



# Sri Guru Gobind Singh College of Commerce

University of Delhi, Pitampura, Delhi-110034

## **About the college**

Located in the heart of North – West Delhi, Sri Guru Gobind Singh College of Commerce, founded in 1984 as the commerce college in the University of Delhi is emerging as a unique institution progressing towards unprecedented heights. The college provides a blend of resources and ample scope for all round personality development of its students. Its goals are in consonance with the fact that national economies and commercial relations are becoming so closely interdependent that meaningful vital changes are being introduced with academic curriculum of the centers of higher learning. Two one-year, full-time post graduate professional courses are offered by the college. These courses are Post Graduate Diploma in International Marketing (PGDIM) and Diploma in Business Journalism and Corporate Communication (DBJCC).

## **Post Graduate Diploma in International Marketing (PGDIM)**

The challenges of globalization and net connectivity have forced business firms to internationalize to establish a competitive edge for its products and services. The college is offering Post Graduate Diploma in International Marketing (PGDIM) (one year, full time programme) 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 up with cross cultural and cross market challenges.

The present programme is inter-disciplinary in nature. The relevance and usefulness of this programme is brought out by its pragmatic and innovative combination of theory and practice of management with those of information technology. Such an inter-disciplinary perspective is necessary for effective and incisive decision making.

### **COURSE CONTENT**

#### **SEMESTER-1**

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



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## SEMESTER – 2

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

## ACTIVITIES & EVENTS

### • **Orientation Program**

The Orientation of the Eleventh Batch of PGDIM was organized on 01 August, 2014 to acquaint the students with course activities.

### • **Special Lecture series**

To impart professional knowledge through industry academia interface, PGDIM organized a number of Guest Lectures. The first guest lecture was delivered on 20<sup>th</sup> August by Mr. Shahnawaz Karim, Head Marketing, Bharti Airtel on “Mobile Application Ecosystem And Social Media”. The second lecture was held on 26<sup>th</sup> August by Mr. Balvinder Singh Sawhney, Sr. Director, FICCI on “International Marketing Through Exhibitions”. The third guest lecture was held on 05<sup>th</sup> September by Mr. Ashish Todi, Regional Manager, Adiya Birla Money Mkt Ltd. on “Financial Instruments & Marketing Strategies”. The fourth guest lecture was held on 17<sup>th</sup> September by Mr. Sandesh Gupta, Project Director, HT Media on “Risk Management And Financial Management”. The fifth lecture was held on 19<sup>th</sup> September by Mr. Rajiv Prasar, Fareportal on “Diversity Management Success Strategies”. The sixth guest lecture was held on 24<sup>th</sup> September by Mr. Kulvinder Singh Sabharwal, Consultant Global Trade Service on “Global Marketing”. The seventh lecture was held on 25<sup>th</sup> September, 2014 by Mr. Amit Jha, AVP Business Initiatives – RBSA on “Brand Evaluation & A Career In Consulting”. The eighth lecture was held on 13<sup>th</sup> February 2015 by Mr. Mark Fisher, Sr. Teaching Fellow, Sussex University, UK.

### • **Port Visit**

As a part of the curriculum, a port visit to GOA was organized during December 2015. The students had an opportunity to visit Mormugao Port Trust in Vasco, declared a major port in 1963, this harbor has an annual throughput of over 50 million tons, with iron ore being the predominant cargo. The students were given a guided tour of the port and were taken through the day to day activities and functions. Having an insider view about one of the country’s busiest ports provided us student with invaluable insight and to say that they learnt a lot.



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- **Corporate and Cultural Fest**

In February 2015, a much awaited annual festival named “ELIXIR-2015” students from all over Delhi Colleges participated in this mega event. The festival had an array of core events including New Venure Championship, RJ Hunt, Trade-o-Utilite, Print ad Mad, India Mantra and News Views etc.

- **In House Magazine**

Students of PGDIM also published YOUTH BEAT, a student magazine that offers a platform to the students to express their original and creative ideas in the form of articles of business and economics. It provides an account of the activities of the department round the year.

- **Corporate Visit**

A visit to Deloitte was organized for better understanding of the concept of “Transfer Pricing” and its importance in the International Business. Deloitte, one of the “Big Four” employs approximately 200,000 people worldwide in more than 150 countries. Ms Richa, Director of Transfer Pricing and Mr. Kulvinder Makkar, Senior Manager of Transfer Pricing provided the students with in depth knowledge of the concept. The one-to-one interaction in the Deloitte bay bridged the gap between classroom teaching and the professional world which is a great learning experience indeed.

- **Allumni Meet**

Alumni Meet was held on 21-02-2015. Alumni are working in reputed companies like American Express, FICCI, GE Capital, Royal Bank of Scotland, GE Capital & Ernst & Young etc.

- **Launch of PGDIM Website**

PGDIM Official Website Launch - Student’s initiative to promote the course onto the next level Website : <http://www.pgdim.com>.

- **Placements**

Training and Placement Cell is a nodal point and as well an important wing to contact for global companies to interact with the Institute. Our constant endeavor is to provide quality education and practical training to the young aspirants with a view to channelize their youthful energy leading towards excellent communication skill in the corporate field. The placement cell believes in life long relationship and association with its students. We also regularly organize Alumni meets. Students are placed In FICCI, Royall Bank of Scotland, Ernst & Young, KPMG, American Express, Deloitte & Concentrix etc through campus/off campus hiring process.



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## **Diploma in Business Journalism and Corporate Communication (DBJCC)**

Post Graduate Diploma in Business Journalism and Corporate Communication (DBJCC) is a vibrant and innovative programme that aims to provide the students with an insight into the world of business reporting and corporate communication. It is one of its kind course in the University of Delhi, affiliated to the Faculty of Applied Social Sciences & Humanities, South Campus, University of Delhi. This, one-year, full-time programme was started in the year 2004. The current scenario in the job market requires computer savvy youngsters equipped with skills in Corporate Communication, Public Relations, Advertising and Business Journalism. Being a specialized college of commerce, such a course will give us an edge in meeting the trained manpower requirement of the corporate sector. The main objectives of the course are to :

- (1) Familiarize the students with different aspects of Communication, Mass Communication and Business Communication.
- (2) Acquaint the students with print and electronic media as well as aspects of media, broadcasting and cyber journalism.
- (3) Provide an overview of Financial Environment, Fundamentals of Economics, Emerging Modern World System, Inter-Cultural and Cross-Cultural Communication etc., and
- (4) Give exposure to various techniques of advertisement, news making process and proficient reporting and editing of news.

From the placements perspective students are absorbed in print media, electronic media, private PR companies, image and event management companies, and advertising agencies.



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## COURSE CONTENT

### SEMESTER-1

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

### SEMESTER – 2

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

## ACTIVITIES & EVENTS

The session 2014-15 began with an Orientation Program on 1st August 2014 for the students where an interaction took place between the faculty and the students. The welcome note of the orientation was given by the Principal of Sri Guru Gobind Singh College of Commerce, Dr. J.B. Singh and the Course coordinator, Dr. Harvinder Kaur introduced the students to the basics of the course and also talked about the various activities involved. The Chief Guest for the event was Dr. J.K. Goyal, Director, JIMS, Rohini. He motivated the students by discussing about his vast experience in the media industry.

### • **Special Lecture series**

- " To impart professional knowledge through industry academia interface, DBJCC organized a number of Guest Lectures.
- " The first guest lecture was delivered on 06th August by Mr. K G Suresh (PTI) on "Origin, Role, Functioning and Relevance of News Agencies".
- " The second lecture was held on 14th August by Mr. MaanBardhanKanth on "Thinking and Linking: An Innovative Approach of Writing News and Feature Stores".
- " The third guest lecture was held on 29th August by Mr. Bodhisatva Das Gupta from Grey WorldWide on "If You want to be in Advertising, Do not Join Advertising".
- " The fourth guest lecture was held on 18th September by Mrs. Saba Rehman from Indian Express on "What happens in a Newsroom".





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- The fifth Lecture was held on 07th January by Mr. Nadim Asrar, Associate Editor, India Today, on "Reporting a Disaster".
- The Sixth lecture was held on 03rd February by Mrs; Gunjan Sharma, Health Journalist on "What it takes to be a good Journalist in Digital age"
- The Seventh guest lecture was held on 03rd March by Mr. Rahul Makin from 104.8 FM on "Discover your USP - unlock your creativity".

## • Media Visit to Lok Sabha

On the 20th September 2014, students of Diploma in Business Journalism and Corporate Communication (DBJCC) were taken for a media visit to the Lok Sabha TV, New Delhi. They were invited to take part in the youth based show "Hum Bhi to Hain". It was a program based on "Discrimination on North East States and its people". The students participated in the discussion in a very positive manner and raised a few questions from the expert panel. They also got a positive feedback from the panel about their confidence and the questions they raised. The students were also taught about the programming of the show and its production. The media visit was organized to make the students familiar with the environment of the media industry. The show was also broadcasted on Lok Sabha Channel later.

## • Documentary Making Workshop

Short films or documentaries are becoming a requirement of the media industry. The students of DBJCC made documentaries as a part of their curriculum on various social issues. This helped them learn about the production stages, handling camera, writing scripts, taking interviews and many more related things about film-making. Following short films were made by group of students. Raen Basera- This depicted the working of a night shelter and the living conditions prevailing. It also showcased bytes of the people residing in Raen Basera. Human Trafficking- A heart-touching issue was shown in the short film. The movie showed how human trafficking has become a huge and dirty business. Domestic Violence- This short film showed the problem of domestic violence. It included the interviews of the victims, doctors, lawyers and psychiatrists. Braille- A heart-touching documentary which showed the daily life of the blind people. It clearly showed how different their life is from ours. Lost in Crowd- A documentary on the de-notified tribes of India. It showed how talented they are but unfortunately, their talent is left unrecognized and they are living in filthy conditions.

Mera Naam Rikshaw- This short-film showed how a Rikshaw-wala survives in the capital city, New Delhi. In the movie, the Rikshaw-wala is seen telling his story himself.

Child Labor- An important issue of the country was shown in this short-film. It showed what all problems the children are going through and how they are bogged down with work instead of books. Pakistani Hindus- A documentary based on the living conditions of the Pakistani Hindus. It showed what all problems they are facing and how the society accepts them.



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Fear of the dark- A thrilling short-film which was based on the Urban Legends. It showcased different experiences of the people with ghosts and spirits. included articles, editorials and features solely written by the Students. This not only helped the students to groom their writing skills but also enhanced their designing, editing and team work abilities. The second edition of Newline was dated 15th October to 15th November. The highlight of this edition was the "Swachh Bharat Abhiyan" initiative taken by the college Principal along with the students of different courses. The political update consisted of the dual victory of BJP in Maharashtra and Haryana and new promises for Delhi youth by the AamAadmi Party (AAP). The education sector covers the installing of special technology for blind students in Delhi University and education in abroad. The national newsflash was about the blooper happened on 'The Big Billion Day' by the Flipkart, one of the largest e-commerce website of India and the birth anniversary celebration of the first Indian Prime Minister, Pandit Jawaharlal Nehru. The cultural fragment covered Diwali festival and a little culture quiz for students. Students also gave editorial write-ups sharing their views on Monday being the worst day of the week and changes which they want to see in the working of the media. The tech-savvy pupils wrote about the new Android 5.0 Lollipop and Internet of Things (IoT). The lighter flank of the edition mentioned about the review of the movie 'Happy New Year'.

The efforts done by each and every student editor was impressive. It helped the students to learn how to publish a newsletter from the very beginning till its distribution as it is necessary to know this being a media student.

- **Corporate and Cultural Fest**

Departmental fest ELIXIR 2015 was planned and organized by the students on 11 February 2015 under the guidance of the teachers. The students of DBJCC planned events which were related to media industry and hence helped to get a practical outlook. The events were Mock News Room, Print AdMad and RJ Hunt.

The Chief Guest for the event was Ms. Kanchan Dogra who is a known face of the media industry, being an anchor for ABP News. Elixir began with the lighting of the lamp by the Chief Guest, Ms. Kanchan Dogra, Principal, Dr.J.B. Singh, Course Co-ordinator, Dr. Harvinder Kaur and Event Co-ordinator, Dr. Manju Bhatia. The students got a golden opportunity to interact with Ms. Kanchan Dogra, she shared her professional experiences with the students from diverse backgrounds. The students were also encouraged by her to stay determined and focused in life and achieve all their dreams. The event Mock News Room gave a platform to the students to bring out the budding journalist and eminent speakers. The participants created a news room and discussed various topics of national interest. They were judged on their skills and research on the topic. This event was judged by Dr. Pushker Srivastava, who is a media consultant and also a media professor and holds good experience in the industry. As a part of the curriculum, the students made short film documentaries on various social issues which were also screened during the fest. Following were the documentaries Raen Basera, Human Trafficking, Domestic Violence, Braile, Lost in Crowd, Mera Naam Rikshaw, Child Labour, Pakistani Hindusand Fear of the dark. The event Print AdMad was judged by Mr. Uday Shankar Gangopadhyay who is famous cartoonist and



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works for Times of India. In this event, the participants were given different products and were asked to make print advertisements. They were judged on the different elements of an advertisement. The most anticipated event was RJ Hunt. Popular Radio Jockey, RJ Rahul Makin from 104.8 FM was present to judge the event. The participants were judged on the speaking skills, interaction with the audience, witty-ness and the other skills required by an RJ. Elixir was a success and had participation from colleges of Delhi University and Guru Gobind Singh Indraprastha University. It helped the students of DBJCC to learn how to plan and organize an event.

- **Placements**

The College has full fledged placement cell which is aggressively working round the clock for the placement of their existing and passed out students. Training and Placement Cell is a nodal point and as well an important wing to contact for global companies to interact with the Institute. Our constant endeavor is to provide quality education and practical training to the young aspirants with a view to channelize their youthful energy leading towards excellent communication skill in the corporate field. The placement cell believes in life long relationship and association with its students. We also regularly organize Alumni meets. During the academic year 2014-15 Students are placed In Perfect Relation, Ogilvy, Smartican, Teamwork, Discovery Network, Perpal Relations, Evoc, Green Thumb etc. through campus/off campus hiring process. Various Guest Workshops/Seminars were also arranged from time to time by Training and Placement Cell during the academic year





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## Schedule for Admissions in PGDIM & DBJCC 2015-16

Advertisement in the leading Newspapers	25th May, 2015 (Monday) in Education Times (Eng.) & 17th June, 2015 (Wednesday) HT Education - Commencement of sale of prospectus 25th May, 2015 (Monday)
Last date for submission of duly filled-up Admission forms	03rd July, 2015 (Friday)
Entrance Test	05th July, 2015 (Sunday)
Notification of result of the Entrance Test	17th July, 2015 (Friday) at 1:00 p.m.
Group Discussion and Interview	21st and 22nd July, 2015 (Tuesday & Wednesday)
Notification of Final Result, Ist List	24th July, 2015 (Friday) at 10:00 a.m.
Payment of Fee	24st , 25th & 27th July, 2015 (Friday, Saturday & Monday) upto 1:00 p.m.
IInd List	27th July, 2015 (Monday) at 2:00 p.m.
Payment of Fee	28th & 29th July, 2015 (Tuesday & Wednesday) upto 1:00 p.m.
IIIRD List	29th July, 2015 (Wednesday) at 2:00 p.m.
Payment of Fee	30th & 31 July, 2015 (Thursday & Friday) upto 1:00 p.m.
Orientation	03rd August, 2015 (tentative) (Monday)
Start of classes	04th August, 2015 (tentative) (Tuesday)



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## Eligibility:

- 50% marks in Graduation (any stream)
- Issue of Prospectus: 25<sup>th</sup> May 2015
- Last Date of Submission: 3<sup>rd</sup> July 2015
- Date for Entrance Examination: 5<sup>th</sup> July 2015
- The College is successfully running a placement cell for the last eleven years and the students are being recruited in many reputed companies

## Admission Criteria:

**Written Test, GD and Interview**

## PGDIM

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

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

### *Contents of Entrance Test: -*

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

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

## DBJCC

Admission to DBJCC is based on the entrance test conducted by the college with 80% weightage interview with 10% weightage & 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:

### *Contents of Entrance Test: -*

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



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## Academic Session

The academic session shall start from August, 2015 to June 2016

### First Semester

3<sup>rd</sup> August 2015 to 05<sup>th</sup> December 2015

### Second Semester

4<sup>th</sup> January 2016 to 30<sup>th</sup> June 2016

Including 6 weeks of Summer Training

**For more details see information bulletin of PGDIM & DBJCC 2015-16**