

SRI GURU GOBIND SINGH COLLEGE OF COMMERCE
(University of Delhi)

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Sri Guru Gobind Singh College of Commerce located in the heart of North-West Delhi, Pitam Pura, opposite to T.V tower and a stone's throw away from the Neta ji Subhash Place Business Center, Hotel City Park and Delhi Hatt, was established in 1984 as the second commerce college of the University of Delhi. With its outstanding faculty, state of the art infrastructure and excellent interface between faculty and students, the institution has emerged as a unique center for learning and research. The college was accredited "A" by National Assessment and Accrediting Council (NAAC) in 2016. The college has also been placed amongst the top 75 Higher Education Institutions pan India on performance by the National Institute Ranking Framework (NIRF) of the Ministry for Human Resource Development this year (2020).

It is the only college offering two full-time one year post graduate professional courses. These courses are **Post Graduate Diploma in International Marketing (PGDIM)** and **Post Graduate Diploma in Business Journalism and Corporate Communication (PG-DBJCC)**.

The online admission/ registration process begins from 06th July, 2020 onwards and will continue till 14th August, 2020. Detailed information is available at <https://www.sggsc.ac.in/admission/pgdimbjcc2020>

- **Post Graduate Diploma in International Marketing (PGDIM)**

Post Graduate Diploma in International Marketing is a one year, full time course affiliated to Department of Commerce, Delhi School of Economics, University of Delhi. The course aims to provide managers with knowledge, skills and acumen to understand the complexities of international business and cope up with cross cultural and cross market challenges. The present program is inter-disciplinary in nature. The relevance and usefulness of this program is brought out by its pragmatic and innovative combination of theory and practice of management with those of information technology.

A number of activities are organized throughout the year for the personality development of the students. These include guest lectures that encourage industry-academia interaction. Debates helping foster in-depth knowledge and self-confidence in the students. Case study presentations and discussions help facilitating development of analytical abilities. Mock group discussions ameliorating inter-personal skills of

students. A corporate festival is also organized by students of PGDIM. It is an inter-college mega event which creates linkages with other B-schools. A project and six-week internship has to be taken up as part of the course work.

The students of previous batches have been placed in reputed companies like HDFC Bank, Standard Chartered Bank, Capital IQ, E-Value Serve, Bajaj Capital, Dell Computers, AXIS bank, c-vent, UNICON investments, and other such organizations.

Total Seats: 40 & Fees: Rs. 62,420/-

- **Diploma in Business Journalism and Corporate Communication (PG-DBJCC)**

Due to the phenomenal growth in the online media as a result of the increased penetration of internet, the demand for content developers, editors for websites and e-magazines have gone up manifold. Given a dearth of number of talented professional in the industry, our post-graduate diploma course in business journalism and corporate communications is one of its own kind course, which through the judicious mix of classroom learning and industry interactions, provide the students an incomparable launch-pad for their career in media industry. This one year, full-time programme started in 2004, is the only course, one of its kind, being pursued at the Delhi University and is affiliated to the Faculty of Applied Social Sciences & Humanities, South Campus, University of Delhi.

Special Guest Lectures organized as a part of the course provide an ideal interface with media personalities creating a meaningful learning environment. Industrial visits to leading News Channels give practical work exposure in various sections such as Graphics Department, Dish TV Input, V-Sat Room and so on. To experience first-hand knowledge in the field of print journalism, the students are required to publish their own Newline separately for each semester. Professional training for Documentary-making is also imparted and the college maintains cameras and other equipments to facilitate the hands-on experience of handling and usage of the cameras. A six weeks internship is the compulsory requirement of the course. Our students have been selected for internship and placements at various reputed organizations in the media and entertainment industry like Dentsu, Ogilvy & Mather, Edleman, ABP News, HT Digital, Airtel, ZENO, Social Responsibility Council, Value 360, Disha T.V, Orange Octopus, PR Pundit, Aspiring Mind, Asian News International, Boostnet, MSL, Galaxy Advertising & Events, India Today, Times Internet, ANJ Creations Pvt Ltd., various radio channels and many more.

Total Seats: 40 & Fees: Rs. 62,420/-

Visit us at  <https://www.facebook.com/PGDBJCC;>

 [instagram.com/maadhyam.ggs/](https://www.instagram.com/maadhyam.ggs/)

ELIGIBILITY FOR BOTH COURSES: Both the courses are open to graduates of all disciplines with at least 50 per cent marks aggregate in Bachelor's degree.

ADMISSION CRITERIA: The admissions this year to both the post graduate diploma courses will solely be on the basis of a merit list prepared on the basis of the marks scored by applicants in the undergraduate degree.

Please note that online registration starts from Monday, July 6, 2020 and the last date of application is Friday, August 14, 2020.

SCHEDULE OF ADMISSION FOR PGDIM & PG-DBJCC ACADEMIC YEAR 2020-21

Commencement of Online Registration of Applications	Monday, July 6, 2020
Last date for submission of Online Admission Forms	Friday, August 14, 2020
Last Date for Updating Results in Online Application Form	Monday, August 31, 2020* till 12 P.M.
Notification of First Merit List*	Tuesday, September 1, 2020*
Payment of Fee*	Wednesday, September 2 to Thursday, September 3, 2020*
Notification of Second Merit List*	Friday, September 4, 2020*
Payment of Fee*	Saturday, September 5 to Monday, September 7, 2020*
Notification of Third Merit List*	Tuesday, September 8, 2020*
Payment of Fee*	Wednesday, September 9 to Thursday, September 10, 2020*

*Please note that all these dates are tentative and subject to declaration of final results by various Universities. The applicant is advised to keep checking the college website www.sggsc.ac.in on a regular basis for updates. Also the applicant should update his final result in the application form as soon as it is declared. Editing of application forms and updating of results will be allowed till Monday, August 31, 2020, 12 P.M.

For more details see information bulletin of PGDIM & PG-DBJCC 2020-21 available at the college website www.sggsc.ac.in.

The Academic Session will tentatively be from Mid-September, 2020 to June, 2021. The even semester would also include six weeks of Summer Training. Exact dates would depend on the University of Delhi Academic Calendar for the year 2020-21.

COURSE CONTENT

Post Graduate Diploma in International Marketing (PGDIM)

Papers in Semester I

- *Managerial Economics*
- *International Business Finance*
- *Computer Application in Business*
- *International Business Environment*
- *International Marketing*

Papers in Semester II

- *Economic Environment & Policy*
- *International Logistics*
- *Marketing Research*
- *International Trade Operations*
- *Project*

Diploma in Business Journalism & Corporate Communication (PG-DBJCC)

Papers in Semester I

- *Communication and Business Communication*
- *Indian Business Environment*
- *Print and Electronic Media*
- *Financial System and Analysis*
- *Information Technology and Cyber Journalism*

Papers in Semester II

- *Global Information Scenario*
- *PR and Corporate Communication*
- *Advertising and Marketing*
- *Reporting and Editing – Theory and Process*
- *Project*
