

SRI GURU GOBIND SINGH COLLEGE OF COMMERCE

(University of Delhi)

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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 full-time one year post graduate professional courses. These courses are **Post Graduate Diploma in International Marketing (PGDIM)** and **(P.G.) Diploma in Business Journalism and Corporate Communication (DBJCC)**.



Dr. Jatinder Bir Singh, Principal

- **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 **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 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.

The admission forms can be downloaded from the college website from 24th May onwards till 27th June, 2019.

Total Seats: 40

Fees: Rs. 62,420/-

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

- **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. 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. 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, India Bulls** and other such organizations.

Total Seats: 40

Fees: Rs. 62,420/-

Admission to both the courses is based on separate entrance tests, group discussion and personal interviews 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 respectively.

Eligibility:

- 50% marks in Graduation (any stream)
- Issue of Prospectus: 24th May 2019
- Last Date of Submission: 27th June 2019
- Date for Entrance Examination: 30th June 2019
- 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****PG-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 (30 marks each = total 120) 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 (50 Marks each = total 150) 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, 2019 to June 2020

First Semester

1st August 2019 to 31st December 2019

Second Semester

1st January 2020 to 31st May 2020

Including six weeks of Summer Training

IMPORTANT DATES

Forms available from	24th May, 2019 (Monday)
Last date for submission of duly filled-up Admission forms	27th June, 2019 (Thursday)
Entrance Test	30th June, 2019 (Sunday)
Notification of result of the Entrance Test	12 th July, 2019 (Friday)
Group Discussion and Interview	16 th & 17 th July, 2019 (Tuesday & Wednesday)
Notification of Final Result, First List	22 nd July, 2019 (Monday) at 3:00 p.m.
Payment of Fees	23 rd & 24 th July, 2019 (Tuesday & Wednesday)
Second List	24 th July, 2019 (Wednesday) at 3:00 p.m.
Payment of Fees	25 th & 26 th July, 2019 (Thursday & Friday)
Third List	26 th July, 2019 (Friday) at 3:00 p.m.
Payment of Fees	29 th & 30 th July, 2019 (Monday & Tuesday)
Orientation	31 st July, 2019 (tentative) (Wednesday)
Start of classes	01 st August, 2019 (tentative) (Thursday)

For more details see information bulletin of PGDIM & DBJCC 2019-20 or visit <http://www.sggsc.ac.in>