

- To understand the fundamental principles of research methodology in the context of forest management and eco-tourism.
- To develop the skills to design and conduct research studies specific to these fields.
- To learn various data collection and analysis techniques applicable to forest management and eco-tourism.
- To understand the ethical considerations in conducting research within these areas.

Unit I Introduction to Research Methodology:

Definition and Importance of Research, Types of Research, Basic, Applied, and Action Research, Scientific Method, Research Process.

Unit- II Research Paradigms:

Positivism, Interpretivism, and Critical Theory, Quantitative Research, Qualitative Research, Mixed Methods Research

Unit-III Research Design in Forest Management and Eco-Tourism:

Research Problem and Objectives, Hypothesis Formulation, Variables and Constructs, Overview of Research in Forest Management and Eco-Tourism

Unit- IV Research Design:

Types of Research Design: Descriptive, Exploratory, and Explanatory Research, Experimental and Quasi-Experimental Design, Case Study and Survey Research in Forest Management and Eco-Tourism

References:

1. "Research Methodology: Methods and Techniques" by C.R. Kothari and Gaurav Garg
2. "Business Research Methods" by Donald R. Cooper and Pamela S. Schindler

3. "Qualitative Inquiry and Research Design: Choosing Among Five Approaches" by John W. Creswell and Cheryl N. Poth
4. "The Craft of Research" by Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams
5. "Applied Research in Forest Management" by Diane Field and Michael R.

BBAFME502 INDIAN CULTURE AND HERITAGE

Total Marks - 50		Max. Time- 2 Hrs.
University Exam - 40 Marks Min. Passing Marks- 20	Internal Assessment- 10 Marks Min. Passing- 40 %	Credits- 2 Lectures- 4 hrs./week

Learning Objectives:

- To provide the concept of Heritage and Heritage Management in promoting Tourism.
- To equip with skills and techniques of Heritage Management.

UNIT I Indian Culture:

Introduction to cultural heritage. Elements of Cultural Heritage, Role of cultural heritage in tourism. Cultural tourism in India, Heritage tourism in India, Tangible and Intangible heritage assets of the society.

UNIT-II What is Heritage:

Meaning and concept, Criteria for selection as heritage sites, monuments, and zones by UNESCO (WHC). Types of heritage property, world-famous heritage sites and monuments in India and abroad.

UNIT III Cultural Heritage Interpretation:

Role of Geography and History of Cultural Heritage. Awareness on the cultural Heritage of India, Interpretation & storytelling – of Architecture, of Iconography, of rituals, of costumes, of festivals.

UNIT IV Heritage Management:

Objectives and strategies, Protection, Conservation and Preservation, Case study of one destination, Heritage Marketing, Destination development. National and International Organizations, Organizations engaged in Heritage Management (UNESCO, ICOMOS, ASI, INTACH and NGOs) their role, functions and objectives.

References:

1. Allchin, B., Allchin, F.R. et al. (1989) Conservation of Indian Heritage, Cosmo Publishers, New Delhi.
2. New Inskeep, Edward, Tourism Planning: An Integrated and Sustainable Development
3. Approach (1991) VNR, New York

4. Ashworth, G. J. (2000), *The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City*, Pergamon, Oxford
5. UNESCO-IUCN (1992) Eds. *Masterworks of Man and Nature*, Pantoga, Australia

BBAFME503 LEGAL FRAMEWORK FOR TOURISM

Total Marks - 50		Max. Time- 2 Hrs.
University Exam - 40 Marks Min. Passing Marks- 20	Internal Assessment- 10 Marks Min. Passing- 40 %	Credits- 2 Lectures- 4 hrs./week

Learning Objectives:

This paper will help students to understand the legal and regulatory framework in the travel and Tourism sector.

UNIT I Introduction to Legislation:

Concept, principles, and role of legislation in tourism; National Tourism Policy - objectives and consistency.

UNIT II Legal and regulatory framework in travel and tourism:

Relating to consumer protection, health, safety and security of travel and tourism customers.

UNIT III Transport Legislation:

Surface, sea and air transport laws about carriage of passengers. Contract legislation about Travel and Tourism customers.

UNIT IV Business Ethics and CSR Policy:

Business Ethics in the travel and tourism sector; CSR policy for travel and tourism businesses.

References:

1. Mill, Robert C.& Morrison Alastair (2013). The Tourism System. 6th ed. Kendall Hunt Publishing Co.
2. Downes, John, P. & Tricia (2011). Travel and Tourism Law. 5th ed.
3. Huntington: ELM publications.
4. Grant, David, M. M. & Stephen (2012). Holiday Law. 5th ed.
5. London: Sweet and Maxwell.
6. Singh, A. (2008). Contract and Specific Relief.
7. Williams, G. L., & Smith, A. T. H. (2002). Glanville Williams: learning the law. Sweet & Maxwell.

BBAFME504 HUMAN FOREST INTERACTION AND CONSERVATION STRATEGIES

Total Marks – 100		Max. Time- 3 Hrs.
University Exam - 80 Marks Min. Passing Marks- 40	Internal Assessment- 20 Marks Min. Passing- 40 %	Credits- 4 Lectures- 4 hrs./week

Learning objective:

To focus on understanding ethnobotany, medicinal plants, and their conservation importance. It also covers forest policies, wood anatomy, tribal-forest relationships, and urban forestry for sustainable ecosystem management.

Unit I Ethnobotany, Medicinal, and Aromatic Plants:

Definition, scope, and importance of ethnobotany. Relationship of ethnobotany with man and domestic animals. Ethnic knowledge and traditional medicinal plant use. Important ethnobotanical plants and their applications (medicines, food, dyes, and tannins). Methods and tools in ethnobotanical studies: Traditional Botanical Knowledge and its conservation. Important essential oil plants: lemon grass, citronella, palmarosa, vetiver, Japanese mint, eucalyptus, jasmine, patchouli, geranium. Conservation and sustainable harvesting of medicinal plants.

Unit II Forest Policy and Law:

Foundation, need, and scope of forest policy. National Forest Policies (1894, 1952, 1988) and their impact. Indian Forest Act (1927) and Forest (Conservation) Act (1980). Wildlife Protection Act (1972) and Biological Diversity Act (2002). Tribal Rights and Forest Dwellers Act. Environmental Protection Act (1986), Air and Water Pollution Acts. Public Interest Litigation (PIL) and environmental protection. International treaties and conventions: CITES, CBD, ITTA, UNFCCC, UNFCCC, Kyoto Protocol, TRIPS, Ramsar Convention. Case studies on forest and environmental laws.

Unit III Wood Anatomy:

Introduction to wood anatomy and its importance. Classification of gymnosperms and angiosperms. Growth rings, sapwood vs. heartwood, and anatomical differences. Structure of different types of wood tissues (tracheid's, vessels, fibers, parenchyma, and rays). Transformation of sapwood to heartwood and factors affecting transformation. Anatomical features of common Indian timbers (porous and non-porous woods, ring-porous and diffuse-porous woods). Effect of growth rate on wood properties (juvenile wood vs. mature wood). Field identification techniques for important timbers in Maharashtra. Practical applications of wood anatomy in timber trade and conservation.

Unit IV Forest Tribology and Anthropology:

Scope, importance, and development of anthropology. Human evolution and tribal classification. Cultural aspects: society, marriage, kinship, and economic organization of tribes. Tribal economy and dependence on forests. Tribes in India and Maharashtra: distribution and livelihood patterns. Forests as the means of livelihood and role of non-wood forest products. Tribal rights, identity, and constitutional provisions in India. Forest management and tribal welfare programs. Social forestry initiatives for tribal development. Role of NGOs and cooperative societies in tribal welfare.

Unit V Urban Forestry:

Introduction and concept of urban forestry. Role of urban forestry in environmental sustainability. Challenges and benefits of urban forestry in municipal planning. Environmental problems in urbanizing regions. Urban forestry strategies for climate mitigation and biodiversity conservation. Role of green spaces in improving air quality, reducing urban heat islands, and enhancing public health. Community participation in urban forestry projects. Design and management of green spaces: parks, roadside plantations, green belts. Sustainable urban landscape. planning and tree planting techniques. Case studies on successful urban forestry projects in India.

Reference

1. Chopra, R.N., Nayar, S.L. & Chopra, I.C. (1956). Glossary of Indian Medicinal Plants. CSIR, New Delhi.
2. Cunningham, A. (2014). Applied Ethnobotany: People, Wild Plant Use and Conservation. Taylor & Francis.
3. Shyam Divan & Armin Rosencranz (2002). Environmental Law and Policy in India. Oxford University Press.
4. Prasad, R. (2011). Forest Laws, Conservation and Social Movements. Rawat Publications.
5. Lele, S. & Menon, A. (2014). Democratizing Forest Governance in India. Oxford University Press.
6. Sahu, G. (2013). Environmental Jurisprudence and the Supreme Court. Orient Blackswan.
7. IAWA Committee (1989). IAWA List of Microscopic Features for Hardwood Identification. International Association of Wood Anatomists.
8. Thakur, D. (1986). Socio-economic Development of Tribes in India. Deep and Deep Publications, New Delhi.

BBAFME505 TOUR OPERATIONS

Total Marks - 50		Max. Time- 2 Hrs.
University Exam - 40 Marks Min. Passing Marks- 20	Internal Assessment- 10 Marks Min. Passing- 40 %	Credits- 2 Lectures- 4 hrs./week

Learning Objectives:

After completing this course, the student should be able to understand the nature, structure and working of Tourism Intermediaries. Also, the learner will be able to comprehend the range of services provided by them and, highlight the intricacies involved in tourist services. Recent trends and changes in travel agency and tour operations will help them to have updated knowledge

UNIT I Introduction to Tourism Industry & Travel Intermediaries:

Tourism Industry: meaning, structure, and its parts. Travel Intermediaries: concept, definition, types of intermediaries and differences among types of tourism intermediaries, levels of tourism distribution. Importance of Tourism intermediaries: historical development and changing dimensions of Tourism Intermediation.

UNIT II Tour Operator:

Definition: types and role of tour operator; Main product of Tour Operator – Tour Package and its types. Functions of a tour operator – tour package formulation; marketing and sales of tour packages; Tour Brochure; tour execution and operations. Distribution Network of the tour operator. IT Revolution and its Impact on Tour Operators. Linkages with Tourism Principals /Suppliers.

UNIT III Travel Agents:

Definition: types and role; functions and responsibilities of travel agents - travel information and counseling of the tourist, travel documentation, VISA services, travel insurance and reservation procedure with hotel, airline, cruise, and train. Travel retailing and operations. Travel Agency Skills and Competences. Profitability of Travel Agents - commission, service charges, and markup on tours.

UNIT IV Approvals, Setup and Organization Structure:

Travel agency and Tour operation business setting procedure; approval from the Ministry of Tourism, Govt.. of India, IATA, IATO and TAAI. Organization structure of and departmentation in

the Tour Operator & Travel Agency business for Large-scale and small-scale. Career opportunities in the Tourism Intermediary business.

References:

1. Kamra, K.K. and Chand, M. (2002). Basics of Tourism- Theory, operation and Practice, New Delhi: Kanishka Publishers, and distributors.
2. Mohinder, C. (2007) Travel Agency Management: An Introductory Text. New Delhi: Anmol Publications Pvt. Ltd.
3. Swain, S. K., & Mishra, J. M. (2012). Tourism: Principles and Practices. Oxford University Press.
4. Dileep, M. R. (2018). Tourism: Concepts, Theory and Practice. IK International Pvt Ltd.
5. Lubbe, B. (2000). Tourism distribution: managing the travel intermediary. Juta and Company Ltd.
6. Morrison, A. M. (2022). Hospitality and travel marketing. Taylor & Francis.

BBAFM506 FOREST HYDROLOGY

Total Marks – 50		Max. Time- 2 Hrs.
College Assessment - 50 Marks Min. Passing Marks - 20	Min. Passing- 40 %	Credits- 2 Lectures- 2 hrs./week

Learning objective: To understand Forest measurement techniques, protection strategies, and sustainable wood utilization while exploring soil conservation, watershed management, and the role of social forestry in community development.

Unit I Introduction to Forest Hydrology:

Definition, scope, and importance of forest hydrology; Hydrologic cycle and its components (precipitation, infiltration, runoff, evapo-transpiration, percolation); Interrelation of forest ecosystems and water cycles; Watershed concepts and classification; Role of forests in water conservation and groundwater recharge

Unit II Precipitation and Runoff in Forested Areas:

Forms and types of precipitation (rain, snow, sleet, hail); Rainfall measurement methods and instruments (rain gauge types, radar, and satellite); Runoff: types, factors affecting runoff in forest areas; Streamflow: measurement techniques (current meter, float, weir, and flume); Effects of vegetation and land use on streamflow and surface runoff

Unit III Soil-Water-Vegetation Relationships:

Soil water: types (gravitational, capillary, hygroscopic), water holding capacity; Infiltration: processes, measurement (infiltrimeters), factors affecting infiltration in forests; Percolation and groundwater movement; Evapo-transpiration: concept, measurement techniques (lysimeter, pan evaporation); Forest vegetation influence on hydrological processes

Unit IV Forest Management and Water Resource Conservation:

Impact of deforestation, afforestation, and forest management on hydrology; Forest Road construction and its hydrologic implications; Watershed management practices in forestry; Climate change and its effect on forest hydrology; Case studies of forest hydrology and watershed restoration in India

References:

1. Singh, G. (2008). *Watershed Planning and Management*. Yash Publishing.
2. Debarry, P. A. (2004). *Watersheds: Processes, Assessment, and Management*. Wiley.
3. Brooks, K. N., Ffolliott, P. F., & Gregersen, H. M. (2013). *Hydrology and the Management of Watersheds*. Wiley-Blackwell.
4. Ramasamy, S. M. (2005). *Remote Sensing and GIS for Watershed Management*. Rawat Publications.
5. Das, D. K. (2004). *Hydrology and Soil Conservation Engineering*. Prentice-Hall India.
6. Sharma, P. D. (2020). *Ecology and Environment*. Rastogi Publications.
7. **Government of India Reports** – Ministry of Environment, Forest and Climate Change (MoEFCC), Central Ground Water Board (CGWB)

BBAFME507 DISASTER & CRISIS MANAGEMENT IN TOURISM

Total Marks - 50		Max. Time- 2 Hrs.
College Assessment - 50 Marks Min. Passing Marks- 20	Min. Passing- 40 %	Credits- 2 Lectures- 2 hrs./week

Learning Objectives:

After completion of the course, students shall be able to

1. To understand the dimensions of crises and disasters and how they affect the tourism industry.
2. To learn about mitigation strategies and actions to deal with crises.
3. To comprehend the impacts of different crises through a case study.
4. To learn and practice the safety, security, and rescue techniques needed in an emergency.

UNIT I

Conceptual Framework: Definition of Crisis and Disaster; types of crises in tourism- environmental crisis, societal and political crisis, health-related crisis, technological failures, and economic crisis.

UNIT II

Impact of crisis on tourism industry and tourists, role of media and travel advisories.

UNIT III

Mitigation Strategies & Actions: Calculating Business Environment Risk Index (BERI), Crisis Management and Crisis Handling Strategies, Crisis Planning (Generic Planning, Contingency Planning, Preventive Planning); key organizations and their roles in tourism crisis management.

UNIT IV

Safety, Security and Rescue Procedures during Emergencies –

Emergency situations at tourist attractions, accommodation, transport and other areas of tourist interests; Fire, Bomb threat, overcrowding; Handling emergency situations in tourist attractions and infrastructure; Crowd Management Plan at tourist attractions and events; Use of technology in crisis management.

References:

1. Crisis Management in Tourism Industry (2003), Drik Glaesser, Elsevier Butterworth Heinemann, Burlington, ISBN 0 7506 5976 9

2. Tourism Crises and Destination Recovery, David Beirman - University of Technology Sydney, Australia, SAGE Publications Ltd
3. Crisis Management in the Tourism Industry Beating the Odds? (2009), Edited By Peter Hosie, Christof Pforr, ISBN 9780754673804, Routledge
4. Crisis and Disaster Management for Tourism (2009), Ritchie, Brent W, Bristol, Blue Ridge Summit: Channel View Publications.
5. Crisis management in tourism, E. Laws, B. Prideaux, K. Chon, ISBN : 978-1-84593-047-9392

**BBAFME508 PRACTICAL OF HUMAN FOREST INTERACTION AND CONSERVATION
STRATEGIES**

Total Marks - 50		Max. Time- 2 Hrs.
University Exam - 30 Marks Min. Passing Marks- 25	Internal Assessment- 20 Marks Min. Passing- 50 %	Credits- 2 Practical - 4 / week

Practical:

- Field visit to tribal areas for ethnobotanical knowledge collection
- Survey and identification of medicinal and aromatic plants used by local communities
- Herbarium preparation of important ethnobotanical plants
- Mapping of urban green spaces using GIS and remote sensing
- Assessment of air pollution mitigation by urban trees
- Identification of urban tree species suitable for different environmental conditions
- Survey on tribal forest dependency and livelihood practices
- Interview with tribal communities to understand traditional forest-based knowledge
- Study of tribal artifacts, housing patterns, and forest-related customs
- Timber identification using field and laboratory techniques
- Visit to a timber yard or sawmill for practical exposure

BBAFME509 PRACTICAL OF TOUR OPERATIONS

Total Marks - 50		Max. Time- 2 Hrs.
University Exam - 30 Marks Min. Passing Marks- 25	Internal Assessment- 20 Marks Min. Passing- 50 %	Credits- 2 Practical - 4 / week

Practical:

- Preparation of a Chart/Diagram showing the structure of the tourism industry and role of travel intermediaries.
- Case Study Analysis of different types of travel intermediaries (wholesalers, retailers, OTAs).
- Design a Tour Package (domestic & international) including itinerary, costing, inclusions, and exclusions.
- Preparation of a Tour Brochure with marketing content and visuals.
- Prepare a Travel Itinerary with air/rail/cruise reservations for a given client profile.
- Draft a Business Proposal for setting up a travel agency/tour operation company.
- Prepare a Checklist of approvals needed from Ministry of Tourism, IATA, IATO, and TAAI.
- Create an Organization Chart for a small-scale and large-scale tour operator.

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SEMESTER – VI

BBAFME601 FOREST MANAGEMENT PROJECT

Total Marks - 200		Max. Time- 3 Hrs.
University Exam - 100 Marks Min. Passing Marks- 100	Internal Assessment- 100 Marks Min. Passing- 50 %	Credits- 08 Practical- 20 / week

Learning Objective:

- To develop an understanding of the principles, practices, and scientific basis of sustainable forest management.
- To enable students to analyze forest resources, growth, and yield for effective planning.
- To provide hands-on experience in preparing working plans and management strategies for different forest types.
- To train students in the application of forest mensuration, silvicultural systems, and inventory techniques in real-life scenarios.
- To foster awareness of ecological balance, biodiversity conservation, and socio-economic aspects in forest management.
- To enhance decision-making skills by integrating ecological, economic, and social dimensions of forest resource use.
- To prepare students for professional roles in forestry departments, research institutions, and environmental organizations through practical project-based learning.

Report Structuring and Writing:

- Components of a project report (Abstract, Introduction, Literature Review, Methodology, Analysis, Conclusion, References).
- Formatting guidelines (APA/MLA referencing, citations, tables, figures), Writing skills: Clarity, coherence, and conciseness, Data Analysis & Interpretation, Statistical tools and techniques for data analysis.
- Use of software (Excel, SPSS, GIS for forest and eco-tourism data), interpreting results and drawing conclusions, Presentation and Evaluation, Preparing a PowerPoint presentation.

BBAFME602 ECO-TOURISM PROJECT

Total Marks - 200		Max. Time- 3 Hrs.
University Exam - 100 Marks Min. Passing Marks- 100	Internal Assessment- 100 Marks Min. Passing- 50 %	Credits- 08 Practical- 20 / week

Learning Objective:

- To understand the concept, principles, and significance of eco-tourism in sustainable development.
- To analyze the relationship between tourism, environment, and local communities.
- To study natural and cultural resources of the selected eco-tourism site.
- To evaluate the impacts of eco-tourism on biodiversity conservation and community livelihood.
- To develop skills in planning, organizing, and promoting eco-friendly tourism practices.
- To foster awareness about responsible travel, conservation ethics, and visitor management.
- To prepare students for professional roles in eco-tourism planning, destination management, and community-based tourism initiatives.

Report Structuring and Writing:

- Components of a project report (Abstract, Introduction, Literature Review, Methodology, Analysis, Conclusion, References).
- Formatting guidelines (APA/MLA referencing, citations, tables, figures), Writing skills: Clarity, coherence, and conciseness, Data Analysis & Interpretation, Statistical tools and techniques for data analysis.
- Use of software (Excel, SPSS, GIS for forest and eco-tourism data), interpreting results and drawing conclusions, Presentation and Evaluation, Preparing a PowerPoint presentation.

BBAFME603 WILDLIFE TOURISM

Total Marks – 100		Max. Time- 3 Hrs.
University Exam - 80 Marks Min. Passing Marks- 40	Internal Assessment- 20 Marks Min. Passing- 40 %	Credits- 4 Lectures- 4 hrs./week

Learning Objectives:

After completing this course, the student should be able to:

- Understand the concept, scope, and importance of wildlife tourism.
- Identify major wildlife destinations, sanctuaries, and national parks in India and abroad.
- Analyze the role of wildlife tourism in biodiversity conservation and sustainable development.
- Examine the ecological, socio-cultural, and economic impacts of wildlife tourism.
- Acquire skills in planning, management, and promotion of wildlife tourism.
- Learn about policies, laws, and ethical considerations related to wildlife tourism.

UNIT I Introduction to Wildlife Tourism:

Definition, concept, and scope of wildlife tourism; Historical development of wildlife tourism in India and globally; Importance of wildlife tourism in the tourism industry; Relationship between tourism and wildlife conservation.

UNIT II Wildlife Resources in India:

Overview of Indian biodiversity: flora and fauna; Major wildlife sanctuaries, national parks, and tiger reserves (e.g., Jim Corbett, Kaziranga, Gir, Ranthambore, Periyar); Ramsar sites, biosphere reserves, and UNESCO World Heritage Sites related to wildlife; Case studies of important wildlife destinations.

UNIT III Management of Wildlife Tourism:

Visitor management in protected areas; Interpretation centers, safari planning, and eco-tourism guidelines; Carrying capacity and impact assessment in wildlife destinations; Role of forest departments, NGOs, and local communities in wildlife tourism management.

UNIT IV Policies, Laws, and Ethics in Wildlife Tourism:

Indian Wildlife (Protection) Act, 1972; National Forest Policy, Eco-tourism Policy; Guidelines of Ministry of Tourism, Govt. of India for wildlife tourism; International conventions (CITES, CBD, Ramsar); Ethical issues: animal welfare, responsible behavior, and conservation ethics.

UNIT V Trends and Challenges in Wildlife Tourism:

Adventure and nature-based tourism trends (safaris, bird-watching, photography tours); Wildlife tourism and local community livelihoods; Challenges: poaching, human-wildlife conflict, climate change, habitat loss; Future prospects and sustainable practices in wildlife tourism.

References:

1. Gee, C. Y. (1999). *International Tourism: A Global Perspective*. World Tourism Organization.
2. Higginbottom, K. (2004). *Wildlife Tourism: Impacts, Management and Planning*. Common Ground Publishing.
3. Shackley, M. (1996). *Wildlife Tourism*. International Thomson Business Press.
4. Karanth, K. K., & DeFries, R. (2011). *Nature-based Tourism in Indian Protected Areas: New Challenges for Park Management*. Conservation Letters.
5. Baral, N., & Stern, M. J. (2011). *A comparative study of two community-based conservation models in Nepal*. Biodiversity and Conservation.
6. Indian Ministry of Tourism. *Eco and Wildlife Tourism Guidelines*. Govt. of India Publications.
7. Boo, E. (1990). *Ecotourism: The Potentials and Pitfalls*. World Wildlife Fund.

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SEMESTER – VII

B.B.A. (Forest Management and Eco-Tourism)

**Table 4: Teaching & Examination Scheme
Semester - VII**

Sr. No	Subject Code	Subject	Credit	Teaching scheme Hrs/week			Examination Scheme Total Marks Theory /Practical										
				Theory	Pra.	Total	Theory				Practical				Total Marks		
							Durat ion Hrs.	Max. Theory		Total	Min Pass	Dur. Hrs.	Max Marks			Total	Min. Pass Marks
								UA	CA				UA	CA			
1	BBAFME 701	APPRENTICESHIP	20	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total			20	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Note: Refer the direction

1. AEDP Guidelines on page number 4 (Point No. 15)
2. Milestones of AEDP on page number 5 (Point No. 16)
3. Apprenticeship Framework on page number 6 (Point No. 17)

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SEMESTER – VIII

B.B.A. (Forest Management and Eco-Tourism)

Table 4: Teaching & Examination Scheme

Semester - VIII

Sr. No	Subject Code	Subject	Credit	Teaching scheme Hrs/week			Examination Scheme Total Marks Theory /Practical										
				Theory	Pra.	Total	Theory				Practical				Total Marks		
							Duration Hrs.	Max. Theory		Total	Min Pass	Dur. Hrs	Max Marks			Total	Min. Pass Marks
								UA	CA				UA	CA			
1	BBAFME 801	APPRENTICESHIP	20	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total			20	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Note: Refer the direction

1. AEDP Guidelines on page number 4 (Point No. 15)
2. Milestones of AEDP on page number 5 (Point No. 16)
3. Apprenticeship Framework on page number 6 (Point No. 17)

