



Global Centre for
Entrepreneurship
and Commerce



Rajasthan's First College to Offer B.B.A in Liberal Studies



PROSPECTUS 2021

- Design Your Own Course
- Technology Enabled Learning
- International Style Study Pattern
- 3 Years Practical Training

B.B.A. LIBERAL STUDIES

GLOBAL CENTRE FOR ENTREPRENEURSHIP & COMMERCE

About GCEC

GCEC (Constituent body of Vivekananda Global University (VGU), Jaipur) is India's first dedicated college for Business & Liberal Studies, which is manifested by the fact that not only our students have achieved 80% plus success rates in all ACCA papers and with an average package of 7 Lakhs but also have founded 25 plus startups in the last three years.

GCEC Achievements

- 7 times oversubscribed in 2021
- GCEC Founder – Mr. Paresh Gupta received 'Shiksha Bharti Award 2021' and 'My FM Legends Award 2021'
- GCEC bagged 'Best Employer Award'
- Ranked in 'Top 10 Entrepreneurship B-School' of India
- 80% pass rate in all ACCA papers vs the World average of 40%
- Partnership with FII-IIM (Ahmedabad) for students' mentorship sessions
- 26 award winners in National Competitions
- Academic MOU with Coursera and EdX
- Technological MOU with G-Suite, Microsoft 365 and Hubspot



WHY LIBERAL STUDIES ?

- INTERDISCIPLINARY COURSES
- EXPERIENTIAL LEARNING
- FACULTY-STUDENT MENTORSHIP
- SELF-DESIGNED MAJORS
- RESEARCH SKILLS
- MORAL & ETHICAL AWARENESS

B.B.A in Liberal Studies

It is a multidisciplinary programme that is based on subjects like Humanities, Social Science, Natural Science, Mathematics, Arts along with the core subjects of Business Administrations. As a learner study these subjects, which will also be able to sharpen the critical thinking & problem-solving skills and will train in ethical thoughts. The learning together of various subjects along with active, experiential learning inside and outside the classroom allows students to gain a well-rounded education.

Design Your Own Course*

Elective Subject Lists

Digital Marketing

App Development

Ideation to Business

Startup Environment

Family Business

Financial Accounting - 1

Financial Accounting - 2

Financial Accounting - 3

Organic Marketing (SEO & SMO)

Course Structure

SEMESTER 1

- Financial Accounting
- Web Development
- Business & Communication Studies

SEMESTER 2

- Business Maths/ Data Analytics/ UI & UX
- Core Marketing
- Elective Subject (1)

SEMESTER 3

- Corporate & Business Law
- HR & People Skills
- E-Commerce/ Psychology

SEMESTER 4

- Product Design/ Photography/ Music Production
- Mass Communication/ Foreign Language/ English
- Elective Subject (2)

SEMESTER 5

- Financial Modelling
- Branding & Advertising

SEMESTER 6

- Taxation/ Economics
- Elective Subject (3)



SPECIFICATIONS

Programme	B.B.A in Liberal Studies
Course Duration	3 Years
Minimum Eligibility	60% in 10+2 from a recognized board
Admission Criteria	<p>Selection for the three-year entrepreneurship programme will be based on grades in the 12th grade, followed by individual results in the following enrolment rounds.</p> <ul style="list-style-type: none">• Case Study Test• Personal Interview
Last Date of Admissions	25th August 2021
Programme Fee	₹ 43,000/- per semester*

ADMISSION PROCESS

Applicants for B.B.A. Liberal Studies can apply directly through online admission forms available at our website (www.gcecglobal.com) or kindly scan QR code.



**Scan the QR code
to fill application form**