

SRI GURU GOBIND SINGH COLLEGE OF COMMERCE

(University of Delhi)

Pitampura Opposite T.V. Tower, Delhi - 110034

www.sggsc.ac.in Email ID: principaloffice@sggsc.du.ac.in

Ph: 20871260, 20871262

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 Netaji Subhash Place Business Center, Hotel City Park and Delhi Haat, 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 has been accredited "A++" by National Assessment and Accrediting Council (NAAC) in 2022. 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 for the 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 registration process for admission will begin from 1st June 2024 and continue till 10th July, 2024. Detailed information is available at <https://www.sggsc.ac.in/admission/pgdimdbjcc>

- **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 students 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.

Several activities are organized throughout the year for the personality development of the students. These include guest lectures that encourage industry-academia interaction, Debates that help to foster in-depth knowledge and self-confidence in the students and Case study presentations and discussions that help facilitating development of analytical abilities. Mock group discussions ameliorate 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. Students are required to do a project and six-week internship 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. 69,420/-

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

Due to the phenomenal growth in online media because of increased penetration of the internet, the demand for content developers, editors for websites and e-magazines have gone up manifold. Given a dearth of number of talented professionals in the industry, our post-graduate diploma course in business journalism and corporate communications is a one of its own kind course, which through the judicious mix of classroom learning and industry interactions, provides the students, an incomparable launch-pad for their career in the media industry. This one-year, full-time program started in 2004 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 equipment to facilitate the hands-on experience of handling and usage of the cameras. A six week internship is a 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, Indian Express , Inshorts Pvt. Ltd, Times Internet, ANJ Creations Pvt Ltd., various radio channels and many more.

Total Seats: 40 & Fees: Rs. 69,420/-

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: Candidates will be selected for admission to the course based on merit basis.

Please note that online registration starts from 1st June, 2024 and the last date of application is 10th July, 2024.

SCHEDULE OF ADMISSION FOR PGDIM & PG-DBJCC ACADEMIC YEAR 2024-25

Commencement of Online Registration of Applications	1 st June, 2024
Last date for submission of Online Admission Forms	10 July, 2024
Notification First List	21 st July, 2024
Payment of Fee	22 nd & 23 rd July, 2024
Notification Second List	24 th July, 2024
Payment of Fee	25 th & 26 th July, 2024
Notification Third List	27 th July, 2024
Payment of Fee	28 th , 29 th & 30 th July, 2024
Orientation	31 st July, 2024
Starting of Classes	1 st August, 2024

***Minimum eligibility for candidates is 50% marks at undergraduate level. 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 result in the application form as soon as it is declared.**

For more details see information bulletin of PGDIM & PG-DBJCC 2024-25 available at the college website www.sggsc.ac.in. (<https://www.sggsc.ac.in/admission/pgdimdbjcc>)

The Academic Session will tentatively be from 1st August, 2024 to May/June, 2025. 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 2024-25.

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*

PG-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*
