

# **PROGRAMME PROJECT REPORT**

## **Masters of Business Administration (MBA)**

**Semester I-IV**  
**(2025-2027)**

**DOC202508010012**



**RNB GLOBAL UNIVERSITY**  
**RNB Global City, Ganganagar Road,**  
**Bikaner, Rajasthan 334601**

# 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 a **transformative learning environment** that develops **ethical global leaders, entrepreneurial thinkers, and strategic decision-makers**, empowering students to excel in diverse and dynamic business landscapes.

## **Mission**

- **Ethical Leadership:** Develop responsible leaders with integrity and accountability.
- **Innovation & Entrepreneurship:** Encourage creativity and sustainable thinking.
- **Transformative Learning:** Integrate academic rigor, industry exposure, and technology.
- **Adaptability & Lifelong Learning:** Build resilience for dynamic business environments.
- **Strategic Thinking:** Empower students to drive business growth and innovation.

## **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.

# **Masters of Business Administration (MBA)**

## **1. Programme's Overview and Mission**

The **Master of Business Administration (MBA)** program 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**.

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**.

### **Programme Objectives:**

The **Master of Business Administration (MBA)** program under the **Open and Distance Learning (ODL)** mode at **RNB Global University** is designed with the following key objectives:

i. **Managerial and Leadership Competence:**

To develop managerial, analytical, and leadership capabilities among learners, enabling them to analyze complex business challenges, design innovative strategies, and make effective decisions in dynamic business environments.

ii. **Analytical and Integrative Thinking:**

To nurture critical and integrative thinking that allows learners to synthesize information across multiple functional areas of management and derive sound, evidence-based conclusions.

iii. **Ethical and Sustainable Business Practices:**

To promote ethical, responsible, and sustainable management practices by integrating social and environmental considerations into business decision-making processes.

iv. **Global Business Awareness:**

To enhance understanding of international markets, trade regulations, and cross-cultural management, preparing learners to operate effectively in a globally connected business landscape.

v. **Effective Communication Skills:**

To strengthen written, verbal, and digital communication skills, ensuring learners can convey ideas clearly, confidently, and persuasively in professional and managerial settings.

vi. **Integration of Indian Ethos and Global Management Systems:**

To combine Indian management philosophies, values, and ethics with contemporary global business knowledge for holistic and balanced professional development.

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

The **MBA (ODL)** program is deeply aligned with the mission and goals of **RNB Global University**, which focuses on delivering quality, inclusive, and globally relevant education. The program embodies the university's commitment to academic excellence and holistic development through learner-centered pedagogy and innovative teaching methodologies as:

➤ **Promotes Academic Excellence and Employability:**

The program strengthens the university's objective of fostering academic excellence by offering an industry-oriented curriculum and practical exposure to real-world business scenarios.

➤ **Aligns Education with Industry Needs:**

Ensures that learners acquire relevant managerial skills, analytical abilities, and practical knowledge that enhance their employability in diverse sectors.

➤ **Encourages Inclusive and Equitable Learning:**

Supports inclusive education by catering to learners from various backgrounds — including professionals, entrepreneurs, and students from rural or economically weaker sections.

➤ **Develops Ethical and Globally Competent Leaders:**

Contributes to the university's mission of nurturing ethically responsible, skilled, and globally aware leaders capable of addressing emerging business challenges.

➤ **Promotes Access through ODL Mode:**

Expands access to quality higher education through Open and Distance Learning, enabling flexible and technology-driven learning opportunities.

➤ **Supports Lifelong Learning and Skill Enhancement:**

Encourages continuous learning and skill development aligned with the needs of a dynamic global economy.

➤ **Contributes to National Initiatives:**

Reinforces the goals of **Digital India** and **Skill India** by integrating digital learning tools and fostering employable, skilled graduates.

### **3. Nature of Prospective Target Group of Learners**

The **MBA (ODL)** program is designed to meet the learning needs of a diverse group of students. It primarily targets:

- **Working Professionals:**  
Designed for professionals who wish to enhance their managerial and leadership capabilities while continuing their careers without disruption.
- **Graduates from Diverse Disciplines:**  
Open to learners from various academic backgrounds who seek to develop a solid foundation in management and business administration.
- **Entrepreneurs and Business Owners:**  
Suitable for individuals managing their own enterprises who aim to improve strategic thinking, operational efficiency, and decision-making skills.
- **Learners from Rural, Semi-Urban, or Remote Areas:**  
Provides access to quality management education for students who may not have the opportunity to attend regular, on-campus programs.
- **Aspiring Leaders and Administrators:**  
Ideal for those aiming for leadership positions in the **private, public, or non-profit sectors** who wish to strengthen their understanding of modern management practices.
- **Career Advancers and Skill Upgraders:**  
Beneficial for mid-level managers and executives seeking to upskill, transition to higher managerial roles, or broaden their career prospects.

## 4. Appropriateness of Programme Delivery

The **MBA (ODL)** program adopts a **flexible and learner-centric** delivery model that combines traditional learning methods with modern digital technologies. The key points are:

➤ **Flexible and Learner-Centric Approach:**

The MBA (ODL) program follows a flexible delivery model designed to suit the needs of diverse learners, allowing them to study at their own pace and convenience.

➤ **Blended Learning Methodology:**

Combines traditional learning methods with modern digital tools to create a balanced and engaging learning experience.

➤ **Comprehensive Learning Resources:**

Provides high-quality **Self-Learning Materials (SLMs)**, **video lectures**, and interactive digital content accessible anytime through the **Learning Management System (LMS)**.

➤ **Interactive Learning Platform (LMS):**

The LMS enables students to access study materials, submit assignments, attempt quizzes, participate in forums, and track academic progress efficiently.

➤ **Academic Counselling Sessions:**

The university organizes regular counselling sessions to clarify complex topics, provide guidance, and encourage interaction between learners and academic mentors.

➤ **Collaborative Learning Opportunities:**

Learners are encouraged to engage in **discussion forums**, **webinars**, and **virtual workshops** to promote teamwork, idea exchange, and peer learning.

➤ **Flexibility for Working Professionals:**

The program is ideal for learners balancing studies with professional or personal commitments, ensuring education remains accessible and manageable.

➤ **Continuous Evaluation System:**

Academic progress will be monitored through **continuous assessments**, **project work**, and **term-end examinations** to maintain high academic standards.

➤ **Technology-Enabled Education:**

The program leverages advanced digital platforms and tools to facilitate interactive, adaptive, and effective learning experiences.

### **Programme Outcomes (POs)**

After completing the program students will be able to

- **PO1: Exhibit memory** of previously learned management knowledge by recalling facts, terms, basic concepts and answers.
- **PO2: Demonstrate** understanding of management facts and ideas by organizing, comparing, translating, interpreting, giving descriptions and stating main ideas.
- **PO3: Explain** contemporary management issues and their implications in real life situations.
- **PO4: Identify solutions to the problems** relating to new situations by applying acquired knowledge, facts, techniques and rules in a different way.
- **PO5: Apply** effective strategies to solve future problems and constraints, and devise feasible solutions.
- **PO6: Utilize** the knowledge of statistics, accounting, finance, marketing and HR for devising effective business models,
- **PO7: Analyze** and break information into parts by identifying motives or causes. Make interfaces and find evidence to support generalizations.
- **PO8: Appraise** techniques, skills and latest management tools to meet the competition,
- **PO9: Present** and defend opinions clearly and effectively in the corporate and business world,
- **PO10: Develop** the right social, ethical and legal knowledge and value systems to become responsible citizens of the country.

- **PO11: Create** innovative strategies in their chosen field of specialization like Finance, HR, Operations and Marketing.
- **PO12: Engage** in a lifelong learning process

### **Programme Specific Outcomes (PSOs)**

After completing the program students will be able to:

**PSO 1: Demonstrate** effective leadership skills and **build** the ability to face the challenges of corporate world.

**PSO 2: Develop** judgements about information, validity of ideas, or quality of work based on a set of criteria,

**PSO 3: Improve** their competency in working with and managing multi-disciplinary teams.

## 5. Instructional Design – MBA (ODL) Programme

The Instructional design of the **MBA (ODL) Programme** adheres to the **UGC (ODL and Online Programmes) Regulations, 2020** and is aligned with the guiding principles of the **National Education Policy (NEP) 2020**. It emphasizes learner-centric, flexible, and outcome-based education to ensure holistic professional development.

### (i) Programme Structure:

- Designed as a **two-year postgraduate programme** divided into **four semesters**, providing comprehensive knowledge in **business management and leadership**.
- Offers core courses, elective/specialization papers, and project work to balance theoretical understanding with practical application.
- Includes specialization options in key areas such as Marketing, Finance, Human Resource Management.
- Integrates **Generic Electives (GE)**, **Skill Enhancement Courses (SEC)**, and **Ability Enhancement Courses (AEC)** to promote multidisciplinary learning and employability.
- Incorporates a **Internship** as per ODL norms to provide practical exposure and hands-on managerial experience.

### (ii) Learning Resources:

- Provides **Self-Learning Materials (SLMs)** designed in interactive and modular format for independent study.
- Offers access to **video lectures, case studies** for enriched learning.

### (iii) Academic Counselling and Support:

- Conducts **academic counselling sessions** to provide conceptual clarity and personalized guidance.
- Organizes **webinars, virtual workshops, and discussion forums** for collaborative and experiential learning.

- Ensures **continuous learner** support through academic mentors and online communication channels.

**(iv) Credit Framework:**

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

**(v) Programme Curriculum:**

The **MBA (ODL)** curriculum follows the **approved structure of RNB Global University** in alignment with **NEP 2020** and **UGC (ODL) Regulations**, ensuring parity with the regular mode. It is designed to provide a **comprehensive understanding of management principles**, combining theoretical knowledge with practical applications. The curriculum follows the approved structure of **RNB Global University** PG programme under **NEP 2020**, maintaining uniformity with the conventional mode while incorporating flexibility for ODL learners.

**Specializations Offered:**

- Marketing Management
- Financial Management
- Human Resource Management

The programme aims to develop **strategic thinking, analytical ability, leadership skills, and ethical decision-making** among learners.

## **SEMESTER WISE COURSE DETAILS**

### **Semester - I**

S. No	Course Code	Category	Course Name	L	T	P	Credits
1.	CDOEMBAC22100	DSC-1	Accounting for Decision Making	3	0	0	3
2.	CDOEMBAC22101	DSC-2	Principles of Management	3	0	0	3
3.	CDOEMBAC22102	DSC-3	Economics for Managers	3	0	0	3
4.	CDOEMBAC22103	DSC-4	Managerial Statistics	3	0	0	3
5.	CDOEMBAC22104	DSC-5	Business Environment	3	0	0	3
6.	CDOEMBAC22105	DSC-6	Organizational Behavior	3	0	0	3
7.	CDOEMBAC22106	DSC-7	Information Technology for Managers	3	0	0	3
8.	CDOESEC077021	SEC-1	Thinking and Communication Skills	3	0	0	3
9.	CDOESEC077022	SEC-2	Social Interactions & LSWR Skills	3	0	0	3
<b>Total</b>				<b>27</b>	<b>0</b>	<b>0</b>	<b>27</b>

### **Semester - II**

S. No	Course Code	Category	Course Name	L	T	P	Credits
1.	CDOEMBAC22150	DSC-8	Financial Management	3	0	0	3
2.	CDOEMBAC22151	DSC-9	Management Information System	3	0	0	3
3.	CDOEMBAC22152	DSC-10	Marketing Management	3	0	0	3
4.	CDOEMBAC22153	DSC-11	Human Resource Management	3	0	0	3
5.	CDOEMBAC22154	DSC-12	Production and Operations Management	3	0	0	3
6.	CDOEMBAC22155	DSC-13	Legal Aspects of Business	3	0	0	3
7.	CDOEMBAC22156	DSC-14	Research Methodology	3	0	0	3
8.	CDOESEC077023	SEC-3	Career Advancement Course Module	3	0	0	3
9.	CDOESEC077024	SEC-4	Skill Enhancement & Digital Footprints	3	0	0	3
<b>Total</b>				<b>27</b>	<b>0</b>	<b>0</b>	<b>27</b>

### **Semester – III**

S. No	Course Code	Category	Course Name	L	T	P	Credits	
1.	CDOEMBAC22200	DSC-15	Strategic Management	3	0	0	3	
2.	CDOEMBAC22201	DSC-16	Entrepreneurship	3	0	0	3	
3.	CDOEMBAC22202	DSC-17	Business Analytics	3	0	0	3	
<b>Group 1 (Marketing)</b>								
4.		DSE-1	Specialization Elective – I	3	0	0	3	
5.		DSE-2	Specialization Elective - II	3	0	0	3	
<b>Group 2 (Finance or HR)</b>								
6.		DSE-3	Specialization Elective – I	3	0	0	3	
7.		DSE-4	Specialization Elective - II	3	0	0	3	
8.	CDOESEC077025	SEC-5	Center for Leadership Development - I	3	0	0	3	
9.	CDOESEC077026	SEC-6	Managerial & Interviewing Skills	3	0	0	3	
10.	CDOEIAPC99248	IAPC	Summer Internship and Report	0	0	12	6	
				<b>Total</b>	<b>27</b>	<b>0</b>	<b>12</b>	<b>33</b>

### **Semester – IV**

S. No	Course Code	Category	Course Name	L	T	P	Credits	
1.	CDOEMBAC22250	DSC-18	International Business	3	0	0	3	
2.	CDOEMBAC22251	DSC-19	Business Ethics & Corporate Governance	3	0	0	3	
<b>Group 1 (Marketing)</b>								
3.		DSE-5	Specialization Elective-III	3	0	0	3	
<b>Group 2 (Finance or HR)</b>								
4.		DSE-6	Specialization Elective-III	3	0	0	3	
5.	CDOESEC077027	SEC-7	Critical Thinking & Research Analysis	3	0	0	3	
6.	CDOESEC077028	SEC-8	Centre for Leadership Development - II	3	0	0	3	
7.	CDOEDAPE99299		Final Project & dissertation	0	0	12	6	
				<b>Total</b>	<b>18</b>	<b>0</b>	<b>12</b>	<b>24</b>

#### **(vi) Duration – MBA (ODL) Programme**

- The **MBA (ODL) programme** is of 2 years' duration, divided **into 4 semesters**.
- Each semester includes a balanced mix of core courses, electives, specialization subjects, and project work, ensuring comprehensive learning and practical exposure.
- Learners are provided flexibility to complete the programme within the maximum duration prescribed by UGC ODL guidelines.

#### **(vii) Faculty and Staff**

The **MBA (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 Instruction**

The medium of instructions and examination in **ENGLISH** only.

## **6. Procedure for Admission, Curriculum Transaction, and Evaluation**

Admissions to the **MBA PG-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 Criteria for Admission – MBA (ODL) Programme**

- Candidates must have a **Bachelor's Degree** in any discipline from a **recognized university** or an **equivalent qualification** as per **UGC norms**.
- A minimum of **50% marks (45% for reserved categories)** in the qualifying examination is required.
- **Working professionals, entrepreneurs, and graduates** seeking to enhance their managerial and leadership skills are encouraged to apply.
- **No age limit** is prescribed for admission under the **Open and Distance Learning (ODL)** mode.

### **6.2 Programme Fees**

The **MBA (ODL)** programme fee is structured to make quality management education **affordable and accessible** to all learners. The **programme Semester fee** is Rs.31,500/- per semester (Rs. 63,000/- per year). as per the **university's approved fee structure**. Fees may be paid through UPI, Demand Draft, or Cheque at the time of admission. Fees may be paid **semester-wise**, as per the university's regulations.

### **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 **MBA PG-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 **Master of Business Administration (MBA)** program offered by **RNB Global University** through **Open and Distance Learning (ODL)** represents a strategic initiative toward democratizing management education and promoting lifelong learning. The program effectively combines academic excellence, industry relevance, and digital innovation to prepare learners for leadership roles in business, government, and society.

By aligning with the **National Education Policy (NEP) 2020**, the program emphasizes flexibility, inclusivity, skill enhancement, and employability. It integrates Indian management values with global perspectives, nurturing professionals who are ethically grounded, strategically agile, and globally aware.

Supported by a robust Quality Assurance Mechanism, experienced faculty, and state-of-the-art digital infrastructure, the **MBA (ODL)** program of **RNB Global University** serves as a model for accessible, flexible, and future-ready higher education.