

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

Pitampura Opposite T.V. Tower, Delhi - 110034  
[www.sggsc.ac.in](http://www.sggsc.ac.in) Email Id : [sggsc@rediffmail.com](mailto:sggsc@rediffmail.com)  
27321109, 27321528, 011-65708727 Fax: 27326710

Located in the heart of North – West Delhi, Pitam Pura, opposite to T.V tower, Sri Guru Gobind Singh College of Commerce, founded in 1984 as the commerce college in the University of Delhi, is emerging as a unique institution providing a blend of resources and ample scope for all round personality development of its students. SGGSCC is the only college offering two, one-year full-time post graduate professional courses.



**(Dr. Jatinder Bir Singh), Principal**

These courses are **Post Graduate Diploma in International Marketing (PGDIM)** and **(P.G.) Diploma in Business Journalism and Corporate Communication (DBJCC)**.

- **Diploma in Business Journalism and Corporate Communication (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 **Newsline** 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 **6 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 **Ogilvy & Mather, Edelman, 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** and many more.

**The admission forms can be downloaded from the college website from 28<sup>th</sup> May onwards till 28th June, 2018.**

Total Seats: 40

**Fees: Rs. 59,920/-**

- **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 programme is inter-disciplinary in nature. The relevance and usefulness of this programme 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. The activities like **guest lectures** encourage industry-academia interaction. **Debates** help foster in-depth knowledge and self-confidence in the students. **Case study** presentations and discussions help them develop analytical abilities. Mock **group discussions** prepare them for interview and inter-personal skills. **CONVERGENCE**- The corporate festival is organized by students of PGDIM every year. It is an inter-college mega event which creates linkages with other b-schools across the city by student participation in various events. **Industrial and port visits** are organized during the course. 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, India Bulls**, etc. through campus placement cell.

Total Seats: 40

**Fees: Rs. 59,920/-**

However, admission to both the courses is based on separate entrance tests, group discussion and personal interview conducted by the college under the supervision of the Department of Commerce, Delhi School of Economics and Faculty of Applied Social Sciences, University of Delhi.

### **Eligibility:**

- 50% marks in Graduation (any stream)
- Issue of Prospectus: 28<sup>th</sup> May 2018
- Last Date of Submission: 28<sup>th</sup> June 2018
- Date for Entrance Examination: 1<sup>st</sup> July 2018
- The College is successfully running a placement cell and the students are being recruited in many reputed companies.

### **Admission Criteria:                      Written Test, GD and Interview**

#### **DBJCC**

Candidates will be selected for admission to the course on the basis of following criteria.

1. Entrance Test (80% weightage)
2. Group Discussion (10% weightage)
3. Interview (10% weightage)

#### ***Contents of Entrance Test: -***

The admission test will be of 2 hours duration and will consist of objective type questions with equal weightage from the following:

- a) Economic and Business Awareness
- b) General English
- c) General Knowledge and Current Affairs
- d) Quantitative Ability and Logical Reasoning

#### **PGDIM**

Candidates will be selected for admission to the course on the basis of the following criteria:

1. Entrance Test (70% weightage)
2. Group Discussion (15% weightage)
3. Interview (15% weightage)

#### ***Contents of Entrance Test: -***

The Entrance examination will be of two hours duration and will consist of objective type questions with equal weightage on:

- a) Economic and Business Awareness
- b) General English
- c) Quantitative Ability and Logical Reasoning

## **COURSE CONTENT**

### **DBJCC**

#### **SEMESTER-I**

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

#### **SEMESTER – II**

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

### **PGDIM**

#### **SEMESTER-I**

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

#### **SEMESTER – II**

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

## Academic Session

The academic session shall start from August, 2018 to June 2019

### First Semester

1<sup>st</sup> August 2018 to 31<sup>st</sup> December 2018

Including 6 weeks of Summer Training

### Second Semester

1<sup>st</sup> January 2019 to 31<sup>st</sup> May 2019

### IMPORTANT DATES

-Advertisement in the leading Newspapers	28 <sup>th</sup> May, 2018 Monday in Education Times (Eng.) & 13 <sup>th</sup> June, 2018 Wednesday HT Education
-Commencement of sale of prospectus	28 <sup>th</sup> May, 2018 (Monday)
-Last date for submission of duly filled-up Admission forms	28 <sup>th</sup> June, 2018 (Thursday)
-Entrance Test	01 <sup>st</sup> July, 2018 (Sunday)
-Notification of result of the Entrance Test	13 <sup>th</sup> July, 2018 (Friday)
-Group Discussion and Interview	17 <sup>th</sup> & 18 <sup>th</sup> July, 2018 (Tuesday & Wednesday)
-Notification of Final Result, Ist List	23 <sup>rd</sup> July, 2018 (Monday) at 3:00 p.m.
-Payment of Fee	24 <sup>th</sup> & 25 <sup>th</sup> July, 2018 (Tuesday & Wednesday)
-IInd List	25 <sup>th</sup> July, 2018 (Wednesday) at 3:00 p.m.
-Payment of Fee	26 <sup>th</sup> & 27 <sup>th</sup> July, 2018 (Thursday & Friday)
-IIIrd List	27 <sup>th</sup> July, 2018 (Friday) at 3:00 p.m.
-Payment of Fee	30 <sup>th</sup> & 31 <sup>st</sup> July, 2018 (Monday & Tuesday)
-Orientation	01 <sup>st</sup> August, 2018 (tentative) (Wednesday)
Start of classes	02 <sup>nd</sup> August, 2018 (tentative) (Thursday)

**For more details see information bulletin of PGDIM & DBJCC 2018-19 or visit : [www.sggsc.ac.in](http://www.sggsc.ac.in)**

**SRI GURU GOBIND SINGH COLLEGE OF COMMERCE**  
(UNIVERSITY OF DELHI)  
**PITAM PURA, DELHI-110034**

Form No. \_\_\_\_\_

**ADMISSION FORM FOR**  
**POST GRADUATE DIPLOMA IN BUSINESS JOURNALISM**  
**AND CORPORATE COMMUNICATION (PG-DBJCC) 2018-19**

Affix Photograph

**READ THE PROSPECTUS CAREFULLY BEFORE FILLING UP THIS FORM**

*(To be filled by the office)*

Course & Class ..... Roll No. .... Fee-receipt No. .... Date .....

**(TO BE FILLED IN BY THE CANDIDATE IN CAPITAL LETTERS)**

1. Applicant's Name \_\_\_\_\_
2. Father's Name \_\_\_\_\_ Telephone No. \_\_\_\_\_
3. Mother's Name \_\_\_\_\_ Telephone No. \_\_\_\_\_
4. Date of Birth \_\_\_\_\_ Age as on 11.7.2018 \_\_\_\_\_ Religion \_\_\_\_\_
5. Local Address \_\_\_\_\_  
Email \_\_\_\_\_  
Pin Code \_\_\_\_\_ Telephone No. (R) \_\_\_\_\_ Mobile \_\_\_\_\_
6. College Last Attended \_\_\_\_\_  
(Full Postal Address) \_\_\_\_\_
7. Last Examination Passed \_\_\_\_\_
8. Roll No. \_\_\_\_\_ Year of Passing \_\_\_\_\_
9. University \_\_\_\_\_
10. Medium of Instruction at Graduation Level \_\_\_\_\_
11. Do you belong to Sikh minority category? \_\_\_\_\_
12. Marks obtained in the Last Examination \_\_\_\_\_
13. Delhi University Enrolment Number (if already enrolled) \_\_\_\_\_
14. Father's/Guardian's Occupation/Business/Designation and Office Address \_\_\_\_\_  
\_\_\_\_\_
15. Payment Mode (Please tick) - Cash/DD/Online Payment  
Payment details - Date of Payment - \_\_\_\_\_  
DD No. / UTR No. / Transaction No. \_\_\_\_\_

for Online payment SGGSCC, PSB SB A/c No.: 08941000005001, IFSC CODE: PSIB0000894

Form No. \_\_\_\_\_

**ADMISSION TICKET (PG-DBJCC) 2018-19**

1. Applicant's Name \_\_\_\_\_
2. Father's Name \_\_\_\_\_
3. Mother's Name \_\_\_\_\_
4. Date of Birth \_\_\_\_\_
5. Local Address \_\_\_\_\_  
Pin Code \_\_\_\_\_ Telephone \_\_\_\_\_

Affix Photograph

- NOTE:**
1. This slip is not to be separated by the applicants.
  2. Form number itself will be the Roll No. of the candidate concerned for appearing at the Entrance Examination.

Signature of the Receiving Assistant

## DECLARATION BY CANDIDATE प्रार्थी द्वारा घोषणा

I declare that:

- (i) I have read the Prospectus and I am aware of the requirements of the course being applied by me.
- (ii) I am neither employed, nor do I run my own business, nor shall I go in for one without the prior permission of the Principal.
- (iii) I submit myself to the disciplinary jurisdiction of the Principal of the college.
- (iv) I fully understand that the medium of instruction for all the courses in the college in English and that I shall have no claim to be taught through any other medium.
- (v) I affirm that all the information furnished by me is correct.

मैं घोषित करता/करती हूँ कि:

1. मैंने विश्वविद्यालय की विवरणिका पढ़ ली है और मैं जिस कोर्स के लिए आवेदन कर रहा/रही हूँ उससे संबंध सभी प्रकार की आवश्यकताओं से परिचित हूँ।
2. मैं न तो कहीं नौकरी कर रहा/रही हूँ, न ही मेरा अपना कोई व्यवसाय है और न ही मैं प्रधानाचार्य की पूर्व अनुमति के बिना कहीं नौकरी करूँगा/करूँगी।
3. मैं कालेज के प्रधानाचार्य के सम्मुख किसी भी अनुशासनात्मक कार्यवाही के लिए उपस्थित रहूँगा/रहूँगी।
4. मैं जानता/जानती हूँ कि कालेज में शिक्षा का माध्यम सभी विषयों के लिए अंग्रेजी है और मैं किसी और भाषा में पढ़ाई के लिए महाविद्यालय से कोई दावा नहीं करूँगा/करूँगी।
5. मैं घोषणा करता/करती हूँ कि मेरे द्वारा दी गयी सभी सूचनायें सही हैं।

## COUNTERSIGNED

Date.....

Full Signature of Father/Guardian

Full Signature of Applicant

## DECLARATION BY FATHER/GUARDIAN पिता/संरक्षक द्वारा घोषणा

I certify that my ward .....is seeking admission to the Diploma in Business Journalism and Corporate Communication (DBJCC) with my consent. I undertake that throughout his/her stay in the college, my ward shall behave and submit himself/herself to the discipline of the college. I further undertake that I will be responsible for the payment of his/her fees regularly on the date notified for the purpose. My monthly income is Rs..... (Rupees.....only)

मैं घोषणा करता/करती हूँ कि मेरा पुत्र/पुत्री ..... मेरी सहमति से पोस्ट ग्रेजुएट डिप्लोमा इन बिजनेस जर्नलिज्म एण्ड कॉर्पोरेट कम्यूनिकेशन में प्रवेश के लिए आवेदन कर रहा/रही है। मैं वचन देता/देती हूँ कि वह कॉलेज में अपनी उपस्थिति के दौरान किसी भी अनुशासनात्मक कार्यवाही के लिए उपस्थित रहेगा/रहेगी। मैं यह भी वचन देता/देती हूँ कि मैं उसकी फीस इत्यादि के लिए ज़िम्मेवार रहूँगा। मेरे मासिक आय रुपये..... (रुपये ..... ) केवल है।

Date (दिनांक)

Signature of Father/Guardian (पिता/संरक्षक के हस्ताक्षर)

## ADMISSION ORDER

Admit (provisionally) ..... to Diploma in Business Journalism and Corporate Communication (DBJCC) on payment of the prescribed fees and subject to the university approval.

Recommended  
Co-ordinator, DBJCC

Checked by  
Admission Assistant

Principal

**NOTE:** It is the applicant's responsibility to find out from the College Notice Board the schedule of Interview for admission.

Received a draft no. ....dated.....drawn on.....  
for a sum of Rupees.....only for the Course Entrance Examination 2018

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Form No.

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INTERNATIONAL MARKETING (PGDIM) 2018-19**

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Date (दिनांक)

Signature of Father/Guardian (पिता/संरक्षक के हस्ताक्षर)

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