

PROGRAMME PROJECT REPORT

Bachelor of Business Administration (BBA)

Semester I-VI
(2025-2028)

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RNB GLOBAL UNIVERSITY
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About RNB Global University

RNB Global University (RNBGU) was established in 2015 under the Rajasthan State Legislature Act and is recognized by the **University Grants Commission (UGC)** under **section 2(f)**. The University is in Bikaner, Rajasthan, on a sprawling 300-acre lush green and eco-friendly campus that provides a world-class environment for higher learning.

RNBGU is a multi-disciplinary private university offering programs in diverse fields such as Management, Law, Engineering, Commerce, Humanities, Science, and Agriculture. With its innovative pedagogy, industry-aligned curriculum, and focus on skill-based education, the University has emerged as a hub of academic excellence in western India.

The University is recognized by the **Bar Council of India (BCI)**. It is also approved by the **Indian Council of Agricultural Research (ICAR)**, reflecting its diverse academic standards. Based on its commitment to quality education, research, and holistic development, **RNB Global University** has been accredited with **NAAC "A" Grade with a score of 3.19**, making it one of the leading private universities in the region.

Through modern infrastructure, experienced faculty, and strong industry collaboration, **RNBGU** continues to nurture future leaders and professionals, fostering knowledge, values, and global perspectives.

Vision

To create an environment where a holistic education is given in order to ignite an inquisitive mind, inculcate the qualities of excellence, perceive the intricacies of research, seek out obstacles, overcome them, and carve out a niche for oneself.

Mission

- Enabling students to maximize their potential and use their professional standards through ethics and education to raise their level of competence and become change agents.
- Fostering a scholarly culture that fosters the phenomenon of giving back to society via research and creative endeavors.
- To integrate partnerships that enhance knowledge in order to create a dynamic intellectual capital.
- To employ emerging technology to create an inclusive learning environment that is integrated with an improved educational process.
- To create a teaching-learning atmosphere that fosters resilience, sensitivity, and critical thinking, ultimately leading to the development of a strong personality.

Quality Policy

RNB Global University is committed to fostering a culture of excellence in higher education by:

- Designing and delivering academic programs that align with established national and global standards while meeting the aspirations of all stakeholders.
- Ensuring effective implementation of quality systems, policies, and processes across every level of academic and administrative functioning.
- Continuously enhancing academic and institutional quality to achieve excellence in teaching, research, and innovation.
- Empowering students with knowledge, skills, values, and attitudes that prepare them for professional success and responsible citizenship.

Core Values

At the heart of RNB Global University's mission lie the following guiding values:

- Ethics and Integrity – Upholding honesty, fairness, and transparency in all endeavours.
- Environmental Consciousness & Sustainability – Promoting eco-friendly practices and sustainable development.
- Cultural Heritage – Preserving and promoting India's rich cultural and traditional legacy.
- Active Citizenship – Encouraging responsibility, inclusivity, and democratic participation.
- Intellectual & Moral Uprightness – Fostering critical thinking, academic freedom, and ethical responsibility.
- Service to Society & Nation-Building – Contributing to social development and national progress through education, research, and outreach.

Bachelors of Business Administration (BBA)

1. Programme's Overview and Mission

The **Bachelor of Business Administration (BBA)** 3-year Undergraduate program (**UG-ODL**) offered by **RNB Global University** through the **Open and Distance Learning (ODL)** mode aims to create **competent business professionals, strategic thinkers, and innovative leaders** who can contribute meaningfully to the dynamic global economy. The program provides a balanced blend of theoretical knowledge and practical exposure to various facets of business management, including **Marketing, Finance, Human resources, Digital Marketing**.

The ODL mode of delivery offers flexibility and accessibility to a wide range of learners, including working professionals, entrepreneurs, and students from remote regions, ensuring that quality education is not confined by geography or time. The curriculum has been designed in line with the **National Education Policy (NEP) 2020**, allowing for multiple entry and exit options, **interdisciplinary learning, and continuous evaluation**.

Program Objectives

The **Bachelor of Business Administration (BBA)** program under the **Open and Distance Learning (ODL)** mode aims to develop professionally competent, socially responsible, and ethically grounded business leaders who can contribute effectively to the dynamic global business environment. The programme provides learners with a strong foundation in management principles, entrepreneurial thinking, analytical skills, and digital literacy, while allowing the flexibility of self-paced learning.

The **Program objectives** of the BBA (ODL) programme are as follows:

1. **To provide fundamental knowledge and understanding** of the principles, concepts, and practices of management, accounting, economics, and organizational behaviour that form the core of business administration.

2. **To develop analytical and critical thinking abilities** that enable learners to identify, assess, and solve complex business and managerial problems through logical reasoning and evidence-based decision-making.
3. **To equip learners with professional and interpersonal skills** including communication, leadership, teamwork, and negotiation—essential for effective performance in business and organizational contexts.
4. **To promote entrepreneurial spirit and innovation** by encouraging creative thinking, business planning, and risk-taking abilities among learners, enabling them to become job creators rather than job seekers.
5. **To instill ethical, social, and environmental consciousness** by fostering an understanding of corporate governance, sustainability, and social responsibility in business practices.
6. **To provide learners with flexibility and accessibility** through ODL pedagogy, ensuring that working professionals, rural learners, and those unable to attend conventional classes can still pursue quality higher education.
7. **To enhance employability and career advancement** by equipping learners with practical business tools, digital literacy, and industry-relevant knowledge that meet contemporary professional standards.
8. **To prepare learners for advanced studies and lifelong learning** by developing a strong academic and research foundation that supports progression to postgraduate and professional programmes in management and related fields.
9. **To align learning outcomes with national educational and industry needs**, fostering graduates who contribute effectively to the economic and social development of the nation.

2.Relevance of the Programme with HEI's Mission and Goals

- ❖ The **Bachelor of Business Administration (BBA)** programme under the **Open and Distance Learning (ODL)** mode at **RNB Global University** directly aligns with the university's mission of providing inclusive, flexible, and quality education that develops academic excellence, innovation, and employability.
- ❖ It supports the university's goal of **expanding access to higher education** by reaching learners from **diverse backgrounds**, including **working professionals and students from remote areas**.
- ❖ The programme promotes **skill development, entrepreneurial thinking, and employability**, in line with the university's emphasis on **career-oriented education**.
- ❖ It integrates **ethical business practices and social responsibility**, reflecting the institution's commitment to producing **competent and responsible graduates**.
- ❖ By combining **modern management education with digital learning tools**, it advances the university's vision of nurturing **lifelong learners and industry-ready professionals**.
- ❖ The curriculum provides **industry-aligned and practical exposure**, enhancing learners' readiness for **contemporary business environments**.
- ❖ The programme fosters **inclusive education** by catering to **professionals, entrepreneurs, and students from economically weaker sections**.
- ❖ It develops **globally competent leaders** capable of addressing **emerging business and societal challenges**.
- ❖ Through the **ODL mode**, the university reinforces its mission of making **quality higher education accessible**, promoting **lifelong learning**, and supporting national initiatives like **Digital India** and **Skill India**.

3. Nature of Prospective Target Group of Learners

- ❖ The **BBA (ODL)** programme is designed to cater to a **diverse group of learners** seeking flexible and accessible higher education in business and management.
- ❖ **Recent higher secondary graduates** aspiring to build a foundation in management and pursue careers in business administration.
- ❖ **Working professionals** aiming to enhance their **managerial, leadership, and analytical skills** while continuing their employment.
- ❖ **Entrepreneurs and business owners** who wish to strengthen their **strategic, financial, and operational knowledge** for effective business management.
- ❖ **Learners from rural, semi-urban, and remote areas** who lack access to conventional on-campus education but wish to pursue quality higher education.
- ❖ **Individuals from economically weaker backgrounds** seeking an affordable and recognized degree programme in management.
- ❖ **Aspiring leaders and administrators** from the **private, public, and non-profit sectors** who want to deepen their understanding of management principles and business decision-making.
- ❖ **Lifelong learners** interested in self-paced, outcome-based education to improve **employability, career growth, and entrepreneurial competence**.

4. Appropriateness of Programme Delivery

The RNB Global University has identified the Programme Learning Outcomes and Programme Specific Outcomes as acquisition of specific skills and competence in 3-Year BBA Programme:

Programme Outcomes (POs)

After completing the program students will be able to:

PO1 Exhibit memory of previously learned management knowledge by correlating facts and terminologies.

PO2. Understand the impact of societal and environmental factors on business and corporate world and explain its relationship with sustainable development.

PO3. Demonstrate knowledge and understanding of the management principles to explore different functional aspects of business world.

PO4. Develop technical competence in domestic and global business through the study of major disciplines within the fields of business.

PO5. Apply the knowledge of business concepts and functions in an integrated manner to solve business problems.

PO6. Make use of ethical principles and commit to professional ethics and responsibilities and norms of the Management practice.

PO7. Organize a complex issue into a coherent written statement and plan its effective presentation.

PO8. Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

PO9. Analyze, and devise solutions for structured and unstructured business, problems of law and issues using structured, cohesive, and logical reasoning

PO10. Create and manage innovations, new business development, and high-growth potential entities. They will be able to create an additional avenue of self-employment and also to benefit industry by providing them with suitable trained person.

PO11. Examine and break information into parts to manage projects in multidisciplinary environments.

PO12. Build the ability to engage in independent and life-long learning in the broadest context of technological change.

Program Specific Outcome (PSO's):

PSO1: Demonstrate understanding of arrange of disciplines of Management, business, accounting, economics, finance, and marketing.

PSO2: Develop the proficiency to adopt critical thinking by analysis & interpretation of the situations, cases & construct feasible solutions to solve problems and use decision making skills in business decisions.

PSO3: Apply the knowledge of academics in Industry and get trained to exhibit the relevance of conceptual knowledge gained in academics in real professional world through Internship and projects.

PSO4: Adapt business practices based on the opportunities and challenges of a growing business environment.

5. Instructional Design – BBA (ODL) Programme

The **BBA (ODL)** programme is structured over **six semesters (three years)** in accordance with **UGC (ODL and Online Programmes) Regulations, 2020** and the **NEP 2020 framework**.

Structured over **six semesters (three academic years)**, the curriculum blends **foundational, core, elective, and skill-based courses** to provide comprehensive management education. It integrates **theoretical knowledge with practical exposure** through **case studies, projects, and experiential learning components**, ensuring that learners develop the competencies required for real-world business environments.

Programme Structure:

- ❖ The curriculum includes **Core Courses, Discipline-Specific Electives (DSE), Skill Enhancement Courses (SEC), Ability Enhancement Courses (AEC), and Value-Added Courses (VAC)**.
- ❖ The programme provides a **comprehensive foundation in management, business administration, economics, and communication skills**.
- ❖ Learners can choose **specialization areas** such as **Marketing, Finance, Human Resource Management, or Digital Marketing** in later semesters.
- ❖ Includes **project work, case studies, and assignments** to develop analytical, managerial, and problem-solving abilities.
- ❖ **Internships or practical components** are integrated as per ODL guidelines to ensure industry exposure and experiential learning.
- ❖ The curriculum ensures **academic equivalence with the regular BBA programme** while maintaining flexibility for ODL learners.

2. Credit Framework:

- **Years 1 & 2:** Focus on **Foundational and Core Courses** such as **Discipline-Specific Core (DSC), Discipline-Specific Electives (DSE), AEC, SEC, VAC, and GE**.
- **Year 3:** Emphasizes **Advanced Disciplinary Courses, a Research Project, and an Internship** for experiential learning.

Multiple Exit Options:

- **Certificate** – after completion of **1 year**,
- **Diploma** – after completion of **2 years**,
- **Bachelor's Degree** – after completion of **3 years**.

Programme Curriculum:

The **Bachelor of Business Administration (BBA)** program under the **Open and Distance Learning (ODL)** mode is designed to provide a balanced blend of theoretical knowledge and practical managerial skills. The curriculum focuses on holistic learner development by integrating core management concepts, analytical skills, ethics, and technological competencies aligned with the evolving global business environment.

The curriculum has been structured in accordance with the **National Education Policy (NEP) 2020**, offering **multiple entry and exit options** and **outcome-based learning objectives**. It maintains a uniformity with the conventional mode while incorporating flexibility for ODL learners.

Major Discipline Combinations for BBA ODL Mode:

The **Bachelor of Business Administration (BBA)** under **Open and Distance Learning (ODL)** mode offers a well-structured combination of **core and specialization disciplines** designed to build a strong foundation in business and management.

The programme integrates **fundamental subjects** in management, economics, accounting, marketing, and communication during the initial semesters.

In advanced semesters, learners can choose **specializations** in key areas such as:

- **Marketing Management**
- **Financial Management**
- **Human Resource Management**
- **Digital Marketing**

This multi-disciplinary structure enables students to gain a **comprehensive understanding of organizational operations, managerial decision-making, and business strategy.**

The curriculum ensures a balance between **conceptual knowledge, analytical skills, and practical application**, aligning with industry expectations and academic standards.

SEMESTER WISE COURSE DETAILS

Semester - I

S. No.	Course Code	Category	Course Name	L	T	P	Credits
1.	CDOEBBAC21100	DSC-1	Financial Accounting	3	1	0	4
2.	CDOEBBAC22101	DSC-2	Principles of Management	3	1	0	4
3.	CDOEBBAC21102	DSC-3	Principles of Micro Economics	3	1	0	4
4.		GE -1	One from the pool of GE- Group A	3	1	0	4
5.	CDOEAECH55002	AEC-1	Hindi-I	2	0	0	2
6.	CDOESEC077001	SEC-1	Ability & Skill Enhancement - I	2	0	0	2
7.		VAC-1	One from the pool of VAC- Group A	2	0	0	2
			Total	18	4	0	22

Semester - II

S. No.	Course Code	Category	Course Name	L	T	P	Credits
1.	CDOEBBAC21150	DSC-4	Principles of Macro Economics	3	1	0	4
2.	CDOEBBAC21151	DSC-5	Cost Accounting	3	1	0	4
3.	CDOEBBAC22152	DSC-6	Marketing Management	3	1	0	4
4.	CDOEBBAC22153	DSC-7	Business Mathematics and Statistics	3	1	0	4
5.		GE -2a	One from the Pool of GE Courses Group B	2	0	0	2
6.		GE -2b		0	0	4	2
7.	CDOEAECE55001	AEC-2	Study of Ecosystem & Natural Resources (EVS-I)	2	0	0	2
8.	CDOESEC077002	SEC-2	Ability & Skill Enhancement - II	2	0	0	2
9.		VAC-2	One from the pool of VAC- Group B	2	0	0	2
			Total	20	4	4	26

Semester - III

S. No.	Course Code	Category	Course Name	L	T	P	Credits
1	CDOEBCHC21202	DSC-8	Fundamentals of Financial Management	3	1	0	4
2.	CDOEBBAC22201	DSC-9	Business Law	3	1	0	4
3.	CDOEBBAC22202	DSC-10	Human Resources Management	3	1	0	4
4.		GE -3	E-Commerce (One from the pool of GE -Group A)	3	1	0	4
5.	CDOEAECH55003	AEC-3	Hindi-II	2	0	0	2
6.	CDOESEC077003	SEC 3	Ability & Skill Enhancement – III	2	0	0	2
7.		VAC-3	Basics of Goods and Services Tax (One from the pool of VAC- Group A)	2	0	0	2
				Total	16	4	-
							22

Semester - IV

S. No.	Course Code	Category	Course Name	L	T	P	Credits
1.	CDOEBBAC21250	DSC-11	Corporate Law	3	1	0	4
2.	CDOEBBAC22200	DSC-12	Business Environment	3	1	0	4
3.	CDOEBBAC21252	DSC-13	Management Accounting	3	1	0	4
4.		GE-4	Entrepreneurship (One from the pool of GE -Group B)	3	1	0	4
5.	CDOEAECE55002	AEC- 4	Biodiversity & Environmental Conservation (EVS-II)	2	0	0	2
6.	CDOESEC077004	SEC 4	Ability & Skill Enhancement – IV	2	0	0	2
7.		VAC -4	Business & Managerial Ethics (One from the pool of VAC- Group B)	2	0	0	2
				Total	16	4	-
							22

Semester – V

S. No.	Course Code	Category	Course Name	L	T	P	Credits
1.	CDOEBBAC22253	DSC-14	Production and Operation Management	3	1	0	4
2.	CDOEBBAC22301	DSC-15	International Business Management	3	1	0	4
3.	CDOEBCHC22302	DSC-18	Strategic Management	3	1	0	4
4.	CDOEBBAE27001	DSC- 17	Digital Marketing & Content Development	3	1	0	4
5.		GE -5	Management Learnings from Bhagavad Gita (One from the pool of GE -Group A)	3	1	0	4
6.	CDOEIAPC99349	IAPC-3	Internship/Apprenticeship / Project/Community Outreach	0	0	4	2
			Total	15	5	4	22

Semester – VI

S. No.	Course Code	Category	Course Name	L	T	P	Credits
1.	CDOEBCHE21019	DSC-19	Insurance & Risk Management	3	1	0	4
2.	CDOEBBAC22351	DSC-19	Business Policy and Strategic Management	3	1	0	4
3.	CDOEBCHE21005	DSC-20	Income Tax Law and Practice	3	1	0	4
4.	CDOEBBAE23003	DSC -21	Sales and Distribution Management	3	1	0	4
5.		GE -6	Research Methodology (One from the pool of GE- Group B)	3	1	0	4
6.	CDOEIAPC99399	IAPC-4	Internship/Apprenticeship / Project/Community Outreach	0	0	4	2
			Total	15	5	4	22

Duration of the Programme – BBA (ODL)

- The Bachelor of Business Administration (BBA) under Open and Distance Learning (ODL) mode is of **three years' duration**, divided into **six semesters**.
- Each semester focuses on **core, elective, and skill-based courses** designed to build managerial and professional competencies.
- Learners are provided flexibility to complete the programme within the maximum duration of six years, as per UGC (ODL and Online Programmes) Regulations, 2020.
- The structure ensures a balanced academic progression, combining theoretical learning with practical exposure through assignments, case studies, and project work.

Faculty and Staff

The **BBA (ODL) program** is supported by a team of highly qualified and experienced faculty members holding postgraduate and doctoral degrees in management and related disciplines. Faculty members are actively engaged in teaching, research, curriculum design, and learner mentoring. Their diverse industry experience adds immense value to the academic learning process.

Subject experts are involved in developing **Self-Learning Materials (SLMs)** and digital courseware to ensure the content is contemporary, accessible, and learner-friendly. The academic counsellors conduct online and offline sessions to clarify concepts and guide students throughout their learning journey.

A dedicated team of administrative and technical staff ensures smooth functioning of academic, admission, and LMS operations. The university also conducts regular faculty development programs (FDPs) and training sessions to enhance pedagogical skills, promote innovation, and ensure quality assurance in ODL delivery.

Medium of Instructions

The medium of instructions and examinations is **ENGLISH** only.

6. Procedure for Admission, Curriculum, Transaction and Evaluation

Admissions to the **BBA UG-ODL Programme** will be conducted in accordance with the **eligibility criteria prescribed by the University** and the **guidelines of the University Grants Commission (UGC)**.

6.1 Eligibility

Eligibility Criteria:

- ❖ Candidates must have **passed 10+2 (Senior Secondary Examination)** or an equivalent qualification in any discipline from a **recognized board or institution**.
- ❖ Students awaiting their 10+2 results may also apply provisionally, subject to submission of final marks at the time of admission confirmation.
- ❖ There is **no age limit** for admission, promoting access to lifelong learning.
- ❖ Working professionals, entrepreneurs, and learners from rural or remote areas are encouraged to apply.

Procedure for Admission:

- ❖ Admissions are conducted in accordance with the **UGC (ODL and Online Programmes) Regulations, 2020** and the **university's admission policy**.
- ❖ Candidates can apply **online through the RNB Global University website** or **offline at designated admission centres**.
- ❖ Applicants must submit a **completed application form** along with **academic documents, proof of age, and identity verification**.
- ❖ The **university admission cell** verifies eligibility and documents before granting **provisional admission**.
- ❖ Admission is **confirmed upon fee payment** and successful verification of submitted documents.
- ❖ Enrolled learners receive **access credentials for the Learning Management System (LMS)** and are provided **Self-Learning Materials (SLMs)** to begin their academic journey.

6.2 Programme Fees

The applicable fee for the BBA (Open and Distance Learning / Online Learning Programme) is Rs. 22,500/- per semester (Rs. 45,000/- per year). Fees may be paid through UPI, Demand Draft, or Cheque at the time of admission.

6.3 Registration Fees

At the time of application, students are required to pay Rs. 3,000/- (processing charges) via UPI, Demand Draft along with the Application Form and relevant documents (certificates/mark sheets).

EVALUATION SCHEME

The evaluation of the B.Com program would be based on Continuous Assessment and End Term Examination. Continuous Assessment would consist of 30% of the marks (30 marks) and Term-End Examination would consist of remaining 70% marks (70 marks). Detailed Evaluation scheme is as follows:

Continuous Assessment

The distribution of Continuous Assessment Marks is as follows:

Type	Details	Marks
Theory	Marks obtained in various Tests, Assignments, Presentations, Quiz, Tutorials, etc.	30
Internship/Project Work	Internship Work / Project Work / Research Work and Report Writing	

- Note: For Internship / Project Work the marks will be awarded by assigned faculty guide.

End Term Examination

Type	Marks
Theory / Internship / Project Work	70

- **Exit Credentials:** Awarded in accordance with the **multiple entry and exit framework** under the **NEP 2020**.
- **Question Paper Format:** Maintained consistent with the **conventional mode** to ensure **academic uniformity**.
- **Marking Scheme:** The evaluation process follows the **standard pattern of the conventional mode**, ensuring transparency and fairness in assessment.

7. Infrastructure and Resource Requirements

- Optimal utilization of the University's existing infrastructure for **study material development, academic counselling sessions, and online learner support.**
- Implementation of a **Digital Learning Management System (LMS)** to ensure **efficient, interactive, and seamless delivery of course content.**
- Provision of **additional academic and technological resources** in line with **UGC guidelines for Open and Distance Learning (ODL) programmes.**

8. Cost Estimate and Provisions

(i) **Faculty Requirement:** The programme must be supported by a minimum of two dedicated, full-time regular faculty members.

(ii) **Expected Expenditure:** All expenses related to content development, ICT infrastructure, student support services, and other operational activities will be managed by the online **Open and Distance Learning (ODL)** in accordance with the approved norms and standards. Provisions will be made to maintain financial sustainability while ensuring affordability for students.

9. Quality Assurance Mechanism

The **BBA UG-ODL Programme** ensures the maintenance of **high academic and institutional standards** through the following measures:

- ❖ **Periodic curriculum review and revision** to keep the programme relevant and outcome-oriented.
- ❖ **Systematic collection and analysis of student feedback and performance data** for continuous improvement.
- ❖ **Faculty development programmes** aimed at enhancing teaching effectiveness and professional competence.
- ❖ **Strict compliance with the UGC regulations and the National Education Policy (NEP) 2020** guidelines governing **ODL programmes**.

10. Summary

The **Bachelor of Business Administration (BBA)** programme under the **Open and Distance Learning (ODL)** mode at **RNB Global University** is designed to provide quality, flexible, and accessible education in business and management. The programme aims to develop competent, ethical, and industry-ready professionals equipped with managerial, analytical, and entrepreneurial skills. Structured over **six semesters**, it covers essential areas such as management principles, finance, marketing, human resource management, business law, and strategic management. The ODL framework ensures that learners from varied backgrounds including working professionals, rural students, and entrepreneurs can pursue higher education without disrupting their personal or professional commitments. Through self-learning materials, digital resources, and continuous academic support, the programme aligns with the university's mission to promote inclusive education and lifelong learning. The **BBA (ODL)** programme thus contributes to national goals of skill development and employability while upholding the values of academic excellence and social responsibility.