



2020
2021

INFORMATION BULLETIN

2020-21

Online Application process
open from Monday,
July 6th to Friday, August 14th

➤ **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 the University of Delhi. Keeping in mind the cultural needs of Sikh and linguistic minority students, this college strives to combine these with higher portals of learning. In its 35 years of existence it has achieved top ranking and excelled in academic standards. It has been accredited "A" by National Assessment and Accrediting Council (NAAC). Our students join an academic environment which is intellectually challenging and supportive. Our core group of faculty members is reputed for delivering one of the best undergraduate economics, commerce, business economics and computer science degrees in the University of Delhi. The curriculum at our college blends the core economics and commerce subjects with applied courses to make students fit better either in continuing higher studies or in taking up challenging jobs both at national and international institutions.

The college infrastructure has been strengthened to impart quality education to its students. The Audio-Visual enabled classrooms provide a congenial learning environment. Various education programmes like Post Graduate Diploma courses viz. PGDIM and PG-DBJCC have been designed to cope with quickly changing trends and needs of teaching methodologies. The college also runs different add-on courses to upgrade other required skills.

The college firmly believes in combining the formal education with spiritual knowledge, realizing that the true purpose of a higher educational institute is the development of human spirits. Further, this cannot be achieved by mere quantitative and external expansion, but through the realization of human values and nurturing of creativity. Motivated by our prominent tradition, all at SGGGS College of Commerce will never stop their efforts to fulfill its mission as a center of comprehensive studies.

S. Harmanjit Singh
Chairman



From the Principal's Desk...

Sri Guru Gobind Singh College of Commerce has a rich history and tradition. Ever since it started functioning with few students, it has strived hard to nurture talent, scholarship and excellence. With its outstanding faculty, state of the art infrastructure and excellent interface between faculty and students, this institution has emerged as a unique centre for learning and research. It has been ranked very high both in Delhi and all India. With emphasis on commerce education, our college is desired by students for its excellent education, learning environment, strict discipline and extra-curricular activities. Many of our alumni have achieved great successes in their professional lives and still have strong linkages with us that help us find good placements for our students.

Though imparting secular education to our students is our motto, the college has always combined studies with emboldening our young students with moral values. Outstanding faculty, state of the art infrastructure and excellent interface between faculty and students are our key strengths. We have excellent support from families of our students who are happy to see their young wards becoming sensible citizens. We support the latent and explicit talents of our students that have made our campus a vibrant and enjoyable place. Our students have brought laurels to the college and enhanced our reputation. Being at the centre stage of reforms in economic and social life, our institution is quick to embrace the useful changes. We are reforming our pedagogy and introducing technology to aid teaching instructions. We are also fostering collaborations with other institutions in a spirit of academic exchange and learning. We hope all this will help us to achieve excellence and fulfill our societal responsibility of nurturing responsible citizens.

The college was accredited "A" by National Assessment and Accrediting Council (NAAC) in 2016. The college has also been placed amongst the top 100 Higher Education Institutions pan India on performance by the National Institute Ranking Framework (NIRF) of the Ministry for Human Resource Development this year. Let's all work together to make this temple of learning, a formidable place, developing the intellect.

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

LIBRARY



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

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 LABS

The college has four ultra modern centrally air conditioned, well-furnished and fully illuminated independent computer labs to cater to the needs of all the departments. It has two servers for Windows- NT and Linux 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 129 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 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 some professional courses, providing students with interesting options to the conventional careers. Two post graduate diploma programmes i.e. DBJCC 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 DBJCC and PGDIM are 40 for each course

ACADEMIC SESSION

Session

Tentatively to begin from mid September, 2020 to June, 2021*.

First Semester

Tentatively scheduled from mid September, 2020 to December, 2020*.

Second Semester

Tentatively scheduled from January, 2021 to June, 2021*.

(including 6 weeks of Summer Training)

**Exact dates would depend on the University of Delhi Academic Calendar for the year 2020-21.*

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 AND SPAN PERIOD

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, the 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 absents/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 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, August 14, 2020. Further, the applicant should update his final result in the application form as soon as it is declared.

Editing of application forms and updating of results will be allowed till Monday, August 31, 2020, 12 P.M.

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. 0894100005001, IFSC Code PSIB0000894, Punjab & Sind Bank, Pitam Pura, Delhi.

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.

COLLEGE & UNIVERSITY FEE

1. Course Fee	15,000
2. College & University Fee	27,200
TOTAL	42, 200

ADDITIONAL CHARGES

1. Activity Charges	15000
2. Computer Lab Charges	2000
3. News Letter	1000
TOTAL	60200

Examination Fee (Both Semesters)	2240
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GRAND TOTAL	62240
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* Fee is likely to be changed and will be notified at the time of admission.

SCHEDULE OF ADMISSION FOR PGDIM & PG-DBJCC ACADEMIC YEAR 2020-21

Commencement of Online Registration of Applications	Monday, July 6, 2020
Last date for submission of Online Admission Forms	Friday, August 14, 2020
Last Date for Updating Results in Online Application Form	Monday, August 31, 2020* till 12 P.M.
Notification of First Merit List*	Tuesday, September 1, 2020*
Payment of Fee*	Wednesday, September 2 to Thursday, September 3, 2020*
Notification of Second Merit List*	Friday, September 4, 2020*
Payment of Fee*	Saturday, September 5 to Monday, September 7, 2020*
Notification of Third Merit List*	Tuesday, September 8, 2020*
Payment of Fee*	Wednesday, September 9 to Thursday, September 10, 2020*

*Please note that all these dates are tentative and subject to declaration of final results by various Universities. The applicant is advised to keep checking the college website www.sggsc.ac.in on a regular basis for updates. Also the applicant should update his final result in the application form as soon as it is declared.

POST GRADUATE DIPLOMA IN INTERNATIONAL MARKETING (PGDIM)

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 inefaceable 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.

COORDINATOR'S MESSAGE



Dr. Harpreet Kaur
Assistant Professor
Department of Economics

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

Admission to the PGDIM course this year will solely be on the basis of a merit list based on marks scored by applicants in the undergraduate degree.

Please note that the course is open to graduates of all disciplines with at least 50 percent marks in aggregate in Bachelor's degree.

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

FACULTY

Dr. Harpreet Kaur

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

Dr. Kawal Gill

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

Dr. Ankit Rajpal

Assistant Professor
Department of Computer Science
Deen Dayal Upadhyaya College
University of Delhi

Ms. Shelly Verma

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

Dr. Paramjeet Kaur

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

Mr. Rajiv Ratan Bhatia

Director
Institute of Management Studies

Dr. Surya Prakash

Assistant Professor
Department of Commerce
Shri Ram college of Commerce
University of Delhi

Mr. Anshumali Saxena

Consultant & Corporate Trainer

SPECIAL LECTURES

To inspire and impart professional knowledge to our students, we invite guests from the corporate sector to impart knowledge and share their experiences. Industry insights are always a big hit and over the past years we have accumulated an amazing pool of wisdom. The industry talks are a valuable resource for motivation and inspiration.

In September, 2019 a guest session 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 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 alumni 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 on February 28, 2020. The basic application of this program is to analyze scientific data related with the social science. This data can be used for market research, surveys, data mining, etc. The



Workshop was extremely useful and acquainted students with the basics of SPSS and its application in data analytics with specific focus on multivariate analysis.

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.

MAADHYAM'20

PGDIM organised Maadhyam'20 on March 5, 2020. With enthralling events such as “Ad Shoot”- in which students from various colleges participated and show cased their marketing



talents by creating an “on the spot advertisement video” with the products provided to them.

“MIC-ON” – an open mic event with sublime speakers, singers, poets, storytellers, participating to brandish their flair was big hit. Some even got special mention from the guests for their self-composed pieces of art. What made this event even more special was the presence of the noteworthy panel of Chief Guests. Mr. Ahmad Faraz, a YouTube Content Head at FNP Media Ltd and a great storyteller, got all ears to himself with his phenomenal words of wisdom and his ideas about life. Ms. Aastha Khanna, an alumna of SGGSCC, a law student by mind, a writer by heart and social worker by responsibility, shared her feelings about coming back to the college as a chief guest and her experiences in the diverse fields she appertains to. Lastly, Mr. Herok Pal, an amateur writer and storyteller, whose YouTube videos are an example of his commendable art of story telling, eloquently engaged the crowd with his ultimate stories.



The “BFF Test”- was about testing the compatibility of the “best friends forever”.Having the maximum footfall, both the rounds



of this event were thoroughly enjoyed by everyone. The Festival was a befitting finale to the year round activities of the Department.

PGDIM PROJECTS 2020

Name	Title
Aakriti Mittal	Role of Impulsive Buying in Marketing
Aashi	Which Streaming App is More Popular and Why?
Anjali Agarwal	Customer Satisfaction from Various DTH Services: A Study of National Capital Region
Archish Kansal	Scope of E-Commerce in Tier-2 and Tier-3 Cities of India
Ashmita Gill	Online Marketing vs Offline Marketing
Atherve	Reliance Jio: A Case Study
Bhavay Trehan	Marketing Strategies of Amazon
Bhavya Suri	Analysing Consumer Preferences Regarding Various Toothpaste Brands
Biren Pal Singh	Mobile Health- A Study on Usage of Health Applications
Devika Vohra	Perception Building of Luxury Brands Via Social Media Marketing
Gurkirat Kaur Walia	Cost and Pricing Strategies of Low Cost Carrier: Indigo Airlines
Gurleen Kaur	Social Media Marketing
Hardik Gulati	Impact of Social Networking Sites on College Students Consumption Pattern
Harshit Jain	Social Media Marketing
Hitanshi Kumar	Business Model and Marketing Strategy of Nykaa
Jasleen Kaur	Online Marketing Through Social Media
Jasmine Kaur	Study on Advertising Strategies of a Company

Kajal Beniwal	Consumer Behavior based Marketing Strategies for Fitness Centre's Business Expansion in Delhi/NCR Region
Kunal Chawla	Unethical Marketing Practices
Kunal Malik	Customer Attitude Towards Packaging Trend
Manan Kaushik	Effect of Macro Environmental Factors on Global Consumer Perception and Personal Electric Vehicle (PEV) Industry
Mansi Dua	Factors Affecting Consumer Perception of the Brand Shein
Mansi Marwaha	Relationship Between Youtube and Beauty and Cosmetics Industry
Meghna Baid	Refurbished Goods: Factors Influencing Sale and Purchase
Nimish Khanna	Automobile Industry In India – Passenger Vehicle Division
Prabhjot Singh	Telecommunication and it's Support Structures
Pranshik Arora	A Study on Marketing Strategies and Consumer Preferences of Puma
Prapti Chadha	Consumer Perception on Maggi: A Nestle Product
PriyanshaKansal	A Study of Incidence E-Commerce in India and Other Countries
Rishabh Wasson	Consumer Behaviour for Purchase of Smartphones- A Study of National Capital Region
Riya Sehgal	Forecasting Inflation in India using ARIMA Model
Sahejpreet Singh Kohli	MARKETING 5.0– Augmented Reality and Artificial Intelligence Influencing Business Branding
Sarthak Aggarwal	Relationship Between NPA's and Bank Profitability
Sawan Garg	A Study on Brand Awareness of the Automotive Sector in Delhi
Shivam Sardana	Business Expansion and Marketing Strategies of Airbnb.
Shruti Agarwal	Consumer Perception towards Telecom Services
Shubhi Jain	Business Model of Zomato with Special Reference to its Marketing Strategies
Suruchi Chachan	The Rise and Fall Of Forever 21
Vibhor Jain	Study on International Online Marketing through Social Media.
Yash Sehrawat	Consumers Perception towards Food Delivery Applications
Yashaswi Gupta	Is E-Marketing the Future of Marketing ?

PGDIM 2019-20



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 professors 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 different 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 owe 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 (PGDIM-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 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. Apart from the knowledge gained, the practical experiences through internships, group projects, presentations, and case studies gave me a deep dive into the globally smart ways of commerce, business, and CSR activities.

Ashita Modi (PGDIM Batch 2016)
Currently leading employer branding (Asia Pacific),
Concentrix (an IBM subsidiary)



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

Due to the phenomenal growth in the online media as a result of the increased penetration of internet, the demand for content developers, editors for websites and e-magazines have gone up manifold. Given a dearth of number of talented professional in the industry, our post-graduate diploma course in Business Journalism and Corporate Communications is one of its own kind course, which through the judicious mix of classroom learning and industry interactions, provide the students an incomparable launch-pad for their career in media industry. This one year, full-time programme started in 2004, is the only course, one of its kind, being pursued at the Delhi University and is affiliated to the Faculty of Applied Social Sciences & Humanities, South Campus, University of Delhi.

Special Guest Lectures organized as a part of the course provide an ideal interface with media personalities creating a meaningful learning environment. **Industrial visits** to leading News Channels give practical work exposure in various sections such as Graphics Department, Dish TV Input V-Sat Room and so on. To experience first-hand knowledge in the field of print journalism, the students are required to publish their own **Newsline** separately for each semester. Professional training for **Documentary-making** is also imparted and the college maintains cameras and other equipments to facilitate the hands-on experience of handling and usage of the cameras. A **6-weeks internship** is the compulsory requirement of the course. Our students have been selected for internship and placements in various reputed organizations in the media and entertainment industry like **Dentsu Ogilvy & Mather, Edelman, ABP News, HT Digital, Airtel, ZENO, Social Responsibility Council, Value 360, Disha T.V, Orange Octopus, PR Pundit, Aspiring Mind, Asian News International, Boostnet, MSL, Galaxy Advertising & Events, India Today, Times Internet, ANJ Creations Pvt Ltd Creative News, Propel PR, Business Wire, Indo Asian News Services (IANS), Jindal Group and Companies, Omaxe Ltd., Everest Market Research, Grey Cell PR, CNN-IBN, Various Radio Channels** and many more.

COORDINATOR'S MESSAGE



Ms Meenu Gupta, Asstt. Prof. Department of Commerce

The Media and Entertainment Industry has shown robust growth trends in a relatively short span of time. It is now termed as the "sunrise sector" for the economy. The Indian Advertising Industry is projected to be the second fastest growing advertising market in Asia after China. The foreign direct investment (FDI) inflows in the information and broadcasting (I & B) sector (including Print Media) is continuously growing. The Government of India has supported Media & Entertainment Industry growth by taking various initiative such as digitizing and funding the cable distribution sector to attract greater institutional funding , increasing FDI limit from seventy four percent (74%) to hundred percent (100%) in cable and DTH satellite platforms, and granting Industry status to the film industry for easy access to institutional finance.

There has been phenomenal growth in the online media due to increased penetration of internet. Due to this, the demands for content developers, editors for websites and e-magazine have gone up manifold. Given a dearth of number of talented professionals in the industry, our post-graduate diploma course in Business Journalism & Corporate Communication is one of its own kind course, which through the judicious mix of classrooms learning and industry interactions, provide the students an incomparable launch-pad for their career in media Industry.

ADMISSION CRITERIA

Admission to the PG-DBJCC course this year will solely be on the basis of a merit list prepared on the basis of the marks scored by applicants in the undergraduate degree.

Please note that the course is open to graduates of all disciplines with at least 50% marks aggregate in Bachelor's degree in any discipline.

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.

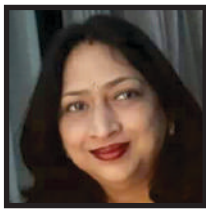
COURSE CURRICULUM

Total No. of Papers: 9	Plus Project Report	No. of Semesters : 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. J.B Singh
Principal
SGGSCC, DU



Dr. Sangeeta Deodrajika
Vice-Principal
SGGSCC, DU



Navdeep Kaur
Co-coordinator
Assistant Professor in
Commerce, SGGSCC, DU



Bimaldeep Kaur
Assistant Professor
in Commerce, SGGSCC, DU



Ravneet Duggal
Assistant Professor in
Commerce, SGGSCC, DU



Dr. Satvinder Kaur
Assistant Professor
Deptt. of Commerce



Anju Mathur
Training and Placement
Officer, SGGSCC, DU



Bhupinder Singh Parmar
PG Office Assistant

FACULTY

Dr. Harvinder Kaur
Associate Professor in
Commerce, SGGSCC,
DU

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

Mr. Jai Karan Singh
Managing Partner,
Parijaat Media
Ventures

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

Ms. Ruchika Uniyal
Chief Copy Editor,
The Times of India

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

**Mr. Devesh Chandra
Srivastava**
Noted Senior Journalist,
Corporate Communication
Strategist and Media
Consultant

Mr. Bhaavan Goswami
Independent Video
Journalist and
Cinematographer

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

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

Ms. Poonam Sharma
Ex. Assistant Professor
DME, GGSIPU

Ms. Shikha Kukreja
Assistant Professor
JIMS, Vasant kunj

visit us at :

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

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. Series of 'Industrial training' sessions were also organised to make the students ready for the job market.

ALUMNI SPEAK

This course shaped my career and gave a new meaning to my MBA. Being a business journalist was a dream that got fulfilled as I worked for top brands such as Reuters, The Economist and Al Jazeera to name a few. In my second career as a business owner, I cannot thank the college enough for equipping me with all the requisite skills to promote my business - a much needed skill in today's day and age.

Lavanya Kumari

Business Owner

Also with Reuters, The Economics, Al-Jazeera



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



Guru Gobind Singh was one of the most sought college and DBJCC was my preferred course, while I was working with Oral-B as their marketing executive. I used to pass by this college almost everyday & being a part of this was a dream come true. This course gave me a complete insight and practical exposure about the Media, Marketing and Public Relations. I was curious about what exactly is PR and how people work in this field but now working as an Intern with one of the best PR firms, **Value 360 Communications**, I can definitely say this is my cup of tea.

Mayank Miglani
Value 360
Communications



This course came as a rescue to me when I was looking for options to build a career in Corporate Communications after switching from Technology background. With the best mentors and guidance provided, I can proudly say that I am much more confident and have gained a lot of knowledge in subjects that were necessary to join communications field. SGGSC, was a wonderful place to be and with the kind of exposure like no other. I want to thank the college for letting us experiment with opportunities, while focusing on learning and development.

Manasi Arora
Ogilvy India

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 has 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 I 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

PG-DBJCC 2019-20



OFFICE BEARERS PG-DBJCC 2019-20

1	Aanchal Kalra	Event Manager of the Year
2	Anushka Jain	Placement Coordinator of the Year
3	Divya Rajora	Blooming Writer of the Year
4	Gouransh Aggarwal	Event Manager of the Year
5	Inderpreet Singh	Photographer of the Year
6	Mahak Huria	Event Coordinator of the Year
7	Pankaj Jain	Corporate Communications Strategist
8	Priya Mann	Event Coordinator of the Year
9	Sachin Shukla	Budding Photographer of the Year
10	Shubham Sirohi	Budding Photographer of the Year
11	Sonakshi Madan	Anchor of the Year
12	Suhani Chawla	Event Coordinator of the Year
13	Sushobhit Singh	Photographer of the Year



News Line (House Journal)



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

- All powers relating to discipline and disciplinary action are vested in the Vice-Chancellor.
- 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.
- Without prejudice to the generality of power to enforce discipline under the ordinance the following shall amount to act of gross indiscipline:
 - 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;
 - Carrying of, use of or threat to use of any weapon;
 - Any violation of the provision of the Civil Right Protection Act, 1976;
 - Violation of the status, dignity and honour of students belonging to the scheduled castes and tribes;
 - Any practice-whether verbal or otherwise-derogatory of women;
 - Any attempts at bribing or corruption in any manner;
 - Wilful destruction of institutional property;
 - Creating ill will or intolerance on religious or communal grounds;
 - Causing disruption in any manner of the academic functioning of the University system;
 - 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:
 - Any student or students be expelled; or
 - Any student or students be, for a stated period rusticated; or
 - Be not for a stated period, admitted to a course or course of study in a college, department or institution of the University; or
- Be fined with a sum of rupees that may be specified; or
- Be debarred from taking a University or College or Departmental Examination or Examinations for one or more years; or
- That the result of the student or students concerned in the Examination or Examinations in which he/she or they have appeared be cancelled.
- 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.
- 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.
- 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'

- 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.
- Any individual or collective act or practice of ragging constitutes gross indiscipline and shall be dealt with under this Ordinance.
- 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
 - Involve physical assault or threat, use of physical force;
 - Violate the status, dignity and honour of students belonging to the scheduled castes and tribes;
 - Violate the status, dignity and honour of women students;
 - Expose students to ridicule, contempt and affect their self esteem;
 - Entail verbal abuse and digression, indecent gesture and obscene behavior.
- 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.
- 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.
- The Proctor may also submit an initial report establishing the identity of the perpetrators of ragging and the nature of the ragging incident.
- 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.
- When the Vice-Chancellor is satisfied that it is not expedient to hold such an enquiry, his/her decision shall be final.
- 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.
- 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.
- 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.
- For the purpose of this Ordinance, abatement to ragging will also amount to ragging.
- 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

Mr. Harpreet Singh

Tel No.: 27321109, 27321528, 65708727

e-mail: sggsc@rediffmail.com

College complaints committee & Gender Sensitization

Mrs. Asha Wadwa

Tel No.: 27321109, 27321528, 65708727

e-mail: sggsc@rediffmail.com

Help No.

Women in distress cell - 181

Helpline No. - 100

Women Helpline - 1091, 1096



Sri Guru Gobind Singh College of Commerce

University of Delhi

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