

# Information Bulletin 2025-26

## Post Graduate Diploma in International Marketing (PGDIM)

Online Registration Process

9<sup>th</sup> June 2025 – 11<sup>th</sup> July 2025

Merit Based Admission



Sri Guru Gobind Singh College of Commerce  
University of Delhi



# Sri Guru Gobind Singh College of Commerce University of Delhi

Commencement of Online Registrations

9<sup>th</sup> June, 2025

Last Date for Editing of Online Registration

11<sup>th</sup> July, 2025

Merit Based Admission

*Venue* : Sri Guru Gobind Singh College of Commerce

Number of Seats

40

Prof. Jatinder Bir Singh  
Principal

Prof. Paramjeet Kaur  
Co-coordinator

Prof. Gurminder Kaur Arora  
Coordinator

# Message from the Chairman

Sri Guru Gobind Singh College of Commerce, established in 1984 by Delhi Sikh Gurdwara Management Committee is a premier college of University of Delhi. The College has been accredited A++ by National Assessment and Accredited Council (NAAC). With a strong focus on academic excellence and discipline we deliver exceptional outcomes. We firmly believe that education is the key to a nation's progress and take it as our bounded duty to provide the best academic training to the student. The college endeavors to equip students with necessary knowledge and skills essential for becoming accomplished in chosen fields. The college facilitates internal support system to broaden the knowledge base of students through numerous academic and cultural forums, clubs and societies. It enhances their engagement with the society and the industry. These varied learning avenues allow the students to realise their potential. The moral and ethical values envisioned by the college guide the students throughout their lives.



Hard work and discipline are sure pathways for attaining success. And at this educational institution, we support students in achieving their golden ambitions and ensure that their stay in the college is meaningful and fruitful as well. The perseverance of today is the triumph of the future. The time and effort you spend today are the deciding factors of your later years. As the chairman of this College, I anticipate full participation and cooperation of students so that they can transform their dreams to reality. I wish them all the best.

M.P.S. Chadha  
Chairman, Governing Body

# From the Principal's Desk

“Journey of a thousand miles begins with a single step.”  
*Lao-Tzu.*

Sri Guru Gobind Singh College of Commerce has always been a place where lives have been transformed, and visions have been nurtured and pursued into fulfilled dreams. We are driven by our guiding principle of providing good quality educational services. As a result, the College has undergone outstanding transformations and enhancements since its inception. The College has made consistent endeavors to live up to the ideals and teachings of the tenth Guru, the great Saint Soldier, Guru Gobind Singh Ji, enshrined in the insignia of the College, ‘Manas ki Jaat Sabhey Aekey Pehchaanbo’, which means all human beings have equal rights of fraternity, identity and justice.



In an enabling process of growth and learning, the College aims to facilitate the students to keep abreast with the latest academic challenges. With a team of dedicated and experienced administrative and academic staff, our college continuously strives for fulfilling the academic aspirations of our students.

Our institution believes that education is not just about attaining wealth and gain, but is a path to ensure personal fulfilment and development. We always try to imbibe in our students the important qualities required to be good responsible citizens who can make a significant impact on the society. Hence, our focus is to not only give our students knowledge but also provide a platform for them to learn and inculcate positive skills that will empower them to build a career along with making meaningful contributions to society at large.

Prof. Jatinder Bir Singh  
Principal

# Coordinator's Message

In an era characterized by rapid globalization, liberalization, and transformative advancements in information technology and communications, businesses are compelled to transcend geographical boundaries to maintain a competitive edge. The economic, social, and political landscapes are undergoing profound changes, rendering traditional borders increasingly irrelevant. To navigate these complexities and harness emerging opportunities, Sri Guru Gobind Singh College of Commerce, affiliated with the University of Delhi, offers the Post Graduate Diploma in International Marketing (PGDIM)—a comprehensive one-year, full-time program.

The PGDIM program is meticulously designed to equip aspiring managers with the requisite knowledge, skills, and acumen to comprehend the intricacies of international business and adeptly address cross-cultural and cross-market challenges. This interdisciplinary course seamlessly integrates management principles with information technology, fostering effective decision-making in a dynamic global environment.



We familiarize students with diverse international business environments, enhancing their global perspective and provide them foundational knowledge in monetary, fiscal, trade, etc. The programme aims to equip students with modern concepts, techniques, analytical tools, and computer skills to proficiently manage export and international marketing functions. The program's curriculum encompasses a blend of theoretical insights and practical applications, ensuring that students are well-prepared to navigate the complexities of the global marketplace. With the increasing integration of markets for products, services, labour, and capital worldwide, the need for a professional department in international marketing has never been more critical.

In conclusion, the PGDIM program at Sri Guru Gobind Singh College of Commerce offers a unique opportunity for individuals aspiring to build a career in international marketing. By providing a blend of theoretical knowledge and practical skills, the program ensures that graduates are well-prepared to succeed in the global business arena.

Prof. Gurminder Kaur Arora  
Department of Commerce

# About the College

Sri Guru Gobind Singh College of Commerce is a co-educational institution offering Undergraduate and Post Graduate courses of University of Delhi. Established in the year 1984, it is a relatively young college as compared to other colleges in the University. It is managed by the Delhi Sikh Gurdwara Management Committee, a statutory body, constituted under an Act of Parliament. The college is named after the tenth Sikh Guru, Sri Guru Gobind Singh Ji. Drawing inspirations from the teachings of Sikh Gurus, the college helps its students to imbibe moral and spiritual values having universal acceptance. Sri Guru Gobind Singh College of Commerce is centrally located with spacious and beautiful curated grounds, lined by the Delhi Metro and the iconic TV tower, adding magnificence to the location. Only a stone's throw away is the Neta ji Subhash Place Business Center, Hotel City Park and Delhi Haat. The college campus is spread over 10.7 acres, it possesses modern infrastructure including spacious classrooms, sprawling grounds, a well-equipped library, highly sophisticated computer labs, seminar hall and conference room and newly constructed hostel facility for girls. Apart from academic excellence, the thrust is also on personality development and group dynamism for which sports facilities of national standards for cricket, volleyball, basketball, lawn tennis, table tennis etc are available. The college has a well-equipped gymnasium named after Sahibzada Jujhar Singh ji and a world class shooting range have been developed few years back. The college also has over 40 societies and clubs to cater to diverse learning needs of students. A few prominent societies are-Misba, (Dance), Vismaad (Divinity), Manchantantra



(Drama), Invictus (Photography), Surveen (Music), NSS (National Service Scheme), Miraki (English Literary Society), Enactus (Entrepreneurs in action), Rotaract Club, Soch (Entrepreneurship Cell), Jagriti (Enabling unit), Finance and Investment Cell, Cross Swords (Debating Society), Quest (The Quizzing Society), Khalsa Warriors (Gatka), Raunaqan (Giddha) and Bhangra teams. Students of SGGSCC not only excel in academics but also bloom in an environment conducive to holistic growth and development. Our mission is to develop future leaders in business, government and academia by offering excellence in Undergraduate and master's level training in economics and commerce with a focus on analytical rigour, quantitative methods and related communication skills.

## The Path of Excellence: SGGSCC's Journey from A to A++

It is said that journey of a thousand miles begins with a single step. We at SGGSCC, however, have taken one big leap. We are forever committed to change and improvement. The

staff, governing body, students and all its stakeholders work towards continuous growth and progress of the college and humanity in general. An affirmation of this, is the recognition awarded to the college by NAAC with an “A++” grade, a giant leap from grade “A” awarded in 2016 cycle.

## College Library

The college library came into existence along with the foundation of the college in 1984. The collection of the library at present consists of more than 46,935 books, 100 bound volumes of important journals and about 540 CDs. The library has a rich collection of books on Commerce, Economics, Mathematics, Computer Science, Management and Sikhism. The library regularly subscribes to about 25 newspapers, 50 journals and magazines (Indian as well as International) on a variety of subjects. A Sikh Study Center with all the modern facilities is a part of the library. This is the first centrally air-conditioned college library of University of Delhi and is equipped with all modern facilities such as microfilming section, reprographics section, a small computer Centre and an audio-visual room along with NETTLIB library software.

A spacious and well-equipped reading room is provided for the students that offers a quiet environment for self-learning. Around five hundred textbooks are available for students use.



## Computer Labs

The college has four ultra-modern centrally air conditioned, well-furnished and fully illuminated independent computer labs to cater to the needs of all the departments. It has two servers for Windows-NT and Linux multiuser operating systems each with 35 PC nodes equipped with Multimedia kits and interfaces to laser printers and a scanner. The labs provide the internet facility accessible on each node. The college has fitted out Intranet Wi-Fi Service and Broadband Internet facility for students and teachers. All labs and cyber-rooms on different floors of the library provide the Broadband Internet Service.

## Audio Visual Aids

Audio-Visual aids like LCDs, OHPs, TV, DVD Player, Camera etc. are available for making presentations in the course of lectures, seminars and workshops.

## Auditorium, Conference Room and Seminar Hall

The college has a fully air-conditioned state of the art auditorium, Sahibzada Ajit Singh Auditorium, with a seating capacity of five hundred. This is the nerve centre of cultural activities of the college and it is a pleasure to



watch dance performances, plays, prize distribution etc. on a spacious, well-lit stage. In addition, the college also has a conference room and two seminar halls for conducting various inter and intra college events.

### Bank

A branch of Punjab and Sind Bank is available in the college premises for the convenience of students and staff. The bank provides ATM Facility along with the opening of saving account under SARAL scheme for the convenience of students.

### Girls Hostel

A recent addition to the college infrastructure is the girls' hostel, named after "Mata Sahib Kaur," ji. The state-of-the-art girls' hostel has 43 well-equipped rooms and can house 120 girl students.

### Scholarships

The college gives merit-based scholarships based on excellent academic performance and low economic background. Scholarship/Fee concession is provided to the deserving/ needy students admitted to PGDIM Courses also.



# About the Course

Sri Guru Gobind Singh College of Commerce, under the aegis of Department of Commerce, Delhi School of Economics, has made consistent efforts to diversify into professional courses providing students with interesting options to the conventional careers. The Post Graduate Diploma course in International Marketing has been offered to give exposure to the students in the rapidly changing globalized environment.

## Academic Session

Proposed Duration is from August 2025 to May/June 2026\*.

### First Semester

Tentatively scheduled to start from August 2025 and end in December 2025.

### Second Semester

Tentatively scheduled from January 2026 to May/June 2026. The even semester would also include six weeks of mandatory Summer Training.

\* Exact dates would depend on the Academic Calendar of the University of Delhi for the year 2025-26.

## Eligibility Criteria

### General Category

This course is offered to graduates from all disciplines who have secured a minimum of 50% aggregate marks in their Bachelor's degree. For applicants 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.

### Reservation

(i) 50% of total seats are allotted to Sikh minority students.

(ii) 3% seats are reserved for candidates with physical disability.

(iii) Children and /or widows of personnel of armed/Paramilitary Forces killed/disabled in action during the wars from 1947-1948 onwards or those who died while on duty, shall be allowed relaxation of 5% in minimum eligibility requirements.

### Foreign Students

Eligibility conditions for the foreign students will be the same as for the general category students.

### Others

The provisional admission of the candidate whose result has not been declared will be done as per University of Delhi notification in this regard.

## Evaluation

The minimum marks for passing the examination shall be 45% in each paper and 50% in aggregate for the award of Diploma. If a candidate is absent/fails to secure 45% in any of the paper/s in first semester, he/she will be promoted to the second semester and will have to appear in those papers of first semester examination to be held in the subsequent year as an ex-student as per the rules of the University.

If a candidate is absent/fails to secure 45% marks in any paper/s of second semester, he will have

to appear in those paper/s in the second semester examination to be held in the subsequent year as an ex-student as per the rules of the University.

If a candidate fails to secure 50% marks in aggregate in both the semesters but secures at least 45% marks in each paper, then he can appear in any paper (s) of first/second semester along with the second semester examinations to be held in the subsequent year. However, a candidate will not be given more than two chances in any paper as per the ordinance. Candidate who has already received the minimum pass marks in the project report at the University examination shall not be allowed to reappear in the examination. Project Report will be submitted in original and individually by each candidate. The conditions of passing the course shall not be deemed to have been satisfied unless a student undergoes practical training under the supervision of the PG Department in approved organization for six weeks.

No revaluation of answer sheets is permitted as per the rules of the University applicable to the professional courses.

### Attendance

The candidate must attend at least 75% of the total lectures and practicals delivered during the year in order to be eligible to appear in the final semester examinations.

### Pedagogy

To impart required knowledge and train the students, the college proposes to use a combination of classrooms lectures, interactive sessions including presentations, group discussions, panel discussions, guest lectures, seminars and mid semester workshops.

## How to Apply

The online application form is available from 9<sup>th</sup> June 2025 on the college website at <https://www.sggsc.ac.in/pgadmission/student>. The applicant should fill the form latest by 11<sup>th</sup> July 2025.

The Registration fee is Rs.500. Payment should be made online through Debit/Credit Cards, Net Banking or UPI mode to the following account:

Principal  
Sri Gobind Singh College of Commerce  
SB A/C No. 0894100005001  
IFSC Code PSIB0000894  
Punjab & Sind Bank, Pitam Pura, Delhi.

## Refund Policy

The Registration fee once paid will not be refunded or adjusted in any way.

However, if minimum number of seats are not filled and course is not offered, registration fees will be refunded.

## Admission Criteria

Candidates will be selected for admission to the course based on merit in the undergraduate examination.

## Fee Structure

A student admitted to the course will be required to pay the fees as per the following structure.

1. Course & Other Fee	33,000
2. College & University Fee	35,370
3. Alumni Fee	500
4. Security Fee	1,000
5. Examination Fee (Both Semesters)	2,220
<b>TOTAL FEE</b>	<b>72,090</b>

## Scheme of Study and Examination

1. Candidates will have to study nine papers and one project in one year duration of PGDIM Program.
2. All papers are compulsory.
3. The examination of each paper will be conducted for 100 marks out of which 70 marks are for written examination and 30 marks are reserved for internal assessment. The internal assessment will be judged based on attendance, mid-term examination, presentation, participation in seminars, case discussions etc.
4. The duration of each written examination will be 3 hours.
5. The project of the students will be evaluated by internal and external examiners separately, 35 marks each for the content of the project and 15 marks each for viva.

## Course Curriculum

Total Numbers of Papers: 10  
(Including Project Report)

### Semester I

1. Managerial Economics
2. International Business Finance
3. Computer Applications in Business
4. International Business Environment
5. International Marketing

### Semester II

6. Economic Environment and Policy
7. International Logistics
8. Marketing Research
9. International Trade Operations
10. Project

## Schedule of Admission for Academic Year 2025-26

S.No.	Particulars	Date
1	Commencement of Online Registration	09 <sup>th</sup> June, 2025
2	Last date for submission of Online Admission Forms	11 <sup>th</sup> July, 2025
3	Notification of First List	20 <sup>th</sup> July, 2025
4	Payment of Fee	21 <sup>st</sup> & 22 <sup>nd</sup> July 2025
5	Notification of Second List	23 <sup>rd</sup> July 2025
6	Payment of Fee	24 <sup>th</sup> & 25 <sup>th</sup> July, 2025
7	Notification of Third List	27 <sup>th</sup> July, 2025
8	Payment of Fee	28 <sup>th</sup> to 30 <sup>th</sup> July, 2025
9	Orientation	01 <sup>st</sup> August 2025*
10	Start of Classes	04 <sup>th</sup> August 2025*

\* Tentative Dates

# Core Committee



Prof. Jatinder Bir Singh  
Principal



Prof. Gurminder Kaur Arora  
Coordinator  
Department of Commerce



Prof. Paramjit Kaur  
Co-coordinator  
Department of Economics



Dr. Harpreet Kaur  
Associate Professor  
Department of Economics



Dr. Ushveen Kaur  
Assistant Professor  
Department of Computer Science



Dr. Ankita Aggarwal  
Assistant Professor  
Department of Management Studies



Dr. Kriti Chadha  
Assistant Professor  
Department of Commerce



Mrs. Anju Mathur  
Training and  
Placement Officer



Mr. Bhupinder Singh Parmar  
PG Office Assistant

# Faculty

Prof. Gurminder Kaur Arora  
Coordinator, PGDIM  
Department of Commerce  
Sri Guru Gobind Singh College of Commerce  
University of Delhi

Prof. Paramjeet Kaur  
Co-coordinator, PGDIM  
Department of Economics  
Sri Guru Gobind Singh College of Commerce  
University of Delhi

Mr. Saurabh Gupta  
Assistant Professor  
Department of Economics  
Sri Ram College of Commerce  
University of Delhi

Mr. Rajiv Ratan Bhatia  
Executive Coach and Career Counsellor  
BE(DCE), MBA(FMS), PGDCA(NITIE)

Mrs. Payal Goel  
CS, MBA (Banking)  
Former Assistant Professor at Gitarattan  
International Business School, IP University

Dr. Ushveen kaur  
Assistant Professor  
Department of Computer Science  
Sri Guru Gobind Singh College of Commerce  
University of Delhi

Prof. Kawal Gill  
Department of Commerce  
Sri Guru Gobind Singh College of Commerce  
University of Delhi

Ms. Saumya Satija  
MBA, Delhi Technological university  
Pursuing PhD from IIFT  
Visiting Assistant Professor  
Sri Guru Gobind Singh College of Commerce  
University of Delhi

Dr. Jasmin  
Ph.D. Centre for Economics and Planning, JNU  
Visiting Assistant Professor  
Sri Guru Gobind Singh College of Commerce  
University of Delhi

Dr. Kriti Chadha  
Assistant Professor  
Department of Commerce  
Sri Guru Gobind Singh College of Commerce  
University of Delhi

Dr. Ankita Aggarwal  
Assistant Professor  
Department of Management Studies  
Sri Guru Gobind Singh College of Commerce  
University of Delhi

# PGDIM Highlights

## PGDIM 2024-25

Learning is not just about classroom lessons; it's about experiences that shape our vision and prepare us for the world ahead. Post Graduate Diploma in International Marketing (PGDIM) program is more than an academic journey; it is a blend of knowledge, experience, and professional growth. Across the year, it has created meaningful opportunities to connect theory with practice and learning with real-world exposure.

The academic year 2024-25 began on 1st August 2024 with an inspiring Orientation Session that welcomed students into a dynamic learning environment and launched the Youth beat magazine. Soon after, the Pre-Nutrition Workshop by Mrs. Neha Gupta focused on wellness and mindful eating, encouraging students to balance academic pressure with healthy living. The joy of learning met the festive spirit on 24th October 2024 during the Marketing Mela, a vibrant Diwali celebration where students showcased creativity and entrepreneurial flair. The event provided a practical platform to explore key marketing concepts like behavior, pricing, and product promotion. Adding to this, a guest lecture by Ms. Shruti Bhola illuminated the world of Digital Marketing with insights into online branding and emerging trends.

The highlight of the PGDIM experience was the industrial visit to the Coca-Cola Happiness Factory on 7th February 2025. Students observed the company's advanced bottling and packaging

processes, witnessing the precision and efficiency of automated machinery from filling and labelling to final packing. This firsthand exposure provided practical insights into modern manufacturing techniques, quality control, and technological integration. In an enlightening Brand Management lecture, Dr. Pranav Kharbanda decoded brand narratives, exploring emotional and psychological layers of brand positioning and consumer perception. The academic year concluded with sessions on AI in Business Analytics, wherein students explored data analysis and visualization techniques to support data-driven decision-making, and an intensive SPSS workshop by Ms. Neha Saini on 20th March 2025 enhanced their research skills through statistical analysis and data interpretation. Each of these events contributed to a rich, well-rounded learning experience. The PGDIM program remains committed to nurturing future leaders in international marketing, equipping students with knowledge as well as the confidence, creativity, and competence to thrive in the professional world.



## PGDIM 2023-24

The orientation program of PGDIM batch 2023 - 24 was held on 18th August 2023 to acquaint our 20th batch of students with the course and campus. The event started with the keynote address by Principal, Dr. Jatinder Bir Singh followed by alumni and faculty members. After the interactive session, the Youth beat magazine was launched which compiled literary pieces contributed by students and faculty. The program ended with a vote of thanks by the coordinator Dr Gurminder Kaur Arora.

Traditional teaching pedagogy has its own role in imparting knowledge, but practical exposure and real-life industry experience play a vital role in preparing the students to understand the demands and challenges of real work environment. An Industrial Visit to the Coca-Cola Happiness Factory, also known as the Coca-Cola Museum, located in Greater Noida was undertaken with an aim of providing students with practical insights into the operations and marketing strategies of one of the world's most

iconic beverage brands. The tour commenced with a visit to the Coca-Cola Vault, where the group had the privilege of viewing never-before-displayed artifacts and learning about the intricate bottling process. Witnessing the production of Mazza, a popular beverage, provided valuable insights into the meticulous production processes employed by Coca-Cola. The students were captivated by the historical journey of Coca-Cola, tracing its evolution from its inception to becoming a global phenomenon. The museum's interactive exhibits and multimedia installations offered a comprehensive understanding of the brand's heritage and significance in shaping beverage culture worldwide.

A speaker session was organized featuring Shawrya Mehrotra, the Founder and CEO of Metvy. His engaging talk delved into his personal and professional journey, offering valuable insights on building startups, selecting the ideal co-founder, and navigating the challenges of fundraising. Attendees found his anecdotes and strategies both enlightening and motivating.



## PGDIM 2022-23

The Orientation program of PGDIM batch 2022 - 23 was held on 14th September 2022, with an aim to introduce new students to the campus and faculty. The event was filled with interactive sessions with talks by the guest for the event, Mr. Anshumali Saxena, alumni of the course and faculty members. The students were familiarized with course structure, the activities conducted during the year and infrastructure of the college.

The Cultural Event “GENESIS” was one of the most celebrated events of the PGDIM department. The students witnessed a plethora of cultural activities, like music, singing and poetry recitation by their classmates. The event was a melting pot of various cultures and gave them an opportunity to showcase their talents. As a token of appreciation, six participants were awarded with prize money. Sports Day was another exciting event that brought out the spirit of competition and sportsmanship among students. The event included various sports

activities like cricket, football, basketball, table tennis and chess.

The Guest Lecture series was a valuable addition to the academic calendar, as it allowed students to interact with experts from various fields. The guest speaker Sahil Pruthi (Founder-keto India) shared his knowledge and experiences, which helped them to gain a deeper understanding of their respective fields. Last but not the least, the most beautiful event of the year was a day spent at an NGO named Earth Saviors located in Gurugram. This organization works for the welfare of abandoned people and underprivileged children. The aim of the trip was to give students a chance to contribute to society by volunteering for a noble cause. They enthusiastically participated in the trip, and the experience was very humbling and eye-opening. They organized activities like painting, craft-making, and storytelling sessions. They also helped with the NGO with their administrative work. They were able to interact with people from different backgrounds and learn about their struggles and challenges.

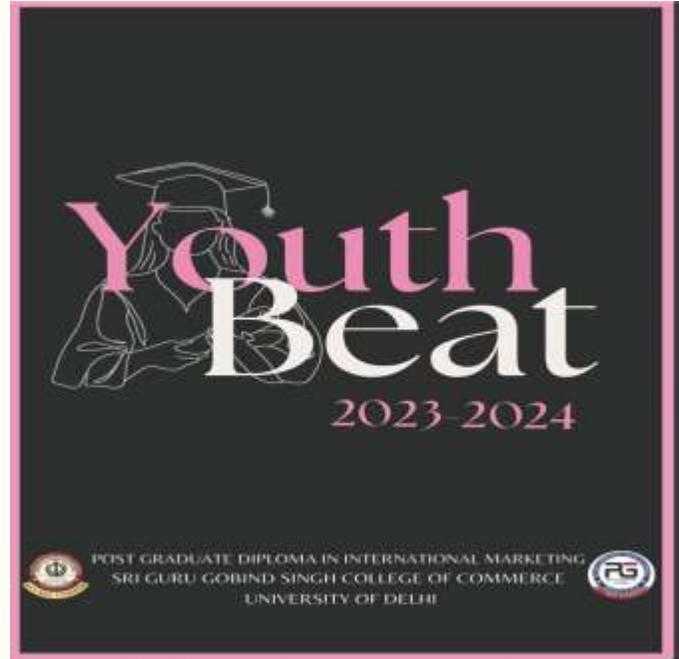


# Youth Beat: PGDIM Annual Magazine

The PGDIM annual magazine 'Youth Beat' is a platform for the students to showcase their creativity and intellectual prowess and reflects their diverse interests and talents. It consists of well-researched and thought-provoking pieces on a wide range of topics, including but not limited to:

1. Recent developments in related fields of study
2. Contemporary political and social issues
3. Research areas of interest
4. Personal anecdotes and experiences
5. Literary and artistic expressions
6. Campus events and initiatives
7. Short stories, poems
8. Year around activities of the students

We believe that our magazine is a platform for students to express themselves and showcase



their writing skills. We encourage students from all disciplines and backgrounds to contribute articles and share their perspectives.



# Alumni Speak



PGDIM was more than just a return to academics, it was a journey of rediscovery. After a long educational break, I was embraced by a warm, inclusive, and inspiring college environment. The unwavering faculty support, interactive teaching methods, and practical exposure through guest lectures, workshops, and industrial visits made learning meaningful and relevant. As the Class Representative of the 2024–25 batch, I had the opportunity to lead, collaborate with faculty, and contribute creatively, from managing the official Instagram page to co-editing the annual magazine Youth Beat. Each experience shaped my confidence and helped me grow both personally and professionally.

PGDIM is not just a course; it is a transformative journey that helped me rediscover my potential, clarify my goals, and confidently embrace future opportunities.

Isha Singh  
Batch of 2024–25

I am grateful to have enrolled in the PGDIM program. It's been a transformative experience, offering invaluable insights, knowledge, and skills that have significantly enhanced my personal and professional growth. More importantly, I've had the opportunity to connect with incredible individuals who have become great friends and mentors. Being recognized as the achiever of the Year 2024-25 was a truly treasured memory. I'm thankful for the lessons learned and relationships built during this journey.

Mahima Arora  
Batch of 2024-25



My experience with the PGDIM course has been truly enriching, both academically and personally. The program is well-structured and places a strong emphasis on developing real-world skills. From numerous workshops on data analytics and digital tools to hands-on sessions that encouraged critical thinking and creativity, every aspect was designed to help us grow. One of the highlights was interacting with peers from diverse academic and professional backgrounds, it brought in fresh perspectives and made learning even more dynamic. The faculty members were always approachable and eager to support our learning journey. These practical experiences not only boosted my confidence but also prepared me for dynamic roles in the marketing industry.

For anyone looking to build a strong foundation in marketing, this course offers the perfect blend of theory and application.

Kriti  
Batch of 2024–25

Beyond lectures and exams, it was the environment of encouragement, curiosity, and collaboration that made the experience truly transformative. The friendships formed, and the countless opportunities to learn and lead continue to influence my journey. I carry the lessons and memories from college with immense pride and gratitude, and I'm always reminded that the roots of every success can be traced back to where it all began.

Maneet Kaur  
Batch of 2024-25



My experience with the PGDIM course has been great, both in terms of academics and extracurricular activities. Being an introvert and shy person and now participating in almost every activity. Winning the Achiever of the Year Award (2023-24) on this annual day was a memory to last forever. The faculty members are supportive and motivating. Their interactive sessions and case-study-based discussions were enormously helpful for gaining practical insights. For anyone considering a postgraduate diploma in marketing, this course would be very helpful.

Bhavya Sehgal  
Batch of 2023-24

I am currently working as a freelancer in the field of digital marketing and would like to give due credit to my learning in PGDIM course at SGGSCC. It was an enriching blend of theory and practice. Organizing a speaker session honed my communication and event management skills, while participating in the Coca-Cola visit offered insights into brand collaboration. This program has equipped me with a comprehensive skillset and the confidence to excel in the dynamic world of international marketing.

Shivika  
Batch of 2023-24



It was a wise decision for me to pursue post-graduate diploma in international marketing, and the SGGSCC faculty members were instrumental in influencing my decision. Being the editor of the college magazine "Youth Beat" was one of the delights of my time SGGSCC. Working on developing creative content was a wonderful endeavor. I acquired expertise about the creation of magazine, from conceptualizing ideas to producing layouts and designs. Throughout my time at the course, I also had the chance to plan several marketing events, which helped me hone my event planning and management skills. Working with many teams and educators, and seeing the plan come to fruition, was a tremendous learning experience. Overall, my time at SGGSCC was very enriching and aided my

growth on professional as well as a personal level and becoming achiever of the batch was icing on the cake. I am grateful for the opportunities I was given and the abilities gathered. I highly recommend this course to anyone looking for an excellent education and a supportive community.

**Shruti Malik**  
Batch of 2022-2023  
Public Speaker, TEDx  
Social Activist

It was a very nice experience to explore a diploma course in marketing from one of the prestigious colleges of the University of Delhi. All the faculty members were motivating, and a few teachers became my best guides, not just in class but in general whenever I needed any guidance. It can be a life-changing experience for anyone, indeed. I have gained confidence in terms of the public speaking and presentation skills required for success in the corporate world.



**Abhinav Arun**  
Batch of 2023-24



“Without craftsmanship, inspiration is a mere reed shaken in the wind”. PGDIM has been one of those turning points, we look for the whole of our life. This course has been a carefully crafted and curated set of experiences that is not less than any blessing to me. The wonderful and inspirational people I met, the incredible amount of knowledge I gained, and the situations I was exposed to were all elements of the perfect storm. Keeping a revolutionary attitude of hard work will inevitably pay off, and I encourage anyone considering changing their life to take this plunge in PGDIM. Thanks to SGGSCC, I was able to experience senior responsibilities and roles —indeed start an entirely new career in Advertising.

**Sahejpreet Singh Kohli**  
Batch 2020-21  
Brand Manager

PGDIM was a journey that changed my global business perspectives and marketing comprehension for the better. Apart from the knowledge gained, the practical experiences through internships, group projects, presentations, and case studies gave me a deep dive into the globally smart ways of commerce, business, and CSR activities.



**Ashita Modi**  
Batch of 2016-17  
Currently leading employer branding (Asia Pacific),  
Concentrix (an IBM subsidiary)



Faculty of Sri Guru Gobind Singh College of Commerce has always believed in helping and guiding its students and it was no different during the placement season. Regular classes held at our college to help us with our aptitude, technical and interpersonal skills were of great help. Special lecturers, industrial training were the key ingredients to nourish us to corporate world. Our placement administration officers also guided and encouraged us at each step thereby helping me secure my placement at such a reputed company.

Amandeep Singh  
Batch of 2015-16  
Assistant Director, FICCI

A part of 2009-2010 PGDIM Batch, I feel that the curriculum of the course was very well thought out and was in line with the current demand of the corporate world. From the name of it, one might think it's concentrating only on marketing aspect but that's not the case and it focuses on other areas such as international business, finance and statistics. Additionally, the faculty is extremely supportive and encouraging, regular presentations and group discussions were extremely helpful in preparing us for the corporate world.



Anu Pamneja  
Batch of 2009-10  
Associate at Goldman Sachs



The 'PGDIM experience' has been unique and enriching. The environment not only helps us in imbibing knowledge but also in developing our overall personality. In a competitive atmosphere one learns to strive to be the best in every field. The course modules are industry oriented and drill into us problem solving capabilities. I still remember the marketing classes were among the best as the professor used to share the industry learning, and it is the best way to learn what's happening around the world and how people are solving for it. In PGDIM, faculty members identify the innate capabilities and talents of the students and polish them with their expertise, making students corporate ready even before they graduate. I believe PGDIM is the right choice post-graduation to jump start one's career. I own my success to my faculty members and my mentors in the college.

Ankit Handa  
Batch of 2009-10  
Director Finance – OYO

# Glimpses



**UNIVERSITY OF DELHI (PROCTOR'S OFFICE) ORDINANCE XV-B  
'MAINTENANCE OF DISCIPLINE AMONG STUDENTS OF THE UNIVERSITY**

1. All powers relating to discipline and disciplinary action are vested in the Vice-Chancellor.
2. The Vice-Chancellor may delegate all or such powers as he/she deems proper to the proctor and to such other persons as he/she may specify on this behalf
3. Without prejudice to the generality of power to enforce discipline under the ordinance the following shall amount to act of gross indiscipline:
  - a) Physical assault or threat to use physical force against any member of the teaching and non teaching staff of any institution/department and against any student within the University of Delhi;
  - b) Carrying of, use of or threat to use of any weapon;
  - c) Any violation of the provision of the Civil Right Protection Act, 1976;
  - d) Violation of the status, dignity and honour of students belonging to the scheduled castes and tribes;
  - e) Any practice-whether verbal or otherwise-derogatory of women;
  - f) Any attempts at bribing or corruption in any manner;
  - g) Wilful destruction of institutional property;
  - h) Creating ill will or intolerance on religious or communal grounds;
  - i) Causing disruption in any manner of the academic functioning of the University system;
  - j) Ragging as per Ordinance XV-C; Without prejudice to the generality of his/ her power relating to the maintenance of discipline and taking such action in the interest of maintaining discipline as may seem to him/her appropriate, the Vice Chancellor, may in the exercise of his/her powers aforesaid order or direct that:
    - a) Any student or students be expelled; or
    - b) Any student or students be, for a stated period rusticated; or
    - c) Be not for a stated period, admitted to a course or course of study in a college, department or institution of the University; or
    - d) Be fined with a sum of rupees that may be specified; or
    - e) Be debarred from taking a University or College or Departmental Examination or Examinations for one or more years; or
    - f) That the result of the student or students concerned in the Examination or Examinations in which he/she or they have appeared be cancelled.
5. The Principals of the Colleges, Heads of the Halls, Deans of the Faculties, Heads of Teaching Departments in the University, the Principal, School of Correspondence Course and Continuing Education and Librarian shall have the authority to exercise all such disciplinary powers over students in their respective Colleges, Institutions, Faculties and Teaching Departments, in the University as may be necessary for the proper conduct of Institutions, Halls and teaching in the concerned Departments. They may exercise their authority through or delegate authority to, such of the teachers in their Colleges, Institutions or Departments as they may specify for these purposes.
6. Without prejudice to the powers of the Vice-Chancellor and the Proctor as aforesaid, detailed rules of discipline and proper conduct shall be framed. These rules may be supplemented, where necessary, by the Principals of Colleges, Heads of Halls, Deans of Faculties and Heads of Teaching Department in this University. Each student shall be expected to provide himself/herself with a copy of these rules.
7. At the time of admission, every student shall be required to sign a declaration that on admission he/she submits himself/herself to the disciplinary jurisdiction of the Vice-Chancellor and the several authorities of the University who may be vested with the authority to exercise discipline under the Acts, the Statutes, the Ordinances and the rules that have been framed there-under by the University.

**ORDINANCE XV-C OF THE UNIVERSITY OF DELHI**

1. Ragging in any form is strictly prohibited within the premises of College/Department or Institution and any part of Delhi University system as well as on public transport.
2. Any individual or collective act or practice of ragging constitutes gross indiscipline and shall be dealt with under this Ordinance.
3. Ragging for the purposes of this Ordinance means any act, conduct or practice by which dominant power or status of senior students is brought to bear on students freshly enrolled or students who are in any way considered junior or inferior by other students and includes individual or collective acts or practices which: (a) involve physical assault or threat to use of physical force; (b) violate the status, dignity and honour of women students; (c) violate the status, dignity and honour of students belonging to the scheduled caste and tribes; (d) expose students to ridicule and contempt and affect their self-esteem; (e) entail verbal abuse and aggression, indecent gestures and obscene behaviour.
4. The Principal of a College, the Head of the Department of an Institution, the authorities of College, of University Hostels or Halls of Residence shall take immediate action on any information of the occurrence of ragging.
5. Notwithstanding anything in Clause (4) above, the Proctor may also *suo moto* enquire into any incident of ragging and make a report to the Vice-chancellor of the identity of those who have engaged in ragging and the nature of the incident.
6. The Proctor may also submit an initial report establishing the identity of the perpetrators of ragging and the nature of the ragging incident.
7. If the Principal of College or Head of the Department or Institution or the Proctor is satisfied that for some reason, to be recorded in writing, it is not reasonably practical to hold such an enquiry, he/she may so advise the Vice-Chancellor accordingly.
8. When the Vice-Chancellor is satisfied that it is not expedient to hold such an enquiry, his/her decision shall be final.
9. On the receipt of a report under Clause (5) or (6) or a determination by the relevant authority under Clause (7) disclosing the occurrence of ragging incidents described in Clause 3 (a), (b) and (c), the Vice-Chancellor shall direct or order rustication of a student or students for a specific number of years.
10. The Vice-Chancellor may in other cases of ragging order or direct that any student or students be expelled or be not, for a stated period, admitted to a course of study in a college, departmental examination for one or more years, or that the results of the student concerned in the examination or examinations in which they appeared, be cancelled.
11. In case any students who have obtained degrees of Delhi University are found guilty under this Ordinance, appropriate action under Statute 15 for withdrawal of degrees conferred by the University shall be initiated.
12. For the purpose of this Ordinance, abetment to ragging will also amount to ragging.
13. All institutions within the Delhi University system shall be obligated to carry out instructions/ directions issued under this Ordinance, and to give aid and assistance to the Vice-Chancellor to achieve the effective implementation of the Ordinance.

**Anti Ragging Committee**

Dr. Manisha Rao  
Tel. No.: 20871260, 20871262, 65708727  
E-mail: manisharao@sggsc.ac.in

**College Complaints Committee  
& Gender Sensitization**

Prof. Rekha Sharma  
Tel. No.: 20871260, 20871262, 65708727  
E-mail: rekhasharma@sggsc.ac.in

**Help Line Numbers**

Women in distress cell – 181  
Helpline No. – 112  
Women Helpline – 1091, 1096



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