

SRI GURU GOBIND SINGH COLLEGE OF COMMERCE

(University of Delhi)

Pitampura Opposite T.V. Tower, Delhi - 110034

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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 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 a full-time one year post graduate professional course - **Post Graduate Diploma in International Marketing (PGDIM)**.

The online registration process for admission will begin from 9th June 2025 and continue till 11th July, 2025. Detailed information is available at www.sggsc.ac.in

- **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. 72,090-

ELIGIBILITY FOR THE COURSE: The course is open to graduates of all disciplines with at least 50 per cent marks aggregate in bachelor's degree. For applications whose institutions follow a CGPA (Cumulative Grade Point Average) grading system, the CGPA will be converted to the equivalent percentage based on the institution's conversion formula.

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

Please note that online registration starts from 9th June, 2025 and the last date of application is 11th July, 2025.

SCHEDULE OF ADMISSION FOR PGDIM ACADEMIC YEAR 2025-26

Commencement of Online Registration of Applications	9 th June, 2025
Last date for submission of Online Admission Forms	11 th July, 2025
Notification First List	20 th July, 2025
Payment of Fee	21 st & 22 nd July, 2025
Notification Second List	23 rd July, 2025
Payment of Fee	24 th & 25 th July, 2025
Notification Third List	27 th July, 2025
Payment of Fee	28 th – 30 th July, 2025
Orientation	1 st August, 2025
Starting of Classes	4 th August, 2025

***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 2025-26 available at the college website www.sggsc.ac.in

The Academic Session will tentatively be from 4th August, 2025 to May/June, 2026. 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 2025-26.

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*
