



2022
2023

Online Registration Process:

20th June 2022 Monday to
29th July 2022 Monday

Entrance Test :

7th August, 2022 Sunday
PGDIM Time 10.00 am to 12.00 Noon
PGDBJCC Time 1.00 pm to 3.00 pm

- ▶ **Post Graduate Diploma in
International Marketing (PGDIM)**
- ▶ **Post Graduate Diploma in Business Journalism
and Corporate Communication (PG-DBJCC)**

**SRI GURU GOBIND SINGH COLLEGE OF COMMERCE
(UNIVERSITY OF DELHI)**



Sri Guru Gobind Singh College of Commerce

(University of Delhi)

Online Registrations

Monday, June 20, 2022 to Monday, July 29, 2022

Last date for Editing of Online Admission Forms

Wednesday, August 3, 2022

Date of Entrance Test

Sunday, August 7, 2022

PGDIM: 10 A.M. to 12 Noon

PG-DBJCC: 1 P.M. to 3 P.M.

Venue of Entrance Test

College Premises

Number of Seats

40 for each course

Dr. Jatinder Bir Singh
Principal

Dr. Gurminder Kaur Arora
Coordinator

Mrs. Navdeep Kaur
Coordinator

Dr. Paramjeet Kaur
Co-coordinator

Mrs. Meenu Gupta
Co-coordinator

Post Graduate Diploma in
International Marketing (PGDIM)

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



Chairman's Message

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 recently been accredited A++ by National Assessment and Accredited Council (NAAC). We maintain utmost academic standards, incorporated with the conduct of discipline, thereby achieving remarkable and excellent results. 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 a student can possibly get. The college endeavours to equip students with necessary knowledge and skills essential for becoming accomplished in chosen fields. Hard work and discipline are sure pathways for attaining success. And as an educational institution, we support students in achieving their golden ambitions and also ensure that their stay in the college is meaningful and fruitful as well.

The hard work 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 to make it possible for us to transform your dreams to reality. I wish you all the best.

S. 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 endeavours 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”, that all human beings have equal rights of fraternity, identity and justice.

In an ennobling 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, SGGSCC 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. As such we 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.

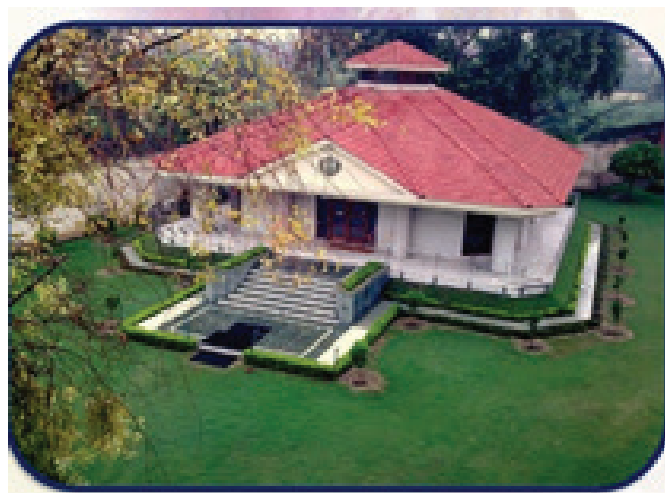
Dr. Jatinder Bir Singh
Principal



ABOUT THE COLLEGE

Sri Guru Gobind Singh College of Commerce is a co-educational institution offering Under Graduate 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 Hatt. The college campus spread over 10.7 acres, possesses a 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, volley ball, basket ball, lawn tennis, table-tennis, a well equipped gymnasium named after Sahibzada Jujhar Singh ji and a world class shooting range have been developed. The college also has 35 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), Rotract 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.

ACADEMIC RESOURCES & INFRASTRUCTURE FACILITIES



The college library came into existence along with the foundation of the college in 1984. The collection of the library at presents 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.

READING ROOM

A spacious and well equipped reading room is provided for the students that offers a quiet environment for self learning. Around five hundred text books are available for ready reference in the same.

COMPUTER LAB

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 multi user 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 all the students and teachers. All labs and cyber Rooms on different floors of the library provide the Broadband Internet Service.

AUDIO VISUAL AIDS

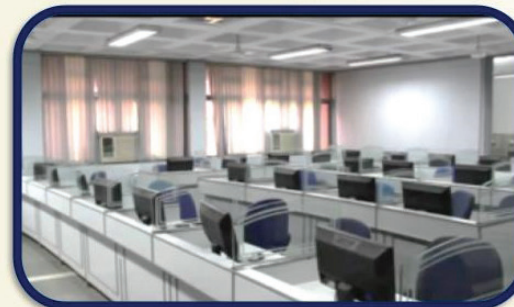
Audio-Visual aids like LCDs, OHPs, TV, DVD Player, Camera etc. are available for making presentations in lectures rooms, seminars and workshops.

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 scholarships on the basis of excellent academic performance and economic background. Scholarship/Freeship is provided to the deserving/ needy students admitted to PG-DBJCC and PGDIM Courses also.

POST GRADUATE DIPLOMAS

Sri Guru Gobind Singh College of Commerce, under the aegis of University of Delhi, has made consistent efforts to diversify into same professional courses, providing students with interesting options to the conventional careers. Two post graduate diploma programmes i.e. PGDBJCC and PGDIM, are being offered to give exposure to the students in the areas which have rapidly acquired importance and become relevant in the wake of liberalization of Indian economy. The maximum number of students to be admitted for PGDBJCC and PGDIM are 40 for each course.

ACADEMIC SESSION

Academic Session

Tentatively to begin from September 2022 to June, 2023*.

First Semester

Tentatively scheduled from September 12th, 2022 to December, 2022.

Second Semester

Tentatively scheduled from January, 2023 to June, 2023. 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 2022-23.

ELIGIBILITY CONDITIONS

General Category

These courses are open to graduates of all disciplines with at least 50% marks in aggregate in Bachelor’s Degree.

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.

EVALUATIONS

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 absents/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 paper/s along with the second semester examination in the same academic year.

If a candidate 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 Department in approved organization for six weeks.

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

ATTENDANCE

The candidate must have attended at least 75% of the total lectures and practicals delivered in order to be eligible to appear in the final examination.

PEDAGOGY

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

HOW TO APPLY

The online application form is available on the college website <https://www.sggsc.ac.in/pgadmission/student>. The applicant should fill the form by Friday, 29th July, 2022. Editing of application forms and updating of results will be allowed till 3rd August, 2022.

The Application fee is ₹1400 for one programme and ₹1800 for both programmes. 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. 08941000005001, IFSC Code PSIB0000894, Punjab & Sind Bank, Pitam Pura, Delhi.

WRITTEN TEST

The written test will take place in the college premises , on Sunday 7th August 2022 From 10.00 am to 12.00 Noon For PGDIM and from 1.00 pm to 3.00 pm for PGDBJCC

REFUND POLICY

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

FEE STRUCTURE

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

FEES STRUCTURE

1. Course Fee	15,000
2. College & University Fee	28,500
TOTAL	43,500
ADDITIONAL MISCELLANEOUS CHARGES	18,000
TOTAL	61,500
Examination Fee (Both Semesters)	2220
GRAND TOTAL	63720

SCHEDULE OF ADMISSION FOR PGDIM & PG-DBJCC ACADEMIC YEAR 2022-23

Commencement of Online Registration of Applications	Monday, June 20, 2022
Last date for submission of Online Admission Forms	Friday, July 29, 2022
Last Date for Editing in Online application forms	Wednesday, August 3, 2022 till 1 P.M.
Entrance Test	Sunday, August 7, 2022
Notification of result of the Entrance test	Friday, August 19, 2022
Group Discussion and Interviews	Tuesday, August 23 and Wednesday, August 24, 2022
Notification of First Admission List	Friday, August 26, 2022, 3 P.M.
Payment of Fee	Monday, August 29 to Tuesday, August 30, 2022
Notification of Second Admission List	Wednesday, August 31, 2022
Payment of Fee	Thursday, September 1 & Friday, September 2, 2022
Notification of Third Admission List	Monday, September 5, 2022
Payment of Fee	Tuesday, September 6 & Wednesday, September 7, 2022
Orientation	Friday, September 9, 2022
Commencement of Classes	Monday, September 12, 2022

POST GRADUATE DIPLOMA IN INTERNATIONAL MARKETING (PGDIM)

COORDINATOR'S MESSAGE



Dr. Gurminder Kaur Arora
Associate Professor
Department of Commerce

Rapid globalization and liberalization accompanied with radical transformations in information technology and communications have forced business firms to internationalize and to establish a competitive edge for their products and services. The change in the economic, social and political environments of economies is ineffaceable with geographical and temporal borders becoming irrelevant. Given the need to combat these challenges and tap the opportunities present in the contemporary world, the college is offering a Post Graduate Diploma in International Marketing (one year, full time program) affiliated to 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 with cross cultural and cross market challenges.

The present program is interdisciplinary in nature. The relevance and usefulness of this course is brought out by its pragmatic and innovative combination of the theory and practice of management with those of information technology. Such an interdisciplinary perspective is necessary for effective and incisive decision making. More specifically the course aims at:

1. Familiarizing students with different types of international environments.
2. Providing them with the basic understanding of monetary, fiscal, trade, logistics and international trade operations with regard to international exchange of goods.
3. Acquainting the students with modern concepts, techniques, analytical tools and computer skills which would help them to organize and manage the export and international marketing functions in a more professional, efficient and effective manner.

4. Most importantly, the programme aims to develop candidates suitable for entry level managerial positions in the field of international business.

Globalization has caused our world to shrink. With the increasing integration of the markets for products, services, labor, and capital worldwide, the economic, cultural, demographic, political, and environmental needs are becoming interdependent. It is also important to realize that both globalization and liberalization have exposed enterprises to greater competition and created a persistent need for maintaining an edge in the market.

The global economy is fueled by quickly flowing information and swiftly generated knowledge made possible by the digital and technological innovations. This flow of knowledge and information has a myriad of applications and thus present several opportunities to the manager and the entrepreneur. However, this global economy is also characterized by increased uncertainty, openness, flexibility, and choices. Hence, to tap the opportunities and tackle the challenges it is important to develop skills that encourage “fresh, out-of-the box thinking”.

Importantly, over the last decade, opportunities and forces unleashed by technology and globalization have accelerated, ushering in the Fourth Industrial Revolution. Innovation has created new business models, disrupting incumbents. In fact, we are living in an era of continuous disruption where powerful global forces are persistently changing how we live and work. To remain competitive in such a globalized marketplace, it is important to continuously adapt and innovate.

PGDIM is a unique one year post graduate program that equips students with skills and knowledge to be more competitive and capable in this time of rapid global integration, compounded with disruptive changes in technology, while dealing with cross cultural and cross market challenges. It gives an edge to students who want to stay one step ahead in their game. We are here to make sure that the learning that our students receive is effective and not just limited to the classroom. The crisp and relevant curriculum is coupled with guest lectures, seminars and other activities along with a mandatory internship that ensure that the students get a hands on experience in the working environment.

ADMISSION CRITERIA

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)

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

1. Economic and Business Awareness
2. General English
3. Quantitative Ability and Logical Reasoning

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 on the basis of 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 an internal and external examiner separately. Both will award marks out of 35 each. Total project will be evaluated for 70 marks for the content and 30 marks for the viva-voce.

COURSE CURRICULUM

Total Numbers of Papers: Nine Plus Project Report

Papers to be taught in the First Semester

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

Papers to be taught in the Second Semester

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

CORE COMMITTEE



Dr. Jatinder Bir Singh
Principal



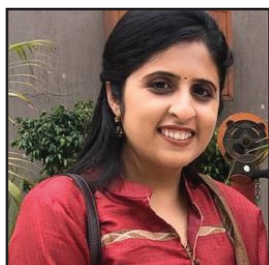
Dr. Gurminder Kaur Arora
Coordinator
Associate Professor
Department of Commerce



Dr. Paramjeet Kaur
Co-coordinator
Associate Professor
Department of Economics



Dr. Harpreet Kaur
Associate Professor
Department of Economics



Mrs. Hersheen Kaur
Assistant Professor
Department of Commerce



Dr. Jappanjyot Kaur Kalra
Assistant Professor
Department of Commerce



Mrs. Anju Mathur
Training and Placement
Officer, SGGSCC, DU



Mr. Bhupinder Singh Parmar
PG Office Assistant

FACULTY

Dr. Paramjeet Kaur

Co-coordinator, PGDIM
Associate Professor
Department of Economics
Sri Guru Gobind Singh College of Commerce
University of Delhi

Dr. D.D. Chaturvedi

Associate Professor
Department Economics
Sri Guru Gobind Singh College of Commerce
University of Delhi

Mrs. Shelly Verma

Assistant Professor
Department of Economics
Sri Guru Gobind Singh College of Commerce
University of Delhi

Mr. Anshumali Saxena

Consultant & Corporate Trainer

Prof. (Dr) Kawal Gill

Professor
Department Commerce
Sri Guru Gobind Singh College of Commerce
University of Delhi

Dr. Jappanjyot Kaur

Assistant Professor
Department of Commerce
Sri Guru Gobind Singh College of Commerce
University of Delhi

Mr. Rajiv Ratan Bhatia

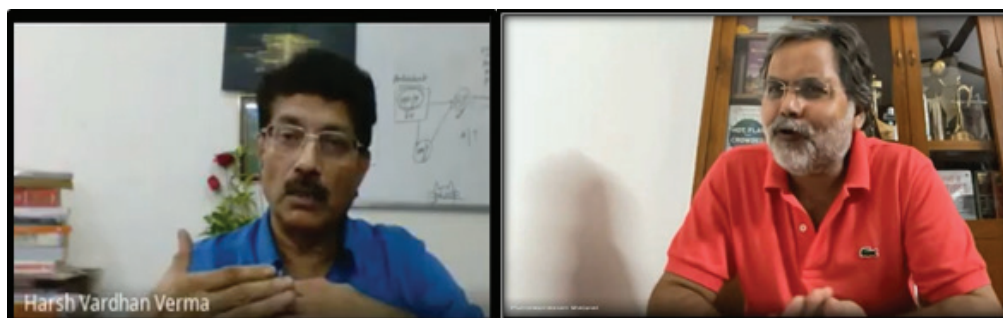
Executive Coach and Career Counsellor
BE(DCE), MBA(FMS), PGDCA(NITIE)

Mrs. Payal Goel

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

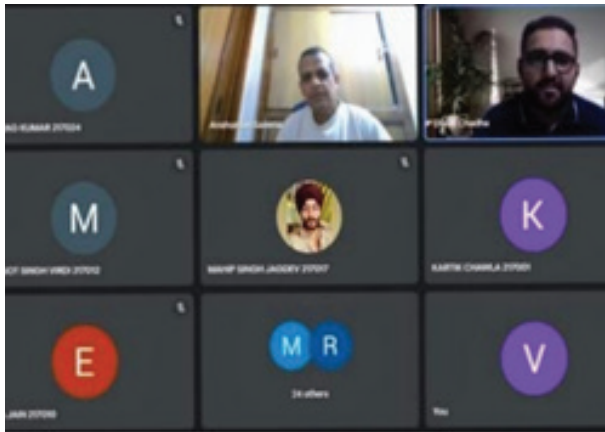
PGDIM 2021-22

The 2021-22 session started with an online orientation on October 1, 2021. The combined orientation programme had Prof. Harsh Vardhan Verma, Professor of Marketing, Faculty of Management Studies, University of Delhi and the acclaimed journalist Mr. Punya Parsun Bajpai as guests of honour. Both the speakers shared their experiences and inspirational journeys in the fields of Marketing and Journalism respectively with the students of both the PG Diploma Courses. They also spoke about critical contemporary challenges in both the fields given the pandemic and possible solutions to counter the same.



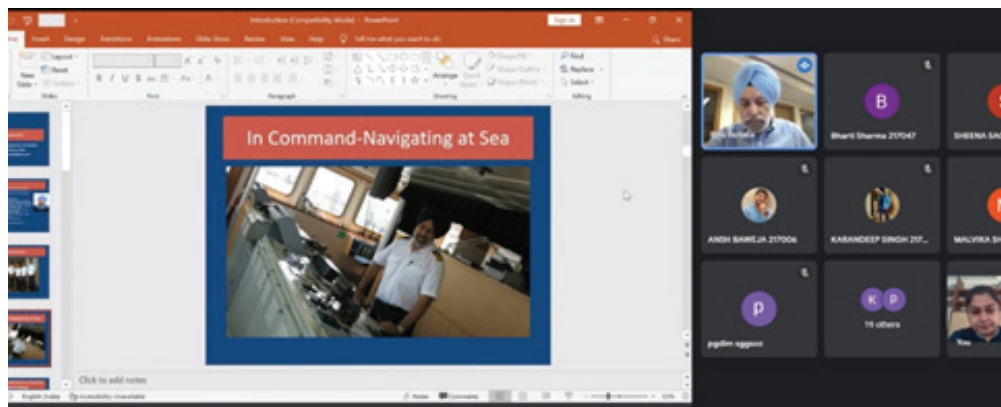
Continuing with our practice of learning from pioneers and organising mentoring sessions, an online guest lecture session was held with Mr. Divay Chadha on 20th October, 2021. Proudly, Mr. Divay Chadha is an alumnus of our course and co-founder of Growup Group, a remote employee's service provider that unites the people, processes, technologies and support services. He has been a passionate participant in the human resource industry for the

past five years and his contribution to the industry has been significant. He has empowered more than thousands of professionals by giving them experiential training on diverse skillsets. Divay, started the session with sharing his experiences as a PGDIM student and how his determination and his hard work paved his way to success. In the next segment of the session he discussed various types and forms of marketing one can use to grow their businesses. The interactive meet was followed by the Q & A round where he answered questions from the current batch and concluded by giving a mantra to the young marketers- “learn three things and master the fourth one- learn client engagement, content designing and marketing using AI tools and ace social media management”.

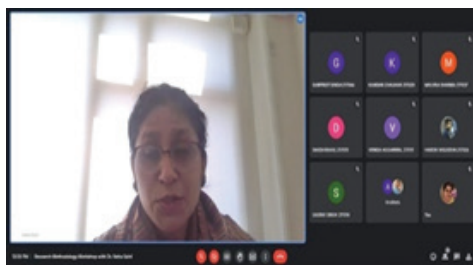


Following our aspirations of delivering professional knowledge to our students, we had a special lecture session with Captain Sarabjit Butalia, Head of Academics at Asia Maritime and

Technological College, Thailand, to educate the students about the international trade operations, logistics and the maritime industry. The online guest lecture titled “Contemporary Issues in International Logistics” was organised on 25th February, 2022, on Google Meet. The interactive session started with a brief introduction about the maritime industry and background of logistics involved. Capt. Butalia then explained the real world procedures involved in shipping a consignment through sea. Various challenges and contemporary issues faced in international logistics were also discussed given the background of the Russian attack on Ukraine. Students actively participated in the concluding question and answer round.



Adopting effective marketing requires understanding research so as to innovate and adopt more effective strategies.



In this regard the course lays stress on comprehending marketing research and applying latest techniques in undertaking the mandatory project work. A set of workshop-cum-lecture series focusing on theoretical and applied aspects of marketing research were organised with Dr Neha Saini, Assistant Professor, Department of Management Studies, Netaji Subhas University of Technology. The three-day series focused on “Research Methodology in the field of Marketing”, “Application of Statistical Tools in Marketing Research”, and “Applied Marketing Research using SPSS”. These online

informative and hands-on sessions were held on three consecutive Saturdays, from March 5, 2022 to March 19, 2022.

2020-21 was an exceptional year. We all adopted to new ways of teaching-learning. Given the pandemic the classes were conducted online using the Google Meet Platform. However, we tried to carry out most of our activities including special lectures with industry stalwarts and alumni as well as workshops.

To inspire and impart professional knowledge to our students, we invite guests from the corporate sector to share their expertise and ideas. Industry insights are always a big hit and over the past years we have accumulated an amazing pool of wisdom. We were glad to have Captain Sarabjit Butalia, Head of Academics at Asia Maritime and Technological College, Thailand, take a virtual session this academic term with our students. The discussion focused on the complexities of international logistics especially in the backdrop of the recent incident of the container carrier Ever Given getting stuck in the Suez Canal for six days and the subsequent impact on global trade. The session with the Nautical Institute nominee at International Maritime Organisation was enriching with key aspects of supply and demand, government policies- existing legislation, political scenario, maritime security and belt road initiative being discussed in the context of contemporary international logistics operations.

Research is an important component of marketing. In this context it is important that our students gain appropriate knowledge and expertise required in in both gathering and interpreting the data used in marketing research. Hence to equip the students with these pertinent tools two virtual-hands-on workshops were organised with experts in the field. The first of the workshops titled “Anova and Factor Analysis using SPSS” introduced the students to the statistical software SPSS and introduced the nuances of undertaking factor analysis, a technique frequently used in marketing. Dr. Prabhat Mittal, Associate Professor, Satyawati College, was the resource person for this workshop conducted in May, 2021. Subsequently, another workshop titled “Getting Started with R” was organised in June, 2021 with Ms. Arushi Malhotra, a data scientist working with ALQIMI as the resource person. She took up a case study using a Kaggle dataset to introduce the techniques of conducting data analysis in R based incorporating various statistical and graphical tools.

We also tap and rely heavily on our rich pool of alumni to describe their experiences and mentor our students. Networking and interacting are important buzz words in today’s corporate world. We believe in staying in touch and organize guest lectures and other interactive events with our experienced alumni on a continuous and regular basis. This provides the students with a platform to understand contemporary trends and practices being followed in the industry. Ms. Ashita Modi of the Batch of 2016, Founder and Brand Consultant, The Intelligible Works, shared her marketing knowledge and experiences gained over the past few years. Having worked with leading firms in the travel, advertising, ed-tech, ITeS, entertainment, retail, coaching, and health sector, her session provided valuable takeaways in designing and developing marketing strategies targeted at different sets of consumers.

PGDIM 2019-20

The first of the guest sessions in the academic year 2019-20 was organized with Ms.Indu Sabharwal a global marketing, sales and business transformation leader-innovator associated with renowned conglomerate-Kingdom of Dreams. Her discussion on “Global



Sales Success Enhancements with Smart Marketing Automations” gave important insights to the students on the importance of customer relationships and developing these relationships through online content and social media.



Guest sessions were also organized with PGDIM alumni- Nancy Juneja, Varun Kapoor, Anurag Vishwas Markan, Bhavya Kukreja (Hospitality) and Mr. Anurag Rastogi (IT Services) and Ashita Modi to acquaint the students with current industry practices.

A Digital Marketing Workshop on February 15, 2020, was



organized for both the PG Departments with Mr. Prerit Kohli, an alumnus of IIM, Indore and NSIT with experience in analytics and marketing. The informative session helped the students gain important insights related to search engine optimization and advertising, google analytics interface, referral marketing, social media strategy, programmatic marketing and conversation optimisation and analytics.

Another Workshop “Using SPSS for Analysis and Research” with Dr. Prabhat Mittal. Associate Professor,



Satyawati College was also held in February, 2020. The aim of the Workshop was to acquaint students with the Statistical software SPSS and its application in data analytics and marketing research.

PGDIM organised Maadhyaam’20 on March 5, 2020, with enthralling events such as “Ad Shoot”, “BFF Test” and “MIC-ON”-an open mic event with sublime speakers, singers, poets, storytellers, judged by Mr Ahmad Faraz,

a Youtube Content Head at FNP Media Ltd and a great storyteller and Ms. Aastha Khanna, an alumna of SGGSCC, a law student by mind, a writer by heart and social worker by responsibility.

INTERNSHIPS AND PLACEMENTS

We at SGGSCC, attempt to understand the quality, skills and talent needed by the Industry and students are trained to meet the challenges in the ever-changing environment. It has been a constant endeavor at SGGSCC to translate best inputs into superior outputs. Training and Placement Cell is an integral part of the PG-Department, it not only facilitates on campus recruitment but also provides students, exclusive corporate-grooming opportunities. Our constant endeavor is to provide enriching education and practical training to these young aspirants with a view to channelize their youthful energy into meaningful professional pursuits. The placement cell believes in life-long association with its students. Efforts have always been made to suit the requirements of our students looking for jobs as Research Analysts, Marketing Profiles, Sales Profiles and many other Executive Profiles.

ALUMNI SPEAK



I've learnt in life that "We don't make choices, Choices make us" Thanks to PGDIM I was exposed to quality education, top professor and it was a proud moment in being part of top college of a top university (which helped as top companies came for our hiring). The course had everything at the start of my professional journey as it gave me the right global perspective of International businesses and what it takes to succeed globally, nationally and locally. Its difference activities and class projects groomed me to be a better professional and person. Being part of an illustrious alumni network and having great teachers to help is a lifelong asset. As I grow my training and consulting business this is really helpful. PGDIM thus transform students into excellence-explorers and enables them to give their best in their chosen fields.

Nancy Juneja (PGDIM-Batch 2007)

Founder-CEO, RevUP Life & Business Transformation Inc.
Educator, Peak Performance Coach



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 (PGDIM-Batch 2009)

Director Finance - OYO



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 (PG DIM-Batch 2010)
Associate at Goldman Sachs



The best part about PGDIM is the quality teaching we got by some exceptionally qualified and accredited gurus who are master in their respective area and if needed they stand firm to help you on the personal front too. I feel privileged to have been shadowed by these wonderful souls as they made me learn the true meaning of the word "Guru". Moreover, I also got to learn a lot by some of the star students of our batch because PGDIM admits the right mix of backgrounds which helps you grow overall.

Anurag Rastogi (PGDIM - Batch 2011)
Currently heading the Marketing engine for an IT company



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 (PGDIM - Batch 2015)
Assistant Director, FICCI
PGDIM



PGDIM from SGGSCC has been one of the best decisions of my life. With faculty that aims to give you the best industry based learning and ensuring that you are getting enough exposure to the corporate world is extraordinary. The facilities and projects given ensures that you are well prepared to make your presence felt among the top management of the company and is something which outstands PGDIM from other courses and colleges in post graduate streams. Always feel blessed to be a part of the PGDIM family.

Sarthak Garg (PGDIM - Batch 2015)



PGDIM was a journey that changed my global business perspectives and marketing comprehension for the better. A part 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 (PGDIM Batch 2016)
Currently leading employer branding (Asia Pacific),
Concentrix (an IBM subsidiary)



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 the SGGSCC, I was able to experience senior responsibilities and roles —indeed start an entirely new career in Advertising.

Sahejpreet Singh Kohli (PGDIM Batch 2020)
Brand Manager



I am glad to share that I have had the opportunity to associate myself as a proud alumnus of Post Graduate Diploma in International Marketing, offered by Sri Guru Gobind Singh College of Commerce, University of Delhi.

The curriculum for the course is intense and rigorous which equips students to imagine and prepare for the business and corporate world. The beauty of the program lies in its structure and conduct. Being an alumnus, of the 2020-2021 e-batch, I found that a smooth transition and accommodation of changes were acknowledged. The faculty and Staff always provided support and were there to hold their student's hands during these difficult times.

The pandemic has rocked the world as havoc and spared none. These times were painful and stressful for each one of us which in turn had helped the students and professors share a special bond and connect in the best possible ways. It was the invisible enemy that helped PGDIM 20-21 contributors to emerging stronger, smarter and better.

For making friends and maintaining connections, social media, college events and zoom meets came in handy. Indeed, the pandemic was a bummer for not being able to meet people in person, but lifelong connections were still established by the grace of this course.

Rushali Kapoor (PGDIM Batch of 2021)

PGDIM GLIMPSES



POST GRADUATE DIPLOMA IN BUSINESS JOURNALISM AND CORPORATE COMMUNICATION (PG-DBJCC)

COORDINATOR'S MESSAGE



**Mrs Navdeep Kaur, Astd. Professor
Department of Commerce**

Business Journalism is meant to provide us with information on places, people, and issues that are connected to the business sector. Now, given the fact that most magazines, newspapers, and television channels come with a business segment, it is clear that business journalism matters. The main task of Business Journalist is to gather information about current events as they are related to business. They may also cover processes, trends, consequences, and important people in business and disseminate their work through all types of mass media. Due to the importance of Business Journalism and requirement of talented professionals in the industry, our Post Graduate Diploma course in Business Journalism and Corporate Communication is one of its kind courses which through the judicious mix of classroom learning and industry interactions, provides an incomparable knowledge for their career in the Media Industry. This one-year, full time programme started in 2004, is the only course being pursued at the Delhi University and is affiliated to the Faculty of Applied Social Sciences & Humanities, South Campus, University of Delhi.

To improve knowledge and expertise of students, the College organises special Guest Lectures of famous media personalities as a part of the Course. Industrial Visits to leading News Channels give practical exposure to the students in various categories such as Graphics department, Dish TV input, V-Sat Room and so on. It is extremely important to feed our creative minds and what better way than to learn one of the hardest and most rewarding skills, Cinematography. To impart this professional knowledge students also need to make documentaries on various social issues or other topics of importance. For documentary-making, the college provides all the required equipment. At the end of the second semester, the students are required to go for a compulsory six weeks Internship. Our students have either been placed or have done internship in various reputed organisations in Media and Entertainment Industry like **The Indian Express, InShorts, ABP News, HT digital, Gastos Pvt Ltd., Galaxy Advertising and Events, My Story Trust, Media Binding Relations, PR Pundit, Value 360, Power Grid Corporation Ltd, Avian we, Doubtnut, Business Standard** and many more.

The students will get practical exposure along with the classroom learning in the duration of the program. This course will definitely give immense opportunities to all the Business Journalism and PR industry aspirants.

ADMISSION CRITERIA

Admission to *PGDBJCC* is based on the entrance test conducted by the college with 80% weightage, interview with 10% weightage and group Discussion with 10% weightage.

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

1. Economics and Business Awareness
2. General Knowledge and Current affairs
3. General English
4. Quantitative Ability and Logical Reasoning

The College Reserves the right to change the admission Process.

SCHEME OF STUDY AND EXAMINATION

1. Candidate shall have to study 9 papers and one project in one year duration of the PG-DBJCC program.
2. All papers are compulsory.
3. The examination for each paper will be conducted for 100 marks of which 70 marks are for written examination. The remaining 30 marks are reserved for internal assessment which will be judged on the basis of the student's performance in mid-semester examination, presentations, participation in seminars, preparation of House newspapers and Journals and detailed report of Mock Press Conference, etc.
4. The duration of written examination for each paper will be 3 hours.
5. The project report of the students will be evaluated by an internal and external examiner separately. Both will award marks out of 35 each. The viva-voce will be conducted jointly by the internal and external examiners who will jointly evaluate the student's performance out of 30 marks.

COURSE CURRICULUM

Total No. of Papers:9

Plus Project Report

No. of Semester:2

Max. Marks Duration

Papers to be taught in First Semester

1. Communication and Business Communication	100	3hrs
2. Indian Business Environment	100	3hrs
3. Print and Electronic Media	100	3hrs
4. Financial System and Analysis	100	3hrs
5. Information Technology and Cyber Journalism	100	3hrs

Papers to be taught in Second Semester

6. Global Information Scenario	100	3hrs
7. PR and Corporate Communication	100	3hrs
8. Advertising and Marketing	100	3hrs
9. Reporting and Editing : Theory and Process	100	3hrs
10. Project Report	100	_____

CORE COMMITTEE MEMBERS



Dr. Jatinder Bir Singh
Principal



Mrs. Navdeep Kaur
Coordinator PGDBJCC



Mrs. Meenu Gupta
Co Coordinator PGDBJCC
Associate Professor



Mrs. Ravneet Duggal
Associate Professor in
commerce



Dr. Satvinder Kaur
Associate Professor
Deptt. of Commerce



Mrs. Bimaldeep Kaur
Assistant Professor
in Commerce



Mrs. Anju Mathur
Training and Placement
Officer, SGGSCC, DU



Mr. Bhupinder Singh Parmar
PG Office Assistant

FACULTY

Dr. Shelly Verma
Assistant Professor in
Economics, SGGSCC, DU

Prof. Harvinder Kaur
Professor in
Commerce, SGGSCC, DU

Ms. Swati Singh
Deputy Chief Manager,
The Times of India

Mr. Jai Karan Singh
Managing Partner,
Parijaat Media Ventures

Dr. Shabani Bagai Bhatia
Doctoral Scholar FMS, DU
Freelancer BYJU
Ex- ET Now, NDTV Profit

Ms. Shweta R. Bakshi
Creative Director
Galaxy Advertising
& Events

Ms. Rashi Kukreja
Freelancer Content
Contributor, Momspresso
Trulymadly.com

Mr. Bhaavan Goswami
Independent Video
Journalist and Cinematographer

Ms. Poonam Sharma
Ex. Assistant Professor
DME, GGSIPU

Mrs. Rashmi Aggarwal
Corporate Trainer, Visitin
Faculty: Stratford University USA

Visit us at :

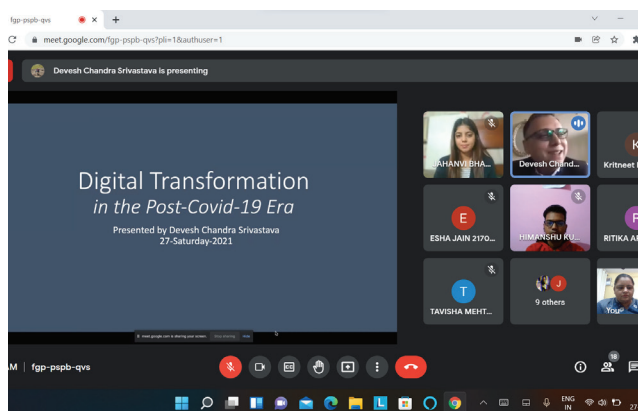
<https://www.facebook.com/PGDBJCC/>
[Instagram.com/maadhyam.ggs/](https://www.instagram.com/maadhyam.ggs/)

PG-DBJCC 2021-22



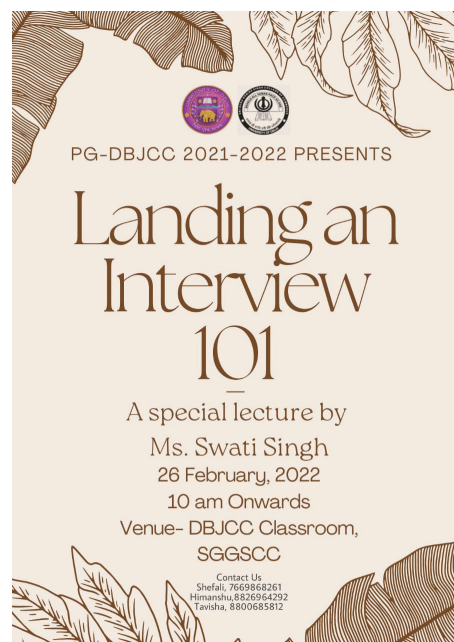
As we step into this new normal after the pandemic, filled with hope and dreams of scaling new heights, one is still forced to spend time mostly at home, even when the lockdown has been removed. It certainly has put some breaks for students in learning new things and shining their personalities. This academic year was a year of two halves-the first six months brought disruptions and challenges while the second half marked the return to regular classes. The impact of Covid-19 changed the way we operate as an academic community. The speed with which the staff and the

students pivoted to the online environment is a testament to their commitment and expertise. The PGDBJCC Dept. and its Faculty worked hard to equip its students with knowledge through online classes in the first semester. The session started on 1st October 2021 with the Orientation programme. The Chief guests for the orientation programme were Mr Punya Parsun Bajpai and Prof. Harsh V. Verma, Professor of Marketing at Faculty of Management Studies, University of Delhi. Mr. Bajpai is a well-known name in the field of Electronic media. He is a renowned Journalist and Executive Editor at Aaj Tak. He has written many books and has worked at several news networks like Aaj Tak, ABP News, Zee News, NDTV etc. He enlightened the Students about the opportunities and challenges in Business Journalism. The students attended online classes of their subjects along with special lectures as and when planned by the department. In the month of November 2021, the Department of Business Journalism and Corporate communication held a special lecture on “Digital Marketing” by Mr Devesh Chandra Srivastava, a senior journalist & a strategic communications advisor. He is an



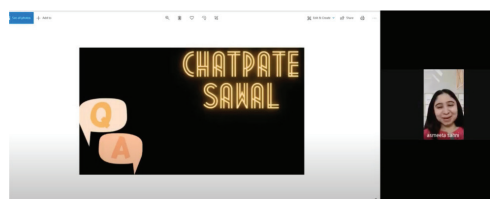
experienced marketing and communications professional with over 16 years of experience in journalism, content marketing, business development, strategic corporate communications and crisis communications, project management and business advocacy. Mr Chandra also familiarized the students with the effects of Covid-19 on marketing and how it has changed our world over the past two years. On 26th February, 2022, a special lecture was conducted for the students of DBJCC who were constantly on the lookout for a job hunt, on “how to crack any interview in any given field.” The prime speakers of the special lecture were Mrs Swati Singh (Consultant print and electronic, PR

and AG, Division NDMA, Ministry of Home Affairs, Govt. of India). She introduced the students with wise words like “Discipline, Focus, and Confidence” being the three main pillars to ace an interview. Also, she shared her personal experience with them which was very beneficial. She also discussed the importance of ‘Curriculum Vitae’ in an interview. The students of the Department of Business Journalism and Corporate Communication were highly obliged to get an opportunity to showcase themselves on the stage of the Mock Talk Show Event on 12th March, 2022. The motive of this event was to imbibe in students the anchoring skills, enhancing their presentation skills



and showcase their spontaneity. As William Shatner has rightly said, “I didn’t realize that, in doing a documentary, there is this process of discovery. Its not like a film or a play with a set script. It sort of reveals itself.” The students of PG-DBJCC felt the same during the course of documentary making classes. The Batch of 2021-22 was the first batch to attend offline documentary classes since the pandemic. Further, they learnt about the pillars of photography- ISO, Shutter Speed and Aperture. The students had explored, learned and gained a lot of knowledge during all phases of documentary making that would be quite beneficial for them in near future. In all, it was a great learning experience for all of them. It is extremely important to feed our creative minds and what better way than to learn one of the hardest and most rewarding skills-Cinematography. Web designing was also a part of the learning session for the students where they learn about website development. The students took an enthusiastic part in the Mock Talk Show Event which awarded the best team along with best anchor and best guest. This was very entertaining session.

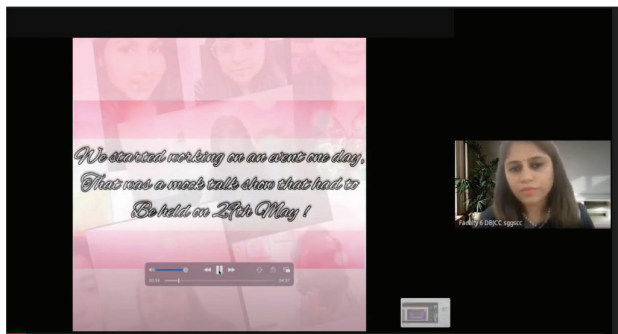
PG-DBJCC 2020-21



DBJCC aims to prepare students for the media world and this year served as a virtual platform for the students to showcase their talents and achievements. Due to the pandemic, the classes were held online this year. The session commenced with the Orientation Programme held on December 18, 2020. Along with the subject classes, the students experienced many

interactive sessions and activities as well. An intraclass group discussion was organized at the online plat form. The students learned a lot from industrial training sessions where they were groomed for the corporate world and taught the concepts about social media, digital PR, business pitches, personality development etc. A PR campaign at virtual platform enabled the students to learn various areas of PR such as general ongoing publicity tactics, paid advertising, press conference, press releases, annual report and speeches. During the session, the students attended a seminar on the topic “The Financial Ecosystem : Disruptions &The way Forward,” which provided them





knowledge on the decentralised finance, the stock market bubble, the fintech revolution and sustainable finance. The Virtual Mock Talk Show Competition saw the maximum participation. The motive of organising the Virtual Mock Talk Competition was to imbibe in students anchoring skills, enhance their presentation skills and showcase their spontaneity. Web designing was also a part of the learning session for the students. The students learned a lot about the website development which included the layout, appearance and the content. The students successfully researched on

various topics related to media industry as part of their mandatory research projects in the curriculum. Discussions were also done on the topics like Ad- campaigning and process of conducting a press conference. The students were introduced with the documentary making where they were taught the three phases of production- pre production, production and post production. An intra class quiz was also conducted at the virtual platform to update the students with day to day happenings and to enhance their general knowledge. In all, though this year being a pandemic year was quite a challenging one, yet students experienced a lot of practical exposure and enthusiastically participated in all the events and activities. This would surely help shape their career constructively.

PG-DBJCC 2019-20



The session witnessed many educational and entertaining events throughout the year with active participation by the students. The beginning of the series of events was initiated by the formulation of core teams of Placement Cell, Newline Department, The Social Media Handlers and the Event Management Team. Placement cell established network with alumni for holding workshops, guest lectures and



offering industry exposure via internships, the Newline department prepared the PG-DBJCC magazine combining all the happenings of the session along with some creative pieces by students. The Social Media team managed the media cell pages, live over Facebook and Instagram updated on upcoming events with the event management team organizing various competitions and other events around the year.

The first step made towards the podium was through the Debate

Competition followed by workshops on Fashion Journalism, Swabhav- a personality development session and a digital marketing workshop. There was a guest lecture on News and Reporting by Mr. Karunashankar Sharma- an anchor and the correspondent at TV9 Bharatvarsh news channel. A visit to the India Ahead News Channel was also organized for the students for a live debate



discussion.

The students took an enthusiastic part in the Mock Press Conference which awarded the best team along with the best interjecting reporter, spokesperson, and spontaneity. There were interactive learning sessions of talk shows, news reporting, designing of the advertisement campaigns and Facebook marketing. The students were taught software SPSS and InDesign. Moreover, the learning of documentary making gave students the opportunity to think out of the box and create interesting short films. A series of 'Industrial training' sessions were also organised to make the students ready for the job market.

NEWS LINE

(HOUSE JOURNAL)

AUGUST 2021 JULY 2022 - Issue 1 • Volume 16

NEWSLINE
NEWS, EVENTS & COMMUNITY HAPPENINGS ...

DBJCC

DBJCC INTRODUCES "DBJCC NEWS"

As they say "Where there is a will, there is a way." The students of DBJCC put forward their steps and prepared a news bulletin of DBJCC News. The news bulletin majorly focused on the comeback of the students from online classes to offline classes. It included the anchoring part, where the anchor introduced himself and further took detailed insights from the correspondents who were at the campus of Sri Guru Gobind Singh College of Commerce. The students were guided by Ms. Rashmi Kukreja in preparing DBJCC News. The reporters of DBJCC News interviewed the students and faculties at the campus and took their views on the same. Once the shooting part was over, the editing was done and further, the news bulletin was finalized. The news bulletin of DBJCC News was presented at the Mock Talk Show Competition organized by the students of DBJCC deptt.

Sri Guru Gobind Singh College of Commerce
University of Delhi
ACCREDITED BY NAAC WITH 'A++' GRADE

It was appreciated by everyone present at the event. The students gained a lot of knowledge and explored a lot. This practical experience was very exciting and provided a great experience of the news world. During the preparation, the students brushed up on their anchoring skills, got familiarized with journalistic terms, had a great field experience and learned to use different editing tools for editing the news bulletin.

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NEWSLINE DBJCC - 2022

MEET THE TEAM
OUR MENTORS

COURSE COORDINATOR
I am very delighted that DBJCC students are launching their Newsletter for the academic session 2021-22. It has been really a very good experience of co-ownership of this course. All the students are very obedient and enthusiastic in organizing and participating in all the events on and when planned by the Department. I want to congratulate the Newsletter team for an informative and qualitative issue. I want to express my gratitude to Mrs. Shweta Bhatnagar and Mrs. Rashmi Kukreja for designing and motivating students to come up with this Newsletter. My heartfelt thanks to our Principal Dr. Jatinder Bir Singh for his constant support and guidance in all the endeavors in this journey.

TEACHER EDITOR
Students of DBJCC enthusiastically took part in the making of Newsline. The Newsline is an initiative to showcase the writing talents of our students. I congratulate the Newsline team of 2021-22 for penning down their words and sharing their experiences.

TEACHER DESIGNING
Students of DBJCC learn the designing and try to give shape to Newsline. The Newsline is an piece of information and the platform to showcase the talents of our students and leave the pathway to coming students. I congratulate the Newsline team of 2020-21 for their efforts and hardwork.

SPECIAL THANKS TO
OUR PRINCIPAL-DR JATINDER BIR SINGH
PLACEMENT OFFICER-MRS ANJU MATHUR
PG OFFICE ASSISTANT -MR BHUPINDER SINGH

NEWSLINE TEAM (CONTENT & EDITING)

- 1. RITIKA ARORA
- 2. ANIRUDH
- 3. KRITNEET KAUR KOHLI
- 4. SANYA SETH
- 5. JASMINE
- 6. SAURABH GUPTA
- 7. UNNATI SAINI
- 8. HIMANSHU
- 9. TAVISHA MEHTA
- 10. JAHANVI BHAGAT
- 11. RIDHI KHURANA

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ALUMNI SPEAK



Either than just saying DBJCC as a Post-Grad diploma course, I would also call it as a skill enhancement programme. The candidates who get through the entrance and join the course are at a point in their lives where one wise decision depicts their upcoming career growth. During my days in the course, I named DBJCC as the “steering wheel” of my life as everyone associated with this course guided me in choosing the profession I was made for.

Bhaavan Goswami

Independent Video Journalist
and Cinematographer

I am thankful to DBJCC, SGGSCC for all it offered, including internship at ISHQ 104.8 FM, I am handling brand tie-ups Process Management, Creating Content for their Social Media Handles, Videography & Editing, PowerPoint Presentations for Clients and Celebrities & Maintaining Coordination within Internal Departments & External Agencies

Shiv

Producer, at Ishq 104.8 FM,
India Today Group



DBJCC has taught me a lot of things about media, journalism and the corporate world. The course structure is well-organized with very thoughtfully chosen subjects. The subjects are taught, not just theoretically, but application based knowledge is provided which makes the students confident. The faculty members provide full support, in terms of studies, course or any other personal reasons. They are experts and have a great experience in their respective field.

Navya Gupta

Public Relations Officer, Social
Responsibility Council



This course has given me ample of opportunities not only in studies but in every field as it has played an important role in improving my overall personality and helps me in developing strong communication skills. For a person like me, its like a dream come true to study and associate with the course like this because I have learnt a lot here in SGGSCC and made some lifetime memories with teachers and my friends. The quality education, which I have gained from the prestigious teachers and this course are the world to me and it is going to be something you can't put a price on, because it will be so valuable and priceless to me.

Ishaan Jain

ABP News





It has been a truly invaluable learning experience for me to be a part of this college and to opt for this course. It feels great to be studying a field that genuinely interests me and makes me more aware and thoughtful in everyday life. The skills and knowledge I have gained go far beyond the classroom and I'm so glad that I chose a major that could do that for me. The course gave me extra knowledge of the industry that I am currently working in. Also, the professors are incredible at what they do by engaging with students, creating a learning environment that makes the lessons understandable.

Hanisha Sahni
Grapes Digital

Pursuing my post-graduation at SGGSCC helped me add value to my skills. Words can neither qualify or quantify the faculty's contribution in my overall growth. Their guidance has helped us cope up with the pandemic and stand out in the Industry.

Lakshay Taneja
Perfect Relations



I enjoyed every bit of being a part of this prestigious course. I went as PR intern at Galaxy Advertising and Events where I was given clients to approach and pitch clients for PR campaigns. I ran a successful Blogger's meet for my client Symposium Dwarka. Later on I was offered Job in the same agency.

Tushita Sahni
Galaxy Advertising and Events.

The amount of exposure that I've got in the last few months has been amazing. The support of teachers and fellow classmates has been tremendous. It was a wonderful experience being a part of this course. I am glad that DBJCC chose me.

Aditi Gupta
Content Writer at BoostNet





It has been an amazing experience for me. I got to learn a lot from the amazingly designed curriculum with a wide array of subjects ranging from Finance to Global Politics. I would also like to specially thank my teachers who have been constantly supporting us in our endeavors. The faculty here has always motivated us to evolve ourselves and prepared us for the challenging world. I feel grateful to the DBJCC department for providing me with an opportunity to work in the real world and understand the nitty gritty of the industry.

Kanika

Value 360 Communication

As a student of DBJCC have learnt a lot in the past one year. I came in with no direction but taking multiple opportunities along with me now. This course can really provide you with the utmost knowledge about the media industry if taken seriously. It opens up many gates for the students who are still confused.

Himanshu

Video Journalist, Media India Group
Al-Jazeera Arabic



Made a documentary on Bioscope in India named “Chalta Phirta Cinema”, on YouTube it has crossed 2000+ Views. Worked with Giani’s Icecreams Pvt. Limited as Creative Developer in Advertising and Social Media. Made a character animated short advertisement for LuxePass.com for their Launch. Got letter of recommendation and appreciation from the CEO. Made corporate film for DBJCC Course. SGGSCC Delhi University. Worked with BlueRose Publishers as a content creator and advertising intern. Made their video advertisements. Worked with Meltwater, (the world’s leading media intelligence firm) for their Masterclass Delhi. Worked with brands like 59S Sterilizers, USX Crossfit, GetSetGlow Salon for their launch video, social Media and event. Received an appreciation award from the college for “Designer and Event Coordinator” Worked with SGGSCC Maadhyam, in designing the logo, posters and other creative. Also managed the event in Organizing Committee.

Jatin Patial



Won the first prize for Writathon today and was invited to the Ayurveda Day event at Dr. Ambedkar International Centre. She was awarded the prize by Dr. Harshwardhan (Minister of Science and Technology) and Sripadh Naik (Minister of AYUSH). Also won many other prizes in debate competitions across various colleges of Delhi University and others.

Ranu Sancheti

This Course earned me the Prestigious government job at EXIM Bank of India in the field of Corporate Communications. I want to thank SGGSCC for letting me experiment with opportunities, while focusing on learning and development.

Kunal Gulati

Chief Manager
Corporate Communications
Exim Bank of India



It has been a great learning experience for me to be a part of the PGDBJCC and the college. This course helped me a lot to add value and enhance my skills. the support of faculty and peer group helped me a lot to gain knowledge. The imbibe knowledge of corporate industry and PR world. I would like to thank my teachers who introduced me to the unseen side of mine which helped me in my professional and personal life. I would like to recommend this course to all business journalism aspirants.

Ankita Monalisha

Content Specialist and Anchor
InShorts

My experience to this course is something I am going to cherish forever, as the exposure I received to the theoretical part of PR and Communication was very important for my career path. The insightful sessions with the teachers who gave us both practical and theoretical knowledge helped to gain enough knowledge of the industry where I see myself after 10years. This course is highly recommended for students who are looking for a career opportunity in PR/Business Journalism/ Corporate Communication.

Aakriti Jain

Assistant Manager
The Indian Express



PG-DBJCC 2021-22



OFFICE BEARERS PG-DBJCC 2021-22

- | | |
|-------------------------|---|
| 1. Shefali Sharma | Class Representative and Events Coordinator |
| 2. Saurabh Gupta | Newsline Co-Ordinator and Editor |
| 3. Himanshu Kumar | Newsline Co-Ordinator and Editor |
| 4. Kritneet Kaur Kohli | Events Coordinator |
| 5. Jahanvi Bhagat | Events Coordinator |
| 6. Anirudh Ramakrishnan | Editor |
| 7. Simmardeep Singh | Events coordinator |
| 8. Tavisha Mehta | Events Coordinator and Photographer |
| 9. Shashwat Malik | Events Coordinator |

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: 'PROHIBITION OF AND PUNISHMENT FOR RAGGING'

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 purpose of this Ordinance means any act, conduct or practice by which dominant power or status of senior student 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, use of physical force;
 - b) Violate the status, dignity and honour of students belonging to the scheduled castes and tribes;
 - c) Violate the status, dignity and honour of women students;
 - d) Expose students to ridicule, contempt and affect their self esteem;
 - e) Entail verbal abuse and digression, indecent gesture and obscene behavior.
4. The Principal of a College, the Head of the Department or an institution, the authorities of College or University hostel 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 a College or Head of 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 also 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 or students concerned in the examination or examinations in which they appeared be cancelled.
11. In case students who have obtained degrees or diplomas of Delhi University are found guilty under this Ordinance an appropriate action will be taken against them under Statute 15 for withdrawal of degrees or diplomas conferred by the University.
12. For the purpose of this Ordinance, abatement 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 the Ordinance, and to give aid and assistance to the Vice-Chancellor to achieve the implementation of the Ordinance.

Anti Ragging Committee

Dr. Harpreet Singh

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College complaints committee & Gender Sensitization

Mrs. Asha Wadwa

Tel No.: 27321109, 27321528, 65708727

e-mail: sggscc@rediffmail.com

Help No.

Women in distress cell - 181

Helpline No. - 100

Women Helpline - 1091, 1096



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