



# 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*

## ACTIVITIES & EVENTS

A number of activities are organized throughout the year for the personality development of the students. The activities like **Guest Lectures** encourage industry-academia interaction. **Debates** help foster in-depth knowledge and self-confidence in the students. **Case study** presentations and discussions help them develop analytical abilities. Mock **Group Discussions** prepare them for interview and inter-personal skills.

**ELIXIR**- The corporate festival is organized by students of PGDIM every year. It is an inter-college mega event which creates linkages with other b-schools across the city by student participation in various events. **Industrial visits** are organized during the course.

Students of PGDIM also publish “**YOUTH BEAT**”, a magazine that offers a platform to the students to express their original and creative ideas. The students of previous batches have been placed in reputed companies like HDFC Bank, Standard Chartered Bank, Capital IQ, Evaluate Serve, Bajaj Capital, Dell Computers, AXIS bank, C-vent, UNICON Investments, India Bulls, etc. through campus placement cell.

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

Post Graduate Diploma in Business Journalism and Corporate Communication (**DBJCC**) is a vibrant and innovative programme with the aim of providing students with an insight into the corporate world. It is the only course, one of its kind, being pursued at the Delhi University and is affiliated to the Faculty of Applied Social Sciences & Humanities, South Campus, University of Delhi. This one year, full-time programme was started in 2004. The scenario in the job market is at an accelerated pace change in a globalised world created by the information and communication revolution. In order to meet the manpower requirements, the corporate sector has been projecting requirement of computer savvy youngsters equipped with skills in Corporate Communication, Public Relations, Advertising and Business Journalism.



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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*

## ACTIVITIES & EVENTS

A number of activities are organized throughout the year for the personality development of the students. The activities like **Special Guest Lectures** encourage industry-academia interaction which provides an ideal interface of meaningful learning environment. **Debates** help foster in-depth knowledge and self-confidence in the students. **Industrial visit** to leading News Channels i.e. the D.D., Zee Network, IBN7, CNBC, etc. give practical work exposure in various respective sections such as Graphics Department, Dish TV Input V-Sat Room, News Room, Monitoring Room, Studio, etc. to the students.

**ELIXIR-** The Annual Media Fest is a unique two-day event organized by the students of DBJCC. The fest aims at providing a platform for the students of Delhi University Colleges and other Media Colleges to showcase their talent in various media events judged by renowned Media Personalities.

To experience first hand knowledge in the field of print journalism, it is imperative for each student to print “**NEWSLINE**”. As a part of the course, the students are required to undertake internships in the fields of Media, Corporate Communication, PR etc. for six weeks. The DBJCC students have been selected for internship and placements at various organizations like Creative News, Propel PR, Business Wire (PR JWT Ad Company), Indo Asian News Services (IANS), Omaxe Ltd., Everest Market Research, Grey Cell PR, CNN-IBN, CNEB etc.



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## **Eligibility:**

- 50% marks in Graduation (any stream)
- Issue of Prospectus: 22<sup>nd</sup> May 2017
- Last Date of Submission: 29<sup>th</sup> July 2017
- Date for Entrance Examination: 1<sup>st</sup> July 2017
- The College is successfully running a placement cell and the students are being recruited in many reputed companies

## **Admission Criteria:**

**Written Test, GD and Interview**

## **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**

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

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



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

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

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

## **Fee Structure:**

A student admitted to the course will be required to pay the fees: **58,200/-**

## **Academic Session**

The academic session shall start from August, 2017 to June 2018

### **First Semester**

1<sup>st</sup> August 2017 to 01<sup>st</sup> December 2017

### **Second Semester**

1<sup>st</sup> January 2018 to 29<sup>th</sup> June 2018

Including 6 weeks of Summer Training

### **Schedule for Admissions in PGDIM & DBJCC 2017-18**

-Advertisement in the leading Newspapers	22 <sup>nd</sup> May, 2017 Monday in Education Times (Eng.) & 14 <sup>th</sup> June, 2017 Wednesday HT Education
-Commencement of sale of prospectus	24 <sup>TH</sup> May, 2017 (Wednesday)
-Last date for submission of duly filled-up Admission forms	29 <sup>th</sup> June, 2017 (Thursday)
-Entrance Test	01 <sup>st</sup> July, 2017 (Saturday)
-Notification of result of the Entrance Test	14 <sup>th</sup> July, 2017 (Friday)
-Group Discussion and Interview	19 <sup>th</sup> and 20 <sup>th</sup> July, 2017 (Wednesday &



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	Thursday)
-Notification of Final Result, Ist List	21 <sup>st</sup> July, 2017 (Friday) at 3:00 p.m.
-Payment of Fee	24 <sup>th</sup> & 25 <sup>th</sup> July, 2017 (Monday & Tuesday)
-IInd List	25 <sup>th</sup> July, 2017 (Tuesday) at 3:00 p.m.
-Payment of Fee	26 <sup>th</sup> & 27 <sup>th</sup> July, 2017 (Wednesday & Thursday)
-IIIrd List	27 <sup>th</sup> July, 2017 (Thursday) at 3:00 p.m.
-Payment of Fee	28 <sup>th</sup> & 31 <sup>st</sup> July, 2017 (Friday & Monday)
-Orientation	01 <sup>st</sup> August, 2017 (tentative) (Tuesday)
Start of classes	02 <sup>nd</sup> August, 2017 (tentative) (Wednesday)

**For more details see information bulletin of PGDIM & DBJCC 2017-18**