CENTRE FOR DISTANCE AND ONLINE EDUCATION

MASTER OF BUSINESS ADMINISTRATION (MBA)

ONLINE LEARNING MODE

PROGRAMME PROJECT REPORT (PPR)

2026-2027

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CONTENT

Sl. No.	Particulars	Page No.
1	Preface and Programme Overview	2
2	Rukmini Educational Charitable Trust	3
3	REVA University Overview and Academic Landscape	4
4	Vision, Mission, Programme Educational Objectives, Programme Specific Outcomes and Programme Outcomes	11
5	Relevance of the Programme with HEI's Mission and Goals	13
6	Nature of Prospective Target Group of Learners	16
7	Appropriateness of Online Mode for Skill Acquisition	16
8	Programme Instructional Design - Curriculum Architecture	17
9	Faculty and Support staff requirements	23
10	Procedure for Admissions and Curriculum Transaction	24
11	Programme Delivery Mechanism	28
12	Laboratory Support and Library Resources	31
13	Cost Estimate and Provisions	31
14	Quality Assurance Mechanism	32

1. PREFACE

The Online Master of Business Administration (MBA) Programme of REVA University is designed to address the growing demand for flexible, career-oriented, and industry-relevant management education among working professionals, entrepreneurs, and graduates aspiring for managerial roles. The programme is distinguished by its **progressive curriculum structure, integration of digital tools and business analytics, specialisation continuity, and strong industry linkage through virtual projects and proctored assessments.** Emphasis on **strategic thinking, leadership capability, responsible management practices, and real-world problem solving** ensures learner relevance and employability. This balanced approach differentiates the programme from conventional online MBAs and traditional campus-based offerings.

Programme Overview

The programme emphasises industry relevance, analytics, digital business, leadership, and applied learning, thereby creating a distinct niche in online management education.

The programme is designed to:

- Provide flexible, high-quality management education.
- Integrate digital learning, analytics, sustainability, and governance.
- Ensure specialisation continuity from Semester III to IV.
- Embed structured industry engagement across three stages.
- Enable career acceleration without disrupting employment.

Particulars	**Description**	
Programme Name	Master of Business Administration	
Duration	2 Years (4 Semesters)	
Total Credits	96	
Mode of Delivery	Online and Digital Learning	
Evaluation Scheme	**Component**	**Weightage**
	Internal Assessment (Objective)	30%

	External Assessment Semester-End Proctored Examination (Objective and Subjective)	70%
	Total	**100%**
Target Learners	• Graduates seeking career advancement through flexible learning • Working professionals seeking a foundational degree in Management Administration • Entrepreneurs, startup aspirants and family business aspirants • Learners aspiring for specialisation-driven managerial roles	
Award	• Degree awarded: Master of Business Administration (MBA) • Mode mentioned on certificate: Online Mode	

2. RUKMINI EDUCATIONAL CHARITABLE TRUST

It was the dream of late Smt. Rukmini Shyama Raju to impart education to millions of underprivileged children, as she knew the importance of education in contemporary society. The dream of Smt. Rukmini Shyama Raju came true with the establishment of Rukmini Educational Charitable Trust (RECT) in the year 2002. Rukmini Educational Charitable Trust (RECT) is a Public Charitable Trust, set up in 2002 to promote, establish and conduct academic activities in the fields of Arts, Architecture, Business, Commerce & Management, Education, Engineering, Environmental Science, Legal Studies, Science & Technology, among others. In furtherance of these objectives, the Trust has set up the REVA Group of Educational Institutions comprising REVA Institute of Technology & Management (RITM), REVA Institute of Science and Management (RISM), REVA Institute of Management Studies (RIMS), REVA Institute of Education (RIE), REVA First Grade College (RFGC), REVA Independent PU College at Kattigenahalli, Ganganagar, Sanjaynagar, Yehlanka and now REVA University. Through these institutions, the Trust seeks to fulfil its vision of providing world-class education and creating abundant opportunities for the youth of this nation to excel in the areas of Arts, Architecture, Business, Commerce & Management, Education, Engineering, Environmental Science, Legal Studies, Science & Technology.

Every great human enterprise is powered by the vision of one or more extraordinary individuals and is sustained by the people who derive their motivation from the founders. The Chairman of the Trust is Dr. P. Shyama Raju, a developer and builder of repute, a captain of the industry in his own right and the Chairman and Managing Director of the DivyaSree Group of

companies. The idea of creating these top-notch educational institutions was born of the philanthropic instincts of Dr P. Shyama Raju to do public good, quite in keeping with his support for other socially relevant charities such as maintaining the Richmond Road park, building and donating a police station, gifting assets to organisations providing accident and trauma care, to name a few.

The Rukmini Educational Charitable Trust operates with the main aim of helping students pursue quality education for life. REVA is now a family of ten institutions providing education from PU to Post-Graduation and Research leading to PhD degrees. REVA has well-qualified, experienced teaching faculty, the majority of whom hold doctorates. The faculty is supported by committed administrative and technical staff. Over 13,000 students study various courses across REVA's three campuses equipped with exemplary state-of-the-art infrastructure and a conducive environment for the knowledge-driven community.

3. REVA UNIVERSITY OVERVIEW AND ACADEMIC LANDSCAPE

REVA University has been established under the REVA University Act, 2012 of the Government of Karnataka and notified in Karnataka State Gazette No. 80 dated 27th February, 2013. The University is empowered by UGC to award degrees in any branch of knowledge under Sec. 22 of the UGC Act. The University is a Member of the Association of Indian Universities, New Delhi. The main objective of the University is to prepare students with knowledge, wisdom and patriotism to face the global challenges and become the top leaders of the country and the globe in different fields.

REVA University, located between Kempe Gowda International Airport and Bangalore city, has a sprawling green campus spread over 45 acres of land and equipped with state-of-the-art infrastructure that provides a conducive environment for higher learning and research. The REVA campus has well-equipped laboratories, custom-built teaching facilities, a fully air-conditioned library and central computer centre, the well-planned sports facility with a cricket ground, running track & variety of indoor and outdoor sports activities, and facilities for cultural programs. The unique feature of REVA campus is the largest residential facility for students, faculty members and supportive staff.

The University is presently offering 23 Post Graduate Degree programs, 20 Degree and PG Degree programs in various branches of studies and has 12000+ students studying in various branches of knowledge at graduate and post graduate level and 302 Scholars pursuing research leading to PhD in 18 disciplines. It has 800+ well-qualified, experienced, and committed

faculty members, most of whom hold doctorates in their respective areas and guide students pursuing research leading to a PhD.

REVA University's programs are well planned and designed after detailed study, with an emphasis on knowledge assimilation, applications, the global job market, and social relevance. Highly qualified, experienced faculty and scholars from reputed universities/institutions, experts from industries and business sectors have contributed to preparing the scheme of instruction and detailed curricula for this programme. The curricula place greater emphasis on practice in respective areas and skill development to suit the job environment. The Choice Based Credit System and Continuous Assessment Graded Pattern (CBCS – CAGP) of education has been introduced in all programs to facilitate students to opt for subjects of their choice in addition to the core subjects of the study and prepare them with needed skills. The system also allows students to move forward on a fast track if they can surpass others. These programs are taught by experienced, qualified faculty supported by experts from industry, business sectors, and other organisations. REVA University has also introduced supportive measures such as bridge courses, special coaching, remedial classes, etc., for slow learners to provide the needed input and build their confidence and courage to move forward and succeed in their careers. The University has also entered into MOUs with many industries, business firms, and other institutions, seeking their help in imparting quality education through practice and internships, and in assisting students' placements.

REVA University, recognising that research, development, and innovation are important functions of any university, has established an independent Research and Innovation division headed by a senior professor as Dean of Research and Innovation. This division facilitates all faculty members and research scholars to undertake innovative research projects in engineering, science & technology and other areas of study. Interdisciplinary and multidisciplinary research is given the topmost priority. The division continuously liaises between various funding agencies, R&D Institutions, industries, and faculty members of REVA University to facilitate undertaking innovative projects. It encourages student research projects by forming different research groups under the guidance of senior faculty members. Some of the core areas of research wherein our young faculty members are working include Data Mining, Cloud Computing, Image Processing, Network Security, VLSI and Embedded Systems, Wireless Sensor Networks, Computer Networks, IOT, MEMS, Nano- Electronics, Wireless Communications, Bio-fuels, Nano-technology for coatings, Composites, Vibration Energies, Electric Vehicles, Multilevel Inverter Application, Battery Management System, LED Lightings, Renewable Energy Sources and Active Filter, Innovative Concrete

Reinforcement, Electro Chemical Synthesis, Energy Conversion Devices, Nano-structural Materials, Photo-electrochemical Hydrogen generation, Pesticide Residue Analysis, Nano materials, Photonics, Nano Tribology, Fuel Mechanics, Operations Research, Graph theory, Strategic Leadership and Innovative Entrepreneurship, Functional Development Management, Resource Management and Sustainable Development, Cyber Security, General Studies, Feminism, Computer Assisted Language Teaching, Culture Studies etc.

REVA University has also placed great importance on developing the much-required skills through a variety of training programs, industrial practice, case studies, and other activities that build these skills among all students. A full-fledged Career Development Centre (CDC) with world-class infrastructure, headed by a dynamic, experienced Professor & Dean and supported by well-experienced Trainers, Counsellors, and Placement Officers, guides students through career planning and placement.

The University also has a University-Industry Interaction and Skill Development Centre headed by a Senior Professor & Director, facilitating skill-related training to REVA students and other unemployed students. The University has been recognised as a Centre of Skill Development and Training by NSDC (National Skill Development Corporation) under Pradhan Mantri Kaushal Vikas Yojana (PMKVY). The Centre conducts several add-on courses in challenging areas of development. It is always active in facilitating a variety of Skill Development Training Programs.

The University has collaborations with Industries, universities abroad, research institutions, corporate training organisations, and Government agencies such as Florida International University, Oklahoma State University, Western Connecticut University, University of Alabama, Huntsville, Oracle India Ltd, Texas Instruments, Nokia University Relations, EMC2, VMware, SAP, Apollo, etc., to facilitate student exchange and teacher–scholar exchange programs and conduct training programs. These collaborations with foreign universities also facilitate students to study some of the programs partly in REVA University and partly in a foreign university, viz, M.S in Computer Science: one year in REVA University and the next year in the University of Alabama, Huntsville, USA.

The University has also placed greater importance on quality in education, research, administration, and all university activities. Therefore, it has established an independent Internal Quality division headed by a senior professor as Dean of Internal Quality. The division plans, designs, and develops quality tools, implements them, and monitors their use. It concentrates on training the entire faculty to adopt the new tools and implement their use. The division further works on introducing various examination and administrative reforms.

To motivate youth and transform them into innovative entrepreneurs, successful leaders of tomorrow, and committed citizens of the country, REVA organises interactions between students and successful industrialists, entrepreneurs, scientists, and others from time to time. As a part of this exercise great personalities such as Bharat Ratna Prof. C. N. R. Rao, a renowned Scientist, Dr. N R Narayana Murthy, Founder and Chairman and Mentor of Infosys, Dr. K Kasturirangan, Former Chairman ISRO, Member of Planning Commission, Government of India, Dr. Balaram, Former Director IISc., and noted Scientist, Dr. V S Ramamurthy, Former Secretary, DST, Government of India, Dr. V K Aatre, noted Scientist and former head of the DRDO and Scientific Advisor to the Ministry of Defence; and Dr. Sathish Reddy, Scientific Advisor, Ministry of Defence, New Delhi; and many others have accepted our invitation and blessed our students and faculty members by their inspiring addresses and interaction.

As part of its commitment to motivating and inspiring the youth, REVA University has instituted a range of awards, medals and prizes to recognise excellence and outstanding contributions in academics, research, innovation, sports, culture, social service and other fields. The University also honours distinguished personalities who have made significant contributions to society and the nation through the REVA Lifetime Achievement Award. The award recognises eminent personalities who have made a lasting impact in their respective fields and is presented as part of the University's annual Founder's Day Celebration.

The REVA Lifetime Achievement Award tradition began in 2015 to recognise eminent personalities who have made significant contributions in their respective fields. The first award was conferred upon Shri A. S. Kiran Kumar, former Chairman, ISRO, in 2015, during the Founder's Day Celebration held on 6 January 2016, followed by Shri Shekhar Gupta, renowned journalist, in 2016, on 6 January 2017. Subsequently, Dr. K. J. Yesudas, renowned playback singer, was honoured in 2017; Dr. Manju Sharma, Dr. K. Viswanath and Dr. Hamsalekha in 2019; Dr. Krishnaswamy Kasturirangan and Shri K. Raghavendra Rao in 2020; and Dr. Chandrashekar Kambar, Dr. Tessy Thomas and Dr. V. Ravichandran in 2022. In 2026, the award was conferred upon Air Chief Marshal Fali H. Major, former Chief of the Air Staff, Indian Air Force; Ms. Nirupama Menon Rao, former Foreign Secretary and Ambassador of India; and Ms. Jayasudha, renowned Indian actress. Through this prestigious recognition, REVA University continues to honour distinguished personalities whose achievements and contributions have made a significant and lasting impact on society and the nation.

REVA University places strong emphasis on the holistic development of students by providing opportunities to nurture their intellectual, creative, cultural, physical and social abilities. The University organises a wide range of cultural, literary, artistic, technical and co-curricular

activities throughout the academic year. These initiatives enable students to discover and develop their talents, build confidence, demonstrate creativity, develop leadership and teamwork skills, and appreciate India's rich cultural heritage, traditions, ethical values and social responsibilities.

Cultural activities are conducted at the School and University levels through student clubs, cultural forums and major institutional events. The University's annual REVAMP continues to provide a platform for students to showcase their talents and participate in cultural, literary, sports and other co-curricular activities. The University also provides opportunities for students from other institutions to participate in intercollegiate activities, thereby promoting interaction, healthy competition, institutional bonding and national integration. In addition to REVAMP, various Schools organise cultural events and talent platforms through which students are encouraged to express themselves and participate actively in campus life.

The University has further strengthened its focus on India's cultural heritage through initiatives such as the Cultural Heritage Club, cultural heritage celebrations and activities conducted by the School of Performing Arts and Indic Studies. Recent programmes have included traditional art activities, storytelling sessions, classical dance workshops, cultural competitions, theatre, music concerts and other performing-arts initiatives. In 2025, the Cultural Heritage Day programme gave students opportunities to engage with traditional art forms, storytelling, and Bharatanatyam, while SANSKRITI 2026 included traditional painting, heritage quizzes, and classical and folk dance and classical singing competitions. These initiatives give students hands-on exposure to India's diverse cultural traditions while encouraging creativity and cultural awareness.

The School of Performing Arts and Indic Studies also conducts regular cultural and artistic programmes, including theatre productions, music concerts, cultural workshops, international conferences and Kala-Sanje, a monthly cultural event. These activities provide students with opportunities to participate in and learn different forms of Indian and contemporary performing arts while strengthening their appreciation of cultural heritage.

Another important institutional tradition is Shubha Vidaaya – Graduation Day, organised to commemorate graduating students' completion of their academic journey. The occasion provides an opportunity to felicitate outgoing students and celebrate their achievements while inspiring them to pursue their future careers with integrity, responsibility and commitment to society. Eminent personalities and distinguished guests address the graduating students and encourage them to become responsible citizens and contribute meaningfully to their respective professions and society. Students who have excelled in academics, research, sports, cultural

activities and other areas are also recognised through awards, medals and prizes. The tradition of recognising student excellence through Shubha Vidaaya has been an integral part of the University's academic culture.

REVA University also encourages excellence in sports and physical activities by recognising students who achieve distinction at university, state, national and international levels. Medals, prizes and awards are presented to outstanding sports achievers as part of the University's continuing efforts to promote physical fitness, discipline, teamwork, leadership and competitive spirit among students.

The University gives equal importance to health and well-being as components of holistic education. Regular Yoga programmes and wellness activities are organised for the University community, supporting physical fitness, mental well-being, concentration, self-discipline and emotional balance. The University also participates in and organises activities associated with the International Day of Yoga and other wellness initiatives. These programmes complement academic learning by encouraging students and members of the University community to adopt healthy and balanced lifestyles.

REVA University's commitment to cultural enrichment also extends to contemporary student engagement. Freshers' programmes and student-centred cultural activities provide new students with opportunities to showcase their creativity, confidence and individual talents while building friendships and developing a sense of belonging to the University community. Recent initiatives such as IGNITE 2026 and MERAKI 2026 – Freshers' Week have combined cultural, creative, academic and sporting activities to facilitate student participation and engagement.

The University's commitment to excellence has also been recognised through several national and international rankings, awards and institutional recognitions. REVA University has been accredited with NAAC A+ and continues to be recognised in prominent national and international ranking frameworks. In the NIRF 2025, the University was placed in the 151–200 rank band in the University category and the 201–300 rank band in Engineering. In the World University Rankings 2026, REVA University was placed in the global 1501+ band, while in the Asia University Rankings 2026, it was placed in the 601–800 band and ranked 7th in Karnataka.

The University's schools and programmes have also received recognition in discipline-specific rankings. The GHRDC Rankings 2026 placed REVA University at Rank 1 in India, Karnataka and the South Region for MCA, Rank 2 in India, Karnataka and the South Region for Commerce, and among the leading institutions in BCA, Architecture, BBA, Law and Engineering. REVA has also received recognition through The Week, QS, THE Sustainability

Impact Rankings, the Institutional Innovation Council, the Sustainable Institutions of India Green Rankings and other national and international platforms.

In addition to rankings, REVA University has received recognition for innovation, digital transformation, sustainability, employability and student project excellence. These include the Digii100 Award for Digital Excellence in Higher Education, the Making India Employable – Excellence in Higher Education Award 2025, recognition as a Best Performing College under the Karnataka State Council for Science and Technology Student Project Programme, and a 4-Star rating under the Institutional Innovation Council for 2023–24.

Through its continuing efforts in recognising excellence, promoting cultural heritage, encouraging sports and wellness, supporting creativity and innovation, and providing opportunities for meaningful student engagement, REVA University seeks to create an educational environment that goes beyond academic achievement. These initiatives contribute to the development of confident, creative, ethical, socially responsible and professionally competent graduates who are prepared to contribute positively to society and the nation.

REVA University Vision

To become a technologically advanced, sustainable global university dedicated to the well-being of all.

REVA University Mission

- Provide learner-centric education leveraged with cutting-edge technologies.
- Foster stewardship by nurturing talent, leadership qualities, and entrepreneurial thinking in a safe and secure environment.
- Promote liberal studies and foster the pursuit of performing arts, literature, sports, and other creative and intellectual disciplines.
- Promote a culture of collaboration and cooperation.
- Serve humanity and promote sustainability through higher education based on universal values.

Objectives

- Developing a sense of ethics in the University and community, making it conscious of its obligations to society and the nation.

- Performing all the functions of interest to its major constituents like faculty, staff, students, and society to reach a leadership position.
- Smooth transition from teacher-centric focus to learner-centric processes and activities.
- To offer high-quality education competitively.
- Creation, preservation and dissemination of knowledge and attainment of excellence in different disciplines.

4. PROGRAMME VISION, MISSION AND OBJECTIVES

Programme Vision

To be a leading digitally enabled management programme that develops ethical, innovative, and globally competent business leaders through accessible, industry-integrated, and outcome-driven education aligned with REVA University's commitment to excellence, sustainability, and societal transformation.

Programme Mission

- To deliver high-quality, technology-enabled management education aligned with REVA University's academic standards and industry expectations.
- To cultivate strategic thinking, digital competence, leadership capability, and responsible decision-making among learners in dynamic business environments.
- To provide flexible and inclusive access to advanced management education for working professionals, entrepreneurs, and diverse learner communities.
- To integrate research orientation, innovation, sustainability, and governance frameworks into managerial learning and practice.
- To strengthen industry engagement through virtual immersion, applied projects, and specialisation-driven career pathways.

Programme Educational Objectives (PEO's)

The graduates of the Online MBA Programme will be able to:

PEO1: Apply integrated management knowledge and analytical skills to solve complex business problems across functional domains.

PEO2: Demonstrate strategic, analytical, digital and ethical decision-making in dynamic organisational and societal contexts.

PEO3: Exhibit responsibility towards business, society, and the environment.

PEO4: Lead and manage teams effectively in digital, global, and multicultural business environments.

PEO5: Engage in lifelong learning, entrepreneurship, innovation, and continuous professional development.

Programme Specific Outcomes (PSO's)

Upon successful completion of the Online MBA Programme, learners will be able to:

PSO1: Functional & Strategic Competence

Graduates will demonstrate advanced functional knowledge and strategic thinking relevant to their chosen specialisation.

PSO2: Industry & Practice Orientation

Graduates will apply domain-specific tools, frameworks, and best practices to real-world business and industry problems.

PSO3: Digital, Analytical & Technology Enablement

Graduates will use digital platforms, analytics, and emerging technologies to enhance managerial effectiveness within their specialisation.

Programme Outcomes (PO)

Upon successful completion of the Online MBA Programme, learners will be able to:

PO1: Apply core management knowledge, theories, and practices to analyse and address business situations across functional domains.

PO2: Analyse business problems using quantitative, analytical, and data-driven tools to support managerial decision-making.

PO3: Formulate and implement effective business strategies by integrating internal organisational capabilities with external business environments.

PO4: Use digital technologies, analytics platforms, and enterprise systems effectively to enhance organisational performance.

PO5: Integrate functional knowledge from marketing, finance, operations, human resources, and analytics to solve complex business challenges.

PO6: Demonstrate responsibility towards society, business, and the environment while making professional and managerial decisions.

PO7: Communicate effectively in professional, managerial, and organisational contexts using appropriate oral, written, and digital communication skills.

PO8: Apply people-management principles, including leadership, motivation, and team management, in diverse organisational settings.

PO9: Identify entrepreneurial opportunities and innovation pathways for new ventures, business growth, and organisational transformation.

PO10: Integrate sustainability and governance frameworks into business decisions to ensure long-term organisational and stakeholder value.

PO11: Engage in lifelong independent learning and continuous professional development to adapt to dynamic business and industry requirements.

5. RELEVANCE OF THE PROGRAMME WITH HEIs MISSION AND GOALS

The Master of Business Administration (MBA) – Online & Digital Learning Mode is strategically designed to advance and operationalise the overall mission, vision, and institutional goals of Higher Education Institutions (HEIs).

Alignment with the Core Mission of the Higher Education Institution

Higher Education Institutions aim to:

- Deliver quality education
- Ensure inclusivity and accessibility
- Strengthen industry and societal engagement
- Enhance employability
- Promote research and innovation
- Foster ethical and socially responsible leadership

The MBA Online programme contributes to these objectives in the following ways:

1. Contribution to Academic Excellence and Quality Education

HEI Mission Component: The Programme provides high-quality, outcome-based education through the following:

- Structured 96-credit curriculum designed as per UGC Online Regulations.
- Outcome-Based Education (OBE) framework with PEO–PSO–PO alignment.
- Continuous Internal Assessment (CIA) and Proctored External Examination (PEE).
- Industry-integrated case studies and applied projects.

- Specialisation continuity ensuring academic depth.

Thus, the programme strengthens REVA University's commitment to academic rigour and regulatory compliance in online higher education.

2. Contribution to Access, Equity, and Inclusivity

HEI Mission Component: The Programme expands access to higher education across socio-economic groups through the following:

- Removes geographical barriers through digital delivery.
- Enables working professionals to pursue higher education without career interruption.
- Provides access to learners from rural and semi-urban regions.
- Supports women returnees and career-transition professionals.
- Flexible internship model accommodating employed learners.

This directly supports the HEI's responsibility to democratise higher education and widen participation.

3. Contribution to Industry Integration and Employability

HEI Mission Component: The Programme promotes employability and industry-linked learning through the following:

- **Three-Stage Industry Engagement Model:**
    - Case-based learning and contemporary business cases (Semester II)
    - Virtual Industry Immersion/Internship (Semester III)
    - Major Industry Project (Semester IV)
- **Career and Professional Skill Development** through Business Communication, Managerial Skills, Strategic Management, leadership, and applied management learning.
- **Specialisation-based skill** depth through focused learning in Finance, Marketing, Human Resource Management, Business Analytics, Operations, and International Business.
- **Integration of Digital, Analytics, AI, and Business Technologies** through courses such as Digital Business & Enterprise Systems, Business Analytics, Business Data Visualisation, Python Programming for Business Analytics, Database Management, and Machine Learning and Artificial Intelligence.

This ensures that the programme provides progressive industry exposure, specialised knowledge, and practical skills aligned with contemporary business and employment requirements.

4. Contribution to Research, Innovation, and Knowledge Creation

HEI Mission Component: The Programme promotes research orientation and innovation culture through the following:

- Business Research Methods course.
- Analytics and AI integration across semesters.
- Major Industry-Based Project (dissertation format).
- Entrepreneurship and Innovation courses.
- Design Thinking and Business Model Innovation courses.

This enhances research capacity and innovation culture within the HEI's academic ecosystem.

5. Contribution to Responsible and Sustainable Development

HEI Mission Component: The programme promotes ethical values, sustainability, and governance through the following:

- Responsible Business Practices & Sustainability Foundations.
- Corporate Governance & ESG Frameworks.
- Sustainable Operations and ethical leadership modules.
- Programme Outcome (PO6 & PO10) explicitly embed sustainability.

This ensures alignment with national priorities (NEP 2020, SDGs) and the University's societal responsibilities

6. Contribution to Digital Transformation of the Institution

HEI Mission Component:

The programme promotes technology-enabled education and digital excellence through the following:

- **LMS-Driven Academic Delivery:** The programme is delivered through a fully integrated Learning Management System (LMS), enabling access to learning resources, assessments, and interactive sessions.
- **Online Assessment and Evaluation:** The programme utilises online assessment mechanisms, including proctored examinations and continuous evaluation methods.

- **Digital Learning Resources and Support:** E-study materials, self-assessment tools, and digital student support systems enhance the overall learning experience.
- **Flexible and Scalable Online Education Model:** The programme supports flexible, remote learning and contributes to the institution's digital education initiatives.

This programme strengthens REVA University's strategic expansion in digital and online education.

6. NATURE OF PROSPECTIVE TARGET GROUP OF LEARNERS

The programme caters to:

- Working professionals seeking managerial growth.
- Entrepreneurs and startup founders.
- Family business successors.
- Graduates seeking specialisation-based career roles.
- Learners in geographically remote areas.
- Professionals seeking analytics and digital upskilling.

The flexible online design ensures accessibility, affordability, and career continuity.

7. APPROPRIATENESS OF ONLINE MODE FOR SKILL ACQUISITION

The MBA curriculum is highly suitable for Online Mode because:

- Conceptual knowledge is deliverable through structured LMS modules.
- Case discussions, analytics tools, simulations, and projects can be delivered digitally.
- Industry immersion can be conducted virtually.
- Assessment integrity can be maintained through proctored systems.

The programme develops:

- Functional expertise
- Strategic integration capability
- Digital and analytics competence
- Leadership and communication skills
- Ethical and sustainability orientation

8. PROGRAMME INSTRUCTIONAL DESIGN

Curriculum Architecture – Semester-Wise Progression

Program Code: MKOL

Specialization Codes: Marketing-MM, Finance-FM, Human Resources-HR, Operations-OM, Business Analytics-BA, International Business-IB.

FIRST SEMESTER							
Sl. No.	**Course Code**	**Course Title**	**Type**	**Credit Pattern**			**Total Credits**
				L	**T**	**P**	
1.	M26MKOL0101	Management Principles & Organisational Behaviour	HC	3	1	0	4
2.	M26MKOL0102	Managerial Economics & Business Environment	HC	3	1	0	4
3.	M26MKOL0103	Accounting for Managers	HC	3	1	0	4
4.	M26MKOL0104	Quantitative Techniques for Business Decisions	HC	3	1	0	4
5.	M26MKOL0105	Digital Business & Enterprise Systems	HC	3	1	0	4
6.	M26MKOL0106	Business Communication & Managerial Skills	SC	2	1	0	3
Total Credits							**23**

SECOND SEMESTER							
Sl. No.	**Course Code**	**Course Title**	**Type**	**Credit Pattern**			**Total Credits**
				L	**T**	**P**	
1.	M26MKOL0201	Marketing Management	HC	3	1	0	4
2.	M26MKOL0202	Human Resource Management	HC	3	1	0	4
3.	M26MKOL0203	Corporate Social Responsibility	HC	3	1	0	4
4.	M26MKOL0204	Applied Business Research	HC	3	1	0	4

5.	M26MKOL0205	Business Law & Regulatory Compliance	HC	3	1	0	4
6.	M26MKOL0206	Contemporary Business Case Studies	SC	2	1	0	3
Total Credits							**23**

THIRD SEMESTER		
Sl. No.	**Course Title**	**Credits**
1	Strategic Management	4
2	Indian Knowledge System	2
3	Specialisation-1 Course-1	3
4	Specialisation-1 Course-2	3
5	Specialisation-1 Course-3	3
6	Specialisation-2 Course-1	3
7	Specialisation-2 Course-2	3
8	Specialisation-2 Course-3	3
Total Credits		**24**

Sl. No.	**Course Code**	**Course Title**	**Type**	**Credit Pattern**			**Total Credits**
				L	**T**	**P**	
Common Courses							
1.	M26MKOL0301	Strategic Management	HC	**3**	**1**	**0**	**4**
2.	M26MKOL0302	Indian Knowledge System	VAC	**2**	**0**	**0**	**2**

Specializations Courses							
I.	**Finance**						
1.	M26MKOLFM31	Financial Decision Making	SC	**3**	**0**	**0**	**3**
2.	M26MKOLFM32	Behavioural Finance & Digital Financial Services	SC	**3**	**0**	**0**	**3**
3.	M26MKOLFM33	Investment Analysis & Portfolio Management	SC	**3**	**0**	**0**	**3**
II.	**Marketing**						
1.	M26MKOLMM31	Retail Management	SC	**3**	**0**	**0**	**3**
2.	M26MKOLMM32	Strategic Sales & Customer Relationship Management	SC	**3**	**0**	**0**	**3**
3.	M26MKOLMM33	Consumer Behaviour	SC	**3**	**0**	**0**	**3**
III.	**Human Resource Management**						
1.	M26MKOLHR31	Employment Laws & Industrial Relations	SC	**3**	**0**	**0**	**3**
2.	M26MKOLHR32	Strategic Talent Management	SC	**3**	**0**	**0**	**3**
3.	M26MKOLHR33	Global Human Resource Management	SC	**3**	**0**	**0**	**3**
IV.	**Business Analytics**						
1.	M26MKOLBA31	Business Analytics	SC	**3**	**0**	**0**	**3**
2.	M26MKOLBA32	Business Data Visualization	SC	**3**	**0**	**0**	**3**
3.	M26MKOLBA33	Python Programming for Business Analytics	SC	**3**	**0**	**0**	**3**
V.	**Operations**						
1.	M26MKOLOM31	Production & Operations Management	SC	**3**	**0**	**0**	**3**
2.	M26MKOLOM32	Operations Strategy & Planning	SC	**3**	**0**	**0**	**3**
3.	M26MKOLOM33	Project Planning & Execution	SC	**3**	**0**	**0**	**3**

VI.	**International Business**						
1.	M26MKOLIB31	International Business Environment	SC	**3**	**0**	**0**	**3**
2.	M26MKOLIB32	Export-Import Management	SC	**3**	**0**	**0**	**3**
3.	M26MKOLIB33	Global Business Challenges & Emerging Trends	SC	**3**	**0**	**0**	**3**

FOURTH SEMESTER		
Sl. No.	**Course Title**	**Credits**
1	Major Project	8
2	Specialisation-1 Course-4	3
3	Specialisation-1 Course-5	3
4	Specialisation-1 Course-6	3
5	Specialisation-2 Course-4	3
6	Specialisation-2 Course-5	3
7	Specialisation-2 Course-6	3
	Total Credits	**26**

Sl. No.	**Course Code**	**Course Title**	**Type**	**Credit Pattern**			**Total Credits**
				L	**T**	**P**	
Common Courses							
1.	M26MKOL0401	Major Project	HC	**0**	**0**	**8**	**8**
Specializations Courses							
I.	**Finance**						
1.	M26MKOLFM41	Derivative Markets & Risk Management	SC	**3**	**0**	**0**	**3**
2.	M26MKOLFM42	Global Financial Management	SC	**3**	**0**	**0**	**3**
3.	M26MKOLFM43	Corporate Taxation & International Tax Systems	SC	**3**	**0**	**0**	**3**

II.	**Marketing**						
1.	M26MKOLMM41	Strategic Brand Management	SC	**3**	**0**	**0**	**3**
2.	M26MKOLMM42	Customer Services Management	SC	**3**	**0**	**0**	**3**
3.	M26MKOLMM43	Marketing Intelligence & Analytics	SC	**3**	**0**	**0**	**3**
III.	**Human Resource Management**						
1.	M26MKOLHR41	Agile People Management & Leadership	SC	**3**	**0**	**0**	**3**
2.	M26MKOLHR42	Emotional Intelligence & Employee Wellbeing	SC	**3**	**0**	**0**	**3**
3.	M26MKOLHR43	People Analytics & HR Metrics	SC	**3**	**0**	**0**	**3**
IV.	**Business Analytics**						
1.	M26MKOLBA41	Database Management using SQL	SC	**3**	**0**	**0**	**3**
2.	M26MKOLBA42	Machine Learning and Artificial Intelligence	SC	**3**	**0**	**0**	**3**
3.	M26MKOLBA43	Predictive Analytics & Data Mining	SC	**3**	**0**	**0**	**3**
V.	**Operations**						
1.	M26MKOLOM41	Operations Research for Business Decisions	SC	**3**	**0**	**0**	**3**
2.	M26MKOLOM42	Quality Management & Business Excellence	SC	**3**	**0**	**0**	**3**
3.	M26MKOLOM43	Supply Chain Strategy & Logistics	SC	**3**	**0**	**0**	**3**
VI.	**International Business**						
1.	M26MKOLIB41	Global Marketing Management	SC	**3**	**0**	**0**	**3**
2.	M26MKOLIB42	International Trade Policy & Practices	SC	**3**	**0**	**0**	**3**
3.	M26MKOLIB43	International Business Law & Commercial Arbitration	SC	**3**	**0**	**0**	**3**

CREDIT SUMMARY	
Semester	**Credits**
First	23
Second	23
Third	24
Fourth	26
TOTAL	**96**

CURRICULUM STRUCTURE				
Type of Course	**No. of Courses**	**Offered in Semester**	**Credits**	**Total Credits**
HC	11	1,2,3,4	44	96
SC	14	1,2,3,4	42	
VAC	01	3	02	
HC-Project	01	4	08	

LEGENDS	
Type	**Brief**
HC	Hard Core (HC): A compulsory course that forms an essential part of the programme's core curriculum. It provides fundamental and advanced knowledge in the primary discipline and is mandatory for all students of the programme.
SC	Soft Core (SC): A course that provides additional or specialized knowledge within the discipline, offering students some flexibility in selecting courses according to their academic interests and learning needs.
VAC	Value Added Course (VAC): A course designed to provide additional knowledge, skills, values, and competencies beyond the core curriculum, supporting the overall academic, personal, and professional development of students.
HC-Project	Hard Core – Project (HC-Project): A compulsory project component that enables students to apply the knowledge and skills acquired during the programme to a practical or real-world problem. It involves systematic planning, implementation, analysis, documentation, and presentation of the project outcomes.

9. FACULTY AND SUPPORT STAFF REQUIREMENT

1. **Programme Coordinator (One per Programme):** A full-time faculty member in the subject area of the concerned Programme shall serve as the Programme Coordinator for the Online MBA Programme. The Programme Coordinator shall be responsible for overall coordination of the development, delivery and assessments of the learners in an Online Programme.

2. **Course Coordinator (One per Course):** An Online Programme may have more than one Course. In such a case, one full-time dedicated faculty member in the subject area of the concerned Course shall be Course Coordinator for each of the Courses of an Online Programme. The Course Coordinator shall coordinate the development, delivery and assessments of the learners in the Course.

3. **Course Mentor (One per batch of 250 learners):** The Course Mentor shall assist the Programme/Course Coordinator in providing academic support to learners and also in managing virtual teacher-learner interaction groups.

4. **Examiners:** For the assessment of the online learners in a Course from among the qualified faculty from within the Institution or from other Institutions.

5. **Student Support Services:** Students will have access to connect with the SRO for support services offered by the Centre for Distance & Online Education (CDOE), REVA University, for any administrative and general technical queries. A ticketing system integrated into the LMS will help learners connect with the CDOE, REVA University technical team for support services, which the appropriate authority will resolve. A notification will also be sent to the Deputy Registrar to ensure queries are resolved within 24 hours or sooner. For academic course-based queries, the student will raise a query, which will be directly notified to the Course Coordinator, Programme Coordinator and Deputy Director through an open discussion form. The query should be resolved within 48 hours of the query being raised; otherwise, the matter should be managed and resolved by the Programme Coordinator. The Deputy Director should ensure this.

10. PROCEDURE FOR ADMISSIONS AND CURRICULUM TRANSACTION

i. Appropriateness of Online MBA Programme and Prospective Target Group of Learners

The Online MBA Programme of REVA University is designed to provide flexible, industry-oriented management education through digital learning mode. The programme aims to develop strategic thinking, leadership capability, analytical skills, digital competence, and responsible business practices among learners.

The programme is suitable for:

- Working professionals seeking career growth or promotion
- Entrepreneurs and start-up aspirants
- Family business successors
- Graduates aiming for managerial roles
- Individuals who could not pursue a regular MBA due to limited intake or other constraints
- Learners who discontinued education due to social, financial, or personal reasons
- Learners residing in remote areas with limited access to higher education institutions
- Individuals of any age who require flexible learning schedules

ii. Procedure for Admission

Candidates seeking admission to the Online MBA Programme offered by the Centre for Distance & Online Education (CDOE), REVA University, must apply through www.online.reva.edu.in.

a. Minimum Eligibility Criteria for Admission

As per UGC guidelines:

- A Bachelor's Degree of minimum 3 years duration from a recognised University.
- Minimum 50% marks in the qualifying examination (45% for reserved categories as per Government norms).
- Degree must be from a recognised University approved by the regulatory authorities of the Government of India.

Admission will be cancelled if proof of eligibility is not submitted within the stipulated time.

Candidates must carefully read all instructions mentioned in the Programme Prospectus before applying.

b. Online MBA Admission Process

The admission process is fully online and involves the following steps:

Step	Process	Particulars
Step 1	Counselling	Prospective students would be counselled for the chosen programme by designated and authorized counsellors
Step 2	Registration on admission portal to get access to My Account.	Prospective student registers by paying ₹ 1450/- as registration fee. Fill all the details in the application form and upload all the mandatory documents.
Step 3	Details of Document upload for Online MBA programme	Student Uploads document as follows- **Personal Documents:** i. Passport-size Photograph with Student's Signature ii. Aadhar Card (Back & Front) iii. Passport (For International Student) **Academic Documents:** i. 10th Marksheet ii. 12th Marksheet iii. Other Certificates **(detailed list of documents is provided in below Table:)**
Step 4	Scholarship Details	Student will be eligible for below categories- i. Merit Base ii. REVA Alumni iii. Extra Curriculum Excellence iv. REVA Employees As per the Notice by Deputy Registrar | Department of Administration, of REVA University
Step 5	Verification of documents by the Deputy Registrar	Deputy Registrar, Department of Administration verifies all the uploaded documents by the prospective student on the admission portal and approve/disapprove within 48 hours the eligibility for the chosen program.
Step 6	Undertaking	Student will sign Undertaking after Approval in Application.

Step 7	Payment of fees	All eligible students, duly approved by the Deputy Registrar, will get fees payment notification link for payment. The Fee is payable through any of the following means: i. UPI ii. Credit/Debit Card iii. Net-banking Note: Cash, bank demand draft and Cheques are not accepted
Step 8	Enrolment	After the payment of programme fee, the eligible student will get the Enrolment number and access to the LMS.
Step 9	Access to Learning Management System (LMS)	

Detail List of Documents (of Step 3)

Admission Documents	**Format (JPEG/PNG/PDF)**	**Documents Size**
Duly filled online application form with student signature	Digital signature/Student signature JPEG/PNG	20 KB
Colour scan copy of all year/semester mark sheet/grade cards (for UG programs) or consolidated mark sheet/grade cards also accepted.	PDF/JPEG	500 KB
Colour scan copy of 10th Std. Mark sheet/Grade Card	PDF/JPEG	
Colour scan copy of 12th Std./ Three-Year Polytechnic Diploma Mark sheet/Grade Card	PDF/JPEG	
Colour scan copy of passport size photograph	JPEG or PNG Format	50 KB
Colour scan copy of Govt. Photo id proof, Aadhar card is mandatory. (Other options: Voter's id, Driving License, Passport etc.)	PDF/JPEG	100 KB
In case of name change, Gazette notification documents for name changes		

For married women – marriage certificate would be accepted – provided previous maiden name is clearly mentioned in the same.	PDF	500 KB
In case of deferred Father name or mother name in such cases without a Gazette notification document.		
If foreign student: Colour scan copy of passport	PDF/JPEG	500 KB
Fees submission transaction details or receipt as per University policy for respective online programs	PDF/JPEG	500 KB
Digitally Signed undertaking as per the process	PDF	500 KB

c. General Instructions:

1. All students should carefully read and understand the eligibility conditions given in the student handbook document and mentioned on the university website before applying for the online programs.
2. The prospective learner has to ensure that their education/qualifying degree has been issued by a recognised university/board only. For learners from an Indian higher education institution, it should be recognised by the regulatory authority of the Government of India. For recognised Boards of Education, check www.cobse.org.in/; for Polytechnic Diploma, check the respective State Board of Technical Education. To verify degrees, check www.ugc.ac.in for recognised universities. Foreign prospective learners may verify their institutions on www.aiu.ac.in.
3. Prospective learners should check their eligibility on the date of admission and should have passed the qualifying exams before the start of the admission batch.
4. Registration fees of ₹1450/- are non-refundable.
5. After enrolment, students must register with ABC (Academic Bank of Credits), a central scheme for depositing credit formulated by the Ministry of Education, Govt. of India. Academic Bank of Credits (ABC) ID creation is mandatory for all students.

d. Academic Bank of Credits ID Creation Process

All students must be registered with ABC (Academic Bank of Credits), a central scheme for depositing credits formulated by the Ministry of Education, Govt. of India. ABC ID creation is mandatory for all enrolled students, especially Indian nationals. The ABC ID can be created by students themselves using Digi-Locker, the UMANG application, the ABC portal or the Academic Institution Portal. The process is provided below.

Process	• Students can register by logging in at www.abc.digilocker.gov.in • Click on My Account → Login as Student • Click on "Sign up with DigiLocker" → Enter valid mobile number → An OTP is sent at the phone number via SMS → Enter the OTP and click on "Continue" button → Enter Security PIN set created during Sign Up and click "Submit" Button • You will be prompted with ABC student account creation window
Documents and proofs Required	• Aadhaar Card is mandatory for ABC Id creation • Learners Name • Date of Birth • Gender • Enrolment Number • Requirements by Academic Institution • Mobile Number

*The University will provide necessary support for ABC ID creation.

iii. Curriculum Transaction:

Programme fee will be displayed on www.online.reva.edu.in from time to time. NBFC finance options will be available to students. Details will be available at www.online.reva.edu.in.

11. PROGRAMME DELIVERY MECHANISM

REVA University has a fully dedicated team of faculty members and staff who are well versed in delivering online lectures under the Center for Distance & Online Education (CDOE), REVA University. Academic calendar will be provided to students at the beginning of each session through LMS. Self-learning material, audio and video content will be shared with the students through LMS through following four Quadrants approach.

- Quadrant-I: This includes number of weeks required based on the credits. Ex: for 4 credits – 12 weeks
- Quadrant- II: This involves a combination of live classes or use a discussion forum. Students can participate in these interactive live classes or use a discussion forum to clarify doubts with subject matter experts and share views associated with Lectures and tutorials
- Quadrant-III: This involves the combination of e-content and e-tutorial. The e-content provides self-instructional material like e-books, illustrations, ppt/pdf, case studies, presentations, and web resources for self-study. The e-tutorial supports recorded lectures, open-source contents/audio/videos etc associated with practical or self-study time.

- Quadrant-IV (Self-Assessment): This includes assignments, seminars, tests, and quizzes to help students evaluate their progress.

Distribution of hours per credit based on the Online programmes requirements:

Credit	**No. of Weeks I**	**No. of Interactive Sessions (hrs) - II**		**No. of Study hours – III**		**Self-Assessment IV**	**Total hours**
		Live Sessions	**Discussion forums**	**e-content**	**e-tutorial**		
2	6	6	12	10	10	22	60
3	9	9	18	15	15	33	90
4	12	12	24	20	20	44	120
5	13	13	26	25	25	55	150
6	14	14	28	30	30	66	180
8	16	16	32	40	40	88	240

The delivery model through the Learning Management System (LMS) includes:

- e-Books (SLM) for each module of a course
- Study Guide (PPT) for each module of a course
- Recorded / Tutorials Videos for each module of a course
- Live Interactive Online Sessions for each module of a course
- Frequently Asked Questions (FAQ) and Misconceptions for each module of a course
- Digital Library Access
- Web Resources for Research Purpose for each module of a course
- Practice Assignments for each module of a course
- Quiz based assessments
- Online Discussion Forums for each course
- Case studies

The framework ensures 24x7 access to academic resources, structured learner support, moderated discussion forums, and proctored online examinations, thereby maintaining quality, transparency, and academic integrity.

This blended digital approach enables working professionals and remote learners to experience structured, interactive, and industry-relevant management education without geographical constraints.

Academic Calendar: It includes the following components:

Sr. No.	Activity	Jan Cycle	July Cycle
		Tentative months	
1	Admission Period	November to March	April to October
2	Self-Learning Period	November to March	April to October
3	Live Lectures	April onwards	November onwards
4	Continuous Internal Assessments (CIA)	From 5th week onwards	From 5th week onwards
5	Semester End Exams (Proctored)	August / September	March / April
6	Declaration of Results	October	May
7	Re-registrations	October	May

Evaluation Scheme

The Programme adopts a rigorous process in the development of question papers, question/quiz banks, assignments and their moderation, conduct of examinations, analysis of answer scripts by qualified academics, and declaration of results.

Assessment and Evaluation of each Course shall be for 100 marks. The Internal Assessment (IA) and Semester End Proctored Examination (SEPE) of PG programs shall carry 30 marks for internal assessment and 70 marks for the semester-end examination. The following table provides the scheme of Assessment and Evaluation:

Component	Weightage
Internal Assessment	30%
External Proctored Examination	70%
Total	100%

Continuous Internal Assessment (CIA): Weightage 30%

This component carries a weightage of 30%.

There will be 3 CIAs, each carrying 10% weightage.

Semester End Examination (Online Proctored Examination)/: Weightage 70%

The Semester End Examination will be conducted twice in a year, tentatively in the month of March/April and August/September.

Students will be permitted to appear for the examination upon submission of the examination registration form within the prescribed timeline. For appearing in the Examination, every student must submit an examination form online before the due date.

The CoE of the University shall oversee the examinations and the evaluation system.

12. LABORATORY SUPPORT & LIBRARY RESOURCES

Laboratory Support is provided through the following:

- Excel and Analytics tools
- Business simulation platforms
- AI & predictive analytics tools (overview-based)
- Research software exposure

Library Resources

REVA University's Central Library isn't a traditional "online lab," but rather a hub for extensive digital resources, offering **e-journals, e-books, NDL, NPTEL access**, and a **Digital Library Centre** with 210 computers for online learning, complemented by specialised labs like the **AICTE IDEA Lab and Makers Lab** for hands-on innovation and digital fabrication. While the library itself is a digital resource centre, specific departments run dedicated labs (e.g., Computer Science labs, Language Lab) and innovation centres (IDEA Lab, Makers Lab) with online integration for practical skills.

Remote Access to E-Resources

REVA University Central Library provides seamless remote access to e-resources for faculty, staff, research scholars, and students. This service enables users to access the library's extensive digital collections anytime and from any location, ensuring uninterrupted academic and research support beyond the campus. Access the Remote Login portal here: https://reva.knimbus.com/user#/home

13. COST ESTIMATE & PROVISIONS

Sl. No.	Heading	Cost Estimate
1	Programme Development Cost	20 %
2	Delivery Cost	30 %
3	Maintenance & Upgradation	45 %
4	Postal Expenses	5 %

The cost structure ensures sustainability and academic quality.

14. QUALITY ASSURANCE MECHANISM

Programme quality depends on the course curriculum, syllabus, and academic delivery, which are designed to bridge the gap between industry and academia. To achieve this, the Centre for Internal Quality Assurance (CIQA) and the Academic Council shall duly fulfil their duties.

The Centre for Internal Quality Assurance (CIQA) shall be responsible for:

1. To maintain quality in the services provided to the learners.
2. To undertake self-evaluative and reflective exercises for continual quality improvement in all the systems and processes of the Higher Educational Institution.
3. To contribute to the identification of the key areas in which the Higher Educational Institution should maintain quality.
4. To devise mechanisms to ensure that the quality of Open and Distance Learning programmes and Online programmes matches with the quality of relevant programmes in conventional mode.
5. To devise mechanisms for interaction with, and feedback from, all stakeholders, namely learners, teachers, staff, parents, society, employers, and Government, for quality improvement.
6. To suggest measures to the authorities of the Higher Educational Institution for qualitative improvement.
7. To facilitate the implementation of its recommendations through periodic reviews.
8. To organise workshops/seminars/symposiums on quality-related themes, ensure participation of all stakeholders, and disseminate reports of such activities among all stakeholders in the Higher Educational Institution.
9. To develop and collate best practices in all areas leading to quality enhancement in services to the learners and disseminate the same to all concerned in the Higher Educational Institution.
10. To collect, collate and disseminate accurate, complete and reliable statistics about the quality of the programme(s).
11. To ensure that the Programme Project Report for each programme is according to the norms and guidelines prescribed by the Commission and, wherever necessary, by the appropriate regulatory authority having control over the programme;
12. To put in place a mechanism to ensure the proper implementation of Programme Project Reports.

13. To maintain records of Annual Plans and Annual Reports of Higher Educational Institutions, review them periodically, and generate actionable reports.
14. To provide inputs to the Higher Educational Institution for restructuring of programmes in order to make them relevant to the job market.
15. To facilitate system-based research on ways of creating a learner-centric environment and to bring about qualitative change in the entire system.
16. To act as a nodal coordinating unit for seeking assessment and accreditation from a designated body for accreditation such as NAAC, etc.
17. To adopt measures to ensure internalisation and institutionalisation of quality enhancement practices through periodic accreditation and audit.
18. To coordinate between Higher Educational Institutions and the Commission for various quality-related initiatives or guidelines.
19. To obtain information from other Higher Educational Institutions on various quality benchmarks or parameters and best practices.
20. To record activities undertaken on quality assurance in the form of an annual report of the Centre for Internal Quality Assurance.
21. It will be mandatory for the Centre for Internal Quality Assurance to submit Annual Reports to the Statutory Authorities or Bodies of the Higher Educational Institution about its activities at the end of each academic session. A copy of the report in the format as specified by the Commission, duly approved by the statutory authorities of the Higher Educational Institution, shall be submitted annually to the Commission.

The CDOE-REVA will work continuously to improve processes, assessments, teaching methodology, and e-learning materials as per the four-quadrant approach, and implement the same as per the New Education Policy (NEP). The University is committed to delivering the best education in all the learning modes with adherence to NEP, UGC and other regulatory guidelines in a true global sense.