Royal University of Bhutan

GEDU COLLEGE OF BUSINESS STUDIES

ROYAL UNIVERSITY OF BHUTAN

COLLEGE PROSPECTUS 2022

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OUR VISION

A Centre of Excellence in Value-driven Business Education

MISSION

To contribute towards knowledge development through research infused curricula and co-curricular activities to develop the learners to be competent, compassionate and loyal citizens.

CORE VALUES

SPOTLESS

S: *Scholarly*
P: *Professional*
O: *Open*
T: *Teamwork*
L: *Leadership*
E: *Enterprising*
S: *Sensitive*
S: *Self-confident*

GO FURTHER WITH US

A Warm welcome to Gedu College of Business Studies (GCBS), Royal University of Bhutan (RUB).

As a premier business college in the country, we offer a wide range of full-time contemporary business and management education at undergraduate and postgraduate level.

GCBS is a destination of choice for many students seeking for outstanding business and management education in the country.

Join us for rich and fulfilling learning experiences to build a better future.

A CENTRE OF EXCELLENCE IN VALUE-DRIVEN BUSINESS EDUCATION

ABOUT THE COLLEGE

Gedu College of Business Studies (GCBS) was established as a constituent college of the Royal University of Bhutan (RUB) in 2008 after the transfer of Department of Commerce from Sherubtse College. The college is located at Gedu, and it covers an area of 184.5 acres. The college campus was developed by Tala Hydroelectric Project Authority (THPA). It is about 48 km drive from Phuentsholing and 104 km from Thimphu.

Besides an excellent team of both national and international faculty with impressive academic and industrial backgrounds, the college is well equipped with accommodation facilities, guest rooms, IT labs, library, cafeterias and conference halls. It also has an indoor sports complex where students can play games such as futsal, basketball, table tennis and badminton.

WHY CHOOSE GCBS?

1

High quality of academic programmes

2

Outstanding support to the learners

3

Better employability opportunity through good industrial linkages

4

Excellent support services for business incubation

5

Industrial Internship opportunities

6

Affordable and flexible ways to pay

CHOOSE THE RIGHT PROGRAMME

Gedu College of Business Studies is the Bhutan Accreditation Council (BAC) accredited grade 'A' business and management college under the RUB. The college offers full time contemporary business and management education through MBA, BCom and BBA programmes. The college has sought membership to AACSB for processing international accreditation.

AACSB Business Education Alliance Member

- BCom Accounting
- BCom Finance
- BBA Marketing
- BBA Human Resource Management (HRM)
- BBA General Management
- MBA with Electives in Finance, Marketing & HRM

MBA
Master of Business Administration

The MBA is a 18-month programme that offers participants with management skills that are essential for their participation in creation, development, operation and growth of ethical and sustainable business entities. It aims to develop exceptional leaders, visionaries, and decision-makers through varied knowledge areas and rigorous academic assessments. Emphasis is laid on teaching and learning through research and consultancy-infused curricula. Learners are offered subjects of their choice within the functional areas of finance, human resource management and marketing. Currently the programme is under the major review.

MBA with Electives in Finance, Marketing & HRM

BCom
Bachelor of Commerce

The BCom programme aims to equip graduates with knowledge and technical skills through finance and accounting as majors. It also emphasizes on the development of soft skills that are essential for effective delivery of personal and professional duties in the communities and organizations

BCom Accounting

BCom Finance

BBA
Bachelor of Business Administration

The BBA Programme aims to create graduates with high business acumen with majors in the areas of human resource management and marketing. The core focus of the programme is on behavioral and managerial aspects. Learners are provided the grounded business education to deal effectively with people in an organization

BBA Marketing

BBA Human Resource Management (HRM)

BBA General Management

UG Degree Level

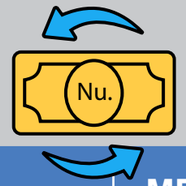
Year 4 (Honours)	BCom & BBA	In All Majors	*Must have minimum 70% academic performance in 3-year programme*
Year 3	BCom	Accounting Finance	*Winter Internship opportunities in Industries*
	BBA	HRM Marketing General Management	
Year 2	BCom	Accounting Finance	*Major selection based on performance in Common Foundation*
	BBA	HRM Marketing General Management	
Year 1	Common Foundation		*All students study same modules*

Entry Requirements for BCom and BBA Programmes

The admission to the programmes (for both Government Scholarship and Self-Finance Students) at GCBS is done using the RUB online-admission system http://admission.rub.edu.bt/index.php based on merit ranking as per the eligibility criteria and ability rating as detailed below:

Eligibility Criteria	Ability Rating Points
Class XII pass students with pass in Business Maths/Maths and Dzongkha	***Commerce/Arts students*** Accounts/Economics – 5 Business Maths – 4 Dzongkha – 2 English – 2 1 other subject – 1 ***Science students*** Maths – 5 Physics/Chemistry/Biology – 4 Dzongkha – 2 English – 2 1 other subject – 1

Fee Structure
(Self-Financed, Domestic Applicants)



SL#	Fee Description	BCom & BBA	MBA
1	Tuition Fee	Nu. 72,526 per year Or Nu. 36,263 per semester	TBA
2	Institutional Development Fund (Non-Refundable)	Nu. 1500	Nu. 1500
3	Security Deposit (Refundable)	Nu.5000	Nu.5000
4	Semso	Nu. 180 per semester	Nu. 180 per semester

WHAT YOU WILL LEARN

MBA Programme

1. Financial Accounting
2. Managerial Economics
3. Operations Research and Quantitative Techniques
4. Ethics and Leadership Development
5. Business Strategy, Corporate Social Responsibility and Sustainability
6. Financial Management
7. Marketing Management
8. Human Resource Management
9. Consultancy Project

3 Elective Modules (Finance or HRM or Marketing)

List of Electives

Finance

1. Advanced Corporate Finance
2. Investment Analysis and Portfolio Management
3. Public Financial Management
4. Financial Statement Analysis and Valuation
5. Private Equity and Venture Capital
6. Financial Engineering and Risk Management
7. International Finance

Human Resource Management

1. Organizational Development and Change Management
2. Industrial Relations and Employee Grievances
3. Human Resource Planning and Information Systems
4. Employee Development and Knowledge Management
5. Performance and Compensation Management
6. Human Resource Management in Service Sector
7. Global Human Resource Management and Practices

Marketing

1. Marketing Research and Consumer Behavior
2. Services Marketing
3. Sales Management and Communication
4. Customer Relationship Management
5. Global Marketing
6. Retail marketing
7. Digital Marketing

BCom Programme (Accounting/Finance)

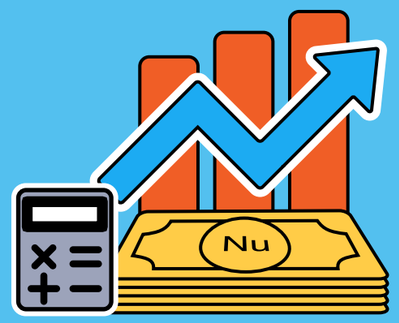
Year	Sem	Modules				
1	I	Introduction to the Business Environment	Financial Accounting	Legal Considerations in Business	Introduction to Computers and Business Applications	Grammar, Vocabulary and Phonology in context
	II	Business Mathematics	Management Theory and Practices	Microeconomics	Dzongkha Communication	Academic Skills
2	I	Fundamentals of Corporate Finance	Macroeconomics	Statistics for Solving Business Problems	1st Major Module	Analytical Skills
	II	Cost Accounting	Taxation Law and Practice	Organizational Behaviour and Culture	2nd Major Module	Entrepreneurship/ Corporate Law
3	I	Mathematics for Managerial Decisions	Strategic Management	Research Methods in Business	3rd Major Module	4th Major Module
	II	Fundamentals of Corporate Governance	Research Project	International Business	5th Major Module	6th Major Module
4 (Honours)	I	Operations Management	Research Seminar	1st Honours Major Module	2nd Honours Major Module	General Elective
	II	RES404 Honours Research Project				

List of Major Modules

Sems	Required Major Modules	Accounting	Finance
III	1st Major Module	Intermediate Financial Accounting	Financial Markets and Services
IV	2nd Major Module	Corporate Reporting I	Working Capital Management
V	3rd Major Module	Management Accounting I	Capital Budgeting
V	4th Major Module	Corporate Reporting II	Financial Risk Management
VI	5th Major Module	Audit and Assurance	Investment Analysis and Portfolio Management
VI	6th Major Module	Management Accounting II/ Public Sector Accounting	Banking Concepts and Practice
VII	1ST Honours Major Module	Financial Accounting Theory	International Finance
VII	2nd Honours Major Module	Strategic Management Accounting	Portfolio Management

List of General Electives

1. General Management Approaches to E-Commerce
2. Learning and Development
3. Business Ethics & Corporate Social Responsibility



BBA Programme

Year	Sem	Modules				
1	I	Introduction to the Business Environment	Financial Accounting	Legal Considerations in Business	Introduction to Computer and Business Applications	Grammar, Vocabulary and Phonology in Context
	II	Business Mathematics	Management Theory and Practice	Microeconomics	Dzongkha Communication	Academic Skills
2	I	Management Information System	Financial and Business Tax Management	Analytical Skills	Macroeconomics	1st Major Module
		Growth and Change in Business	Statistics for Solving Business Problems	Organizational Behaviour and Culture	Entrepreneurship/ Motivation and Control Systems	2nd Major Module
3	II	Fundamentals of Corporate Governance	Managing Business-Government Relations	Research Methods in Business	3rd Major Module	4th Major Module
	II	Competitive Advantage: Strategic Management	Negotiation Skills	Research/Business Project	5th Major Module	6th Major Module
4 (Honours)	I	Operations Management	Research Seminar	Business Ethics and Corporate Social Responsibility	1st Honours Major Module	2nd Honours Major Module
	II	RES404 Honours Research Project				

List of Major Modules

Sem	Major Modules	General Management	Human Resource Management	Marketing
III	1st Major Module	Entrepreneurship	Fundamentals of Human Resource Management	Principles of Marketing
IV	2nd Major Module	Hospitality Management	Recruitment and Retention	Consumer Behaviour
V	3rd Major Module	Building a Start-up	Compensation	Sales Management
V	4th Major Module	Integration of Business Functions	Leadership and Management Development	Product and Services Promotion
VI	5th Major Module	Fostering Innovation in Business	Industrial Relations	International Marketing
VI	6th Major Module	General Management Approaches to E-Commerce	International Human Resource Management	Retail and Distribution Management
VII	1st Honours Major Module	Leadership in Organizations	Strategic Human Resource Management	Supply Chain Management and Logistics
VII	2nd Honours Major Module	Management of Intellectual Property Rights	Performance Appraisal and Management	Customer Relationship Management

FACULTY STRENGTH

Faculty	Male	Female	Bachelor's Degree	Master's Degree	PhD	Total
National Faculty	39	13	5	46	1	52*
Expatriate Faculty	11	2	0	6	7	13
Total	**50**	**15**	**3**	**53**	**8**	**65**

*3 academics are on long-term study (PhD)

RESEARCH & PUBLICATION

The research office at GCBS is the research, consulting, training, and entrepreneurship development arm of the college. The office drives policy relevant business research, provides GNH value-based training in the field of business and management, engages in consulting projects and facilitates creation of an enabling environment for student entrepreneurship. The college and the RUB endorsed the establishment of 'Centre for Business Research and Entrepreneurship Development (CBRED)'.

CBRED publishes Bhutan Journal of Business and Management (BJBM) which is an annual peer reviewed journal bearing ISSN, ISSN-L 2079-7680 (PRINT) and ISSN 2663-1784 (ONLINE). The journal primarily encourages empirical and conceptual research articles, case studies, research notes and book reviews from diverse fields. It provides a platform for keen researchers/students, practitioners, professionals and academicians who are involved in the field of business and management in particular and in other areas in general. The inferences drawn from the studies in the journal are expected to benefit students, researchers, academicians, and policy makers both at national and international levels.

The college academics publishes a several research articles (including joint-research with students) in the international peer-reviewed journals including joint-research with students.

Students can also publish articles or new ideas in the college news letters such as GCBS Voice

STUDENT EXCHANGE

The college has initiated student exchange programme with Symbiosis Institute of Business Management (SIBM), Pune. Furthermore, the college implements international student exchange programmes particularly with European partner institutions funded by Erasmus+ projects.

EXTERNAL LINKAGES

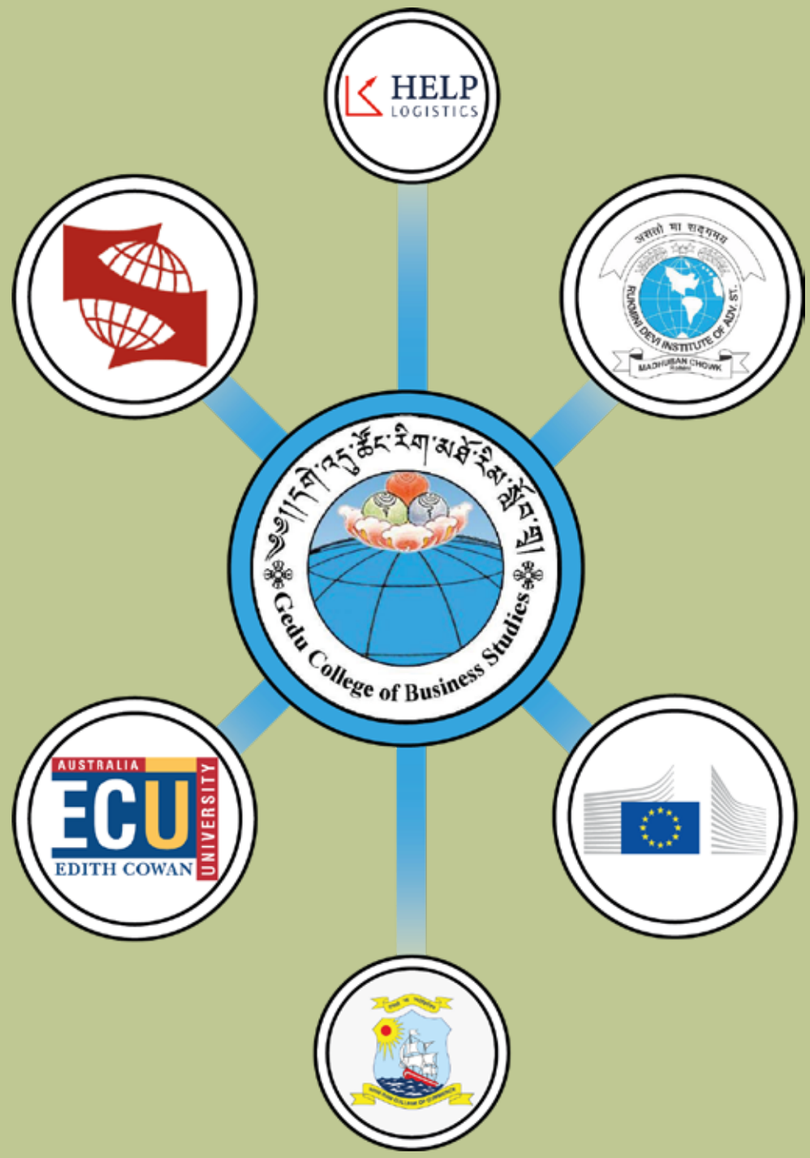
The college prioritises academia-industry linkages and collaborations with other educational institutions. It has also made progress in establishing strong formal and informal linkages with industries, and research and academic institutions both at national and international level.

National Linkages

1. Bank of Bhutan (BOBL)
2. Bhutan Development Bank Limited (BDBL)
3. Royal Monetary Authority of Bhutan
4. Chukha District Administration
5. Ministry of Labour and Human Resources
6. Institute of Happiness (IoH)
7. Construction Development Corporation Limited (CDCL)
8. Bhutan Centre for Media and Democracy (BCMD)
9. Loden Foundation

International Linkages

1. Symbiosis Institute of Business Management, Pune, India
2. Sri Ram College of Commerce, University of Delhi, India
3. Rukmini Devi Institute of Advanced Studies, Delhi, India
4. Edith Cowan University, Australia
5. HELP Logistics, Asia
6. European Universities (Eramus+ funded)



SPORTING ACTIVITIES

The college has both indoor and outdoor sporting facilities including a fitness center. They engage students and staff in a variety of extracurricular activities for holistic education. The college organizes a number of sporting activities every semester to keep students and staff fit and healthy.

CULTURAL ACTIVITIES

The College Cultural Club plays a vital role in grooming young students to display their musical skills and develop a high sense of regard for one's traditional and cultural values. The members of the club have performed in many big events such as Chukha Tshechu, Convocation Day, Druk Super Star Events, and Melam Chenmo. The Club also organizes events such as Druk Lugar Dendur and Gedu Voice. These platforms give students opportunities to develop confidence and showcase their talents.

SERVICES & FACILITIES

Orientation:

We welcome new students to the college with:

- A full orientation (support services) to settle into the college
- A-week long academic orientation to help you set and achieve your goals and smoothly transition into new teaching & learning environment

Clubs and Centres

GCBS believes in harnessing the passion of the learners beyond classroom. Learning to give back to society, showcasing the skills and nurturing it is given priority parallel to the classroom learning. GCBS has 4 centres namely:

1. Global Skill Enhancement Centre
2. Happiness and Wellbeing Centre
3. Games and Sports
4. Community Partnership Centre

And 17 clubs are identified under various centres which is geared on working to empower students towards GNH inspired lifelong learning. All students are given opportunity to member of clubs of their choice. Each student is given the platform to learn and enhance their skills in various areas like community engagement, environment protection, culture, soft skills, games and sports, health support and wellbeing. Forum for External Relation and In-House Coordination (FERIC) is the student council who oversees all the activities of the centres and clubs. All the coordinators of the centres and the clubs including FERIC are elected annually with support from Dzongkhag Election Office to ensure students are aware of democratic process of the nation.

The College Book Store Cafe

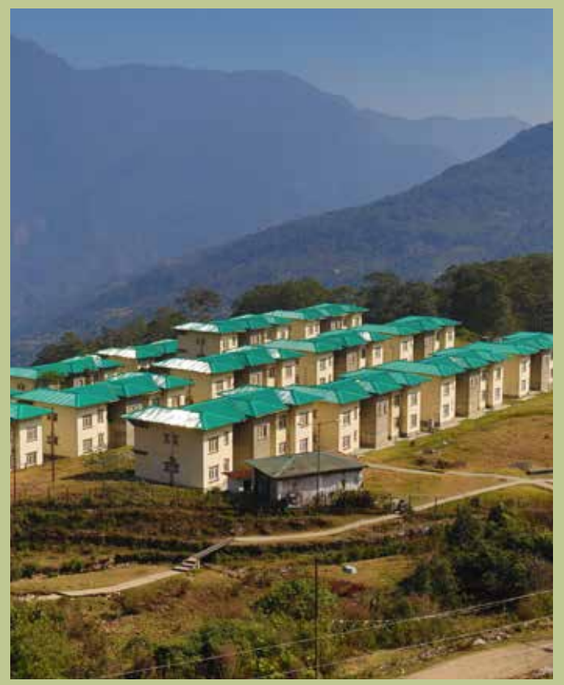
The College Book Store was established after receiving a Royal Command to have one during His Majesty the King's visit to the college in 2015. The GCBS Book Store was officially inaugurated by Her Excellency Lyonpo Dorji Choden on 26 November 2017. Today, seven years after its establishment, the store has not only encouraged reading, but also promoted the habit of reading among the students.

The store ensures timely adoption and delivery of course materials for all the programmes and offers insignia merchandise. Starting from this year, the store is coordinated by the students (Inno-preneur Club). The initiative is aimed at fostering entrepreneurial skills in them. Importantly, the club aspires to instill and strengthen reading habits in the students. It also intends to promote college brand by stocking and presenting souvenirs to college guests.

With a small coffee and snacks stall in place, it provides relaxed and appealing reading atmosphere. The college will soon have reading canopies around it.

Your New Home at GCBS

The college has eleven on-campus hostels for men and women. Students who are admitted to the college are provided residence on the campus. All these residential buildings are well-furnished to support their learning and growth. The college has also provided TV sets and saloon facilities in the hostels for their comfort.



Printing and Reprography

The college has three designated spaces for printing and photocopying purposes. All these facilities are placed in the main academic block to seek their services at a reasonable price.

Happiness and Well-being Centre

The Happiness and Well-being Centre (HWC) was launched on 5 March 2020. The HWC has a safe place for the students to seek spiritual refuge, build skills, enhance insight and inculcate resilience. The centre provides services related to happiness, wellbeing and counseling to students, staff, and community. It also aims to offer tailor-made workshops and trainings to students, staff and others.

ICT Facilities

The college has two IT labs which are connected to internet through optics fiber with 86 mbps bandwidth. In addition to the IT Labs, wireless connectivity is made available in the college campus, library building, Lecturer Theater and Guest House for students' learning.

Library Services

The college has excellent library facilities located near the college academic block. It has more than 12,000 volumes of books along with a rich collection of journals, magazines, government documents and audio-visual materials. The library subscribes to a good number of both national and international newspapers. It also has access to online e-books and research articles through Web of Science, EBSCO, Research4life and other open access database like, DOAJ and Open ACCESS Library.

The library also maintains a separate resources section for faculty members. There is a Silent Reading Room and a Discussion Room kept exclusively for the students. For MBA students and their faculty, there is a separate room designated as MBA Library Room, where all the materials required for MBA programme are made available.

The college has good team of library staff, who are committed to support teaching, learning and research programmes of the college by providing high quality learning resources and services.

Business Incubation Centre

The Business Incubation Centre was established with funding support from the Ministry of Labour and Human Resources, Royal Government of Bhutan. It promotes culture of entrepreneurship by providing incubation services to aspiring entrepreneurs such as trainings, mentoring, grooming sessions, and networking events with investors and stakeholders. Your business ideas can be incubated in the centre with mentoring support from the academics and practicing entrepreneurs.

TESTIMONIALS

"GCBS has always been an essential companion while paving my career and enhancing my business intellectuals. The college has never failed to provide opportunities and support which in due course has helped in student's growth. GCBS has always ushered me to greater heights and the place always brings back beautiful memories for which I will reminisce for the rest of my life. Thank you GCBS for pushing me and shaping me into what I am today".

Yesel Rangdol (BCom Finance, 2021)
2nd Position BCSE 2021 (General Category) and 1st in PGDFM Category
PGDFM, Royal Institute of Management (RIM)

"GCBS as a premier college has nurtured thousands of students since 2008. It has produced many successful people who are currently serving in government agencies, corporates, autonomous bodies, and private company to fuel the country's development. GCBS provides continuous and unwavering support to their students and guide them to achieve their goal. I am extremely honoured to be the part of this prestigious college. GCBS team have tirelessly groomed us and guided us toward the right path to become responsible and competent citizen".

Ranjana Adhikari (BCom Accounting, 2019)
Associate Analyst
Druk Holding and Investments Limited

"I especially loved how GCBS has transformed me into confident, effective, and independent individual to stand on my own feet. I am forever grateful to conducive learning environment and brilliant lecturers for helping me realize all my earnest dreams and aspirations".

Namgang Dema (BBA Marketing, 2020)
Project Associate
NCGSF, Ministry of Finance

"The HRM program at GCBS has benefited me in moving forward in my career by providing a curriculum that was suitable for the present HR trends. The programme gave me the tools I needed to develop my career. The course of GCBS and erudite lectures helped me to instill soft skills to build a distinctive reputation among strategic partners".

Jamyang Dorji (BBA HRM, 2020)
Human Resource Officer
Royal Insurance Corporation of Bhutan Limited

"Gedu College of Business Studies, born out of His Majesty's vision, is a great place of learning and opportunities. It is where I acquired highest quality of business and management knowledge, and essential soft skills that are required in life. I believe that GCBS is indeed a Centre of Excellence where young minds are groomed to be competent and compassionate citizens".

Tenzin Dorji (BCom Finance, 2020)
Investment Analyst
Portfolio, and Investment Division
National Pension and Provident Fund

www.gcbs.edu.bt

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