

PGDM
ADMISSION BULLETIN

2023-2025

YOUR STEPS TO SUCCESS



47 Years of Academic Excellence

ACCREDITED BY



**SCMS COCHIN
SCHOOL OF BUSINESS**

SCMS, Prathap Nagar, Muttom, Aluva, Cochin - 683 106, Kerala

HOMAGE TO A GREAT VISIONARY

Dr. Pradeep P. Thevannoor, the late Vice Chairman of SCMS Group, was a great visionary and a source of inspiration for all of us at SCMS Group. He worked relentlessly to take SCMS to great heights in quality and excellence. A man of fertile imagination and untiring energy, he was in a hurry to accomplish his pet projects. SCMS School of Engineering & Technology was closest to his heart. He was also the guiding force and inspiration behind SCMS School of Architecture, SCMS Water Institute, SCMS Institute of Bioscience and Biotechnology Research and Development, and projects like the now-famous Neera, biofuel from coconut oil, the anti-diabetic tea powder 'Stevia Tea' and a host of other ventures. The research and development of these products were inspired and initiated by him. He travelled widely, to spread the wings of SCMS around the globe. However, his unfinished mission was the establishment of academic institutions in London and Bangalore. He passed away in a car accident when he was on his way to Bangalore, for a project evaluation on 17.11.2014. True to his nature, he lived for SCMS and died for it.



Dr. PRADEEP P. THEVANNOOR
(1968 - 2014)



VISION

To be a leader in providing value-based education in harmony with the changing global order.

MISSION

To develop globally competent and socially responsible business leaders through innovative education system.



THE PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

The Programme Educational Objectives (PEOs) of the PGDM programme are as below:

- PEO 1:** To develop managerial skills through innovative teaching and learning in a dynamic and multidisciplinary environment.
- PEO 2:** To build professionalism and excellence among our students that is relevant to the contemporary business environment.
- PEO 3:** To transform students into socially responsible business leaders with a global perspective through value-based education.

PG PROGRAMMES IN MANAGEMENT

PGDM in General Management is the flagship programme of SCMS GROUP and is conducted at its main campus in Cochin. The distinguishing features of the programme are its innovative curriculum, effective pedagogy and quality teaching. The programme is delivered by accomplished faculty, both national and international. They ensure that the programme is rigorous and stays contemporary, through lectures, case studies, role plays, field work and co-curricular activities. The faculty members at SCMS have rich industrial experience and academic expertise in all areas of specialisations and are committed to mentoring the students and transforming them into business leaders of tomorrow.

Post Graduate Diploma in Management (PGDM)

Two-year, Full-time General Management - 120 Seats

Fellowship Programme in Management (FPM) - 20 Seats

Electives

The PGDM programme provides flexible options in choosing electives. A student can opt for 8 electives from a domain (Major electives) and 4 electives from another domain (Minor electives). Alternatively, a student can opt for any 12 electives across domains and not pursue a Major or Minor elective.

Elective Domains

- Marketing
- Operations Management
- International Business
- Finance
- Human Resources
- Business Analytics

SCMS GROUP

SCMS or School of Communication and Management Studies, blossomed out of the educational vision of Prathap Foundation for Education and Training in 1976. Established by its visionary Chairman Dr.G.P.C.Nayar, SCMS, a temple of learning for students across the country and the world, is a national leader in innovative and career-focused education.

SCMS utilises its expertise and resources to guide and support students and help them grow academically, professionally and personally. This helps them make a successful transition from being a student to becoming a professional. SCMS

dares to be different and draws on its diversity to transform the individual, strengthen the society and enrich the world.

Over the years, the SCMS Group has established a network of institutions providing quality education in diverse disciplines like Management, Architecture, Computer Applications, Engineering (Degree and Diploma), Commerce, Economics, Psychology, and Biotechnology.

SCMS welcomes students from all over the world to an environment of religious harmony and secularism.



TEACHING FOR TOMORROW

SCMS COCHIN SCHOOL OF BUSINESS was established with the objective of preparing the younger generation to occupy responsible positions in organisations by widening their horizon of knowledge and equipping them with all the necessary skills. Managers of tomorrow have to acquire the necessary skills to face the challenges posed by the business and economy in the context of a globalised environment.

SCMS COCHIN SCHOOL OF BUSINESS has

been endeavouring to always provide an ethical dimension to professional management education. This value orientation is a matter of prime importance in a national economy which is fast integrating itself with the global economic system. It is my pleasure and privilege to be the Chairman of the Board of Governors of SCMS COCHIN SCHOOL OF BUSINESS and be part of its quest for excellence.

DR. SUBRAMANIAN SWAMY

Chairman, Board of Governors, SCMS Cochin School of Business
Member of Parliament, Government of India
Former Professor, Harvard University, and
Former Minister for Commerce, Law & Justice, Government of India



FROM THE CHAIRMAN'S DESK

DR. G. P. C. NAYAR

Founder and Chairman, SCMS Group of Educational Institutions

One are the times when one could master a discipline and remain in the comfort zone of the acquired knowledge. With technology constantly advancing in leaps and bounds, there's a new version ready even as we learn the existing one. This in turn causes revolutionary changes in the field of economic activity. The saying, "The only thing that is constant is change" is more apt now than ever before.

Only those institutions which can upgrade to current developments can hope to survive in this era that has dawned upon us. In order to be relevant, institutions need to provide state-of-the-art systems of teaching and training on par with the best in the world. We extend a very hearty welcome to those who join us in this stupendous task aimed at excellence. Let us move together with the courage of conviction.



FROM EDUCATION TO TRANSFORMATION

DR. RADHA THEVANNOOR

Director

"Management is doing the things right; leadership is doing the right things" said Peter Drucker the renowned management consultant and author. To do things right in the corporate spectrum, one must be trained and educated in a way that will suit that environment and this is what we do at SCMS Cochin School of Business.

Founded in 1976 by an edupreneur and visionary Dr. GPC Nayar, SCMS Cochin School of Business moved on with the vision to train and groom students to become effective managers and leaders. The training at SCMS is rigorous and is designed to prepare students to face the challenges of a career in management in the dynamic corporate world. We always change our curriculum and pedagogy with the changing times.

As a part of our ongoing effort to continually upgrade the PGDM programme to be in sync with environmental changes and the needs of industry, the PGDM Programme is being restructured from the academic year 2023-24. The programme has been designed on the bedrock of the KSA model of Knowledge, Skills, Attitude developed through engaging pedagogy focusing on experiential techniques. With these new developments, We at SCMS look forward to welcoming you to our "SCMS family"!



THE CORPORATE MANAGEMENT TEAM



Dr. G. P. C. Nayar
Chairman



Prof. Pramod P. Thevannoor
Vice Chairman



Dr. Radha Thevannoor
Group Director



Dr. Indu Nair
Group Director



Dr. Baiju Radhakrishnan
Group Director

HONOURS & RECOGNITIONS

Global Accreditation

SCMS COCHIN SCHOOL OF BUSINESS is one of the few B-Schools in India to have the prestigious international accreditation from the Accreditation Council for Business Schools and Programs (ACBSP), USA, since 2013.

National Accreditation

SCMS COCHIN SCHOOL OF BUSINESS was the 9th B-School in India to get accreditation by NBA way back in 2002. Accreditation ensures quality of physical and academic infrastructure, quality of faculty, teaching and learning facilities, industry-institution interaction, capacity to take up research to add to the body of knowledge of innovative management education, financial resources, etc.

MBA Equivalence

The Association of Indian Universities (AIU), Govt. of India, has recognized PGDM of SCMS COCHIN SCHOOL OF BUSINESS as equivalent to the MBA of Indian universities. SCMS COCHIN SCHOOL OF BUSINESS was the 8th autonomous business school in the country to have this rare distinction. PGDM students of SCMS COCHIN SCHOOL OF BUSINESS can apply for jobs for which MBA is a prescribed qualification and are eligible to pursue PhD programmes

ISO Certification

SCMS COCHIN SCHOOL OF BUSINESS is the first business school in India to get ISO certification for Quality Teaching System in Management, and is still certified under ISO 9001:2015 by RINA, Italy.

Latest Rankings

SCMS Cochin School of Business maintains an unblemished reputation and ranking since its inception. It is ranked as one of the best B Schools in Kerala, one of the best 15 in South India and one of the best 50 in India. SCMS Cochin School of Business has been ranked among the Super League Band A2 along with IIM Kashipur, and LIBA, Chennai in the Business Standard B-School Ranking 2022.

B School Ranking for 2022-23:

- Listed in A++ category of The Chronicle All India B School Survey 2022
- Ranked in Band A2 by Business Standard B School Survey 2022
- Ranked 2nd best Private B School in Kerala & 45th in India by CSR GHRDC Survey 2022
- Ranked 13th best Private B School in South India and 37th best in India by Outlook-ICARE Ranking 2022
- Ranked 15th best Private B School in South India and 36th best in India by Business World Ranking Dec 2021
- Ranked 16th among best B-Schools in India in The Chronicle All India B School Survey 2022
- Ranked 16th among Private B-Schools in South India and 63rd in India in The Week-Hansa Research Survey 2022
- Ranked 30th among Private B-Schools in India by Education World 2022



AWARDS & ACCOLADES

Prof. Pramod P. Thevannoor, SCMS Group Vice Chairman, being recognised for his contribution as Chair of the South Asia Council, Region 10 of ACBSP. Prof. Pramod P. Thevannoor had been inducted into the Board of Directors of ACBSP, a rare distinction to come by for an Asian member institution.

- Star News International Award as Asia's Top B-School
- Impact Marketing Award for introducing innovative Global Marketing Curriculum
- Dewang Mehta National Award for Excellence in Leadership Training
- OMAC (Germany) Global Award for Perfection and Performance
- The only B-School with a chair for climate change & disaster management
- The only B-School to get a grant for track record from AICTE
- ISO Certification for industry relevant quality management teaching system
- 4th best B-School in South India for faculty research, publication & academic financial architecture - Education Express
- Innovative B-School Award for outstanding leadership in developing Innovative Academic Programmes and Industry Interface Programmes for Teaching Management from DNA.



Dr. G. P. C. Nayar, Chairman of SCMS Group of Educational Institutions, receiving the 'Honouring of Guests' award from K. N. Nayak, Chief General Manager, and Alok Kumar Sharma, GM, at the Foundation Day celebrations of SBI held at Thiruvananthapuram.

SCMS JOURNAL OF INDIAN MANAGEMENT

SCMS Journal of Indian Management is a peer-reviewed academic journal published by SCMS COCHIN SCHOOL OF BUSINESS. The quarterly journal, recognized by UGC, publishes research papers largely focused on economics, corporate finance, and business management. Owing to its journal policy, content, journal standing, regularity and online availability, the journal has been abstracted and indexed in:



OVERALL DEVELOPMENT PROGRAMME

SCMS COCHIN SCHOOL OF BUSINESS rose to national eminence by transforming students from a raw platform to a high level of overall proficiency. We bring in experts from around the world for training and developing our students. Our Outbound Training Programmes at exotic places like Munnar help students develop team building and leadership skills. We also conduct a series of programmes to develop and sharpen student skills in communication, inter-personal relations, analytical ability, proficiency in public speaking, assertiveness, self-confidence, interview techniques and a variety of other aspects that are essential for a manager.

SCMS COCHIN SCHOOL OF BUSINESS is nationally known to be the pioneer in introducing personality development programmes as part of its business education. Corporates find our teaching and training system highly relevant to their requirement.



Dr. Hischam El-Agamy, Executive Director, International Institute for Management Development (IMD), Switzerland, addressing the faculty members of SCMS COCHIN SCHOOL OF BUSINESS, Kalamassery, on Entrepreneurship and the Possibilities of Integrating Entrepreneurship into the PGDM/MBA curriculum.

Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, love of what you are doing or learning to do.

Pele, Brazilian Footballer



INTEGRATED LEARNING SYSTEM

Integrated Management Learning Programme (IMLP)

Integrated Managerial Learning program is a co-curricular students' learning forum that enhances the classroom education by intellectually challenging and engaging the students on various dimensions of experiential learning. This academic year, the format of the IMLP program was thoroughly revised in order to adapt to the online platform

Mentoring

Upon admission, the PGDM students are divided into small groups. Each group is attached to a faculty mentor who will be their friend, philosopher and guide. These groups meet frequently to analyse what is being taught and discuss difficult topics to ensure that all group members have a good understanding. They make regular presentations on current topics. This programme helps students shed their inhibitions, develop communication skills and become good public speakers and communicators.

Analytical skills & decision making

An analytical mind is a product of training. When a person confronts a problem or faces a situation or has multiple choices from which to select one, his mind is put to strain. A well-trained analytical mind will have enough data in store to take correct decisions.

Empowering skills

We bring in industry and academic experts to train and sharpen the faculties of our students in all the skills referred to here and to empower them to face the challenges of the knowledge-driven 21st century.

Leadership skills

In tune with our vision, the students are trained and qualities of leadership are inculcated in them through various curricular and co-curricular activities.



Address by Dr. Subramanian Swamy



Jiji Thomson IAS speaks at SCMS



Address by Dr. K. N. Raghavan, Commissioner of GST and Central Excise

INTERACTIVE INDUSTRY SESSIONS

We conduct interface sessions periodically by inviting practising managers in various fields. The interface includes a lively Q&A session where the practitioner talks about the challenges he faces and solutions he arrives at. These interactive sessions provide practical insights into problem-solving and decision-making. Subsequently, case study discussions are held, which give students a real picture of the business operations they are soon to embark upon.

Interactive programmes - industry interface

SCMS Cochin School of Business excels in industry interface programmes. Distinguished guests from industry and government visit SCMS Cochin School of Business regularly and share their wisdom and expertise with students.

A few of the dignitaries who interacted with students:

Dr. Subramanian Swamy,

MP, Govt of India & Former Professor, Harvard University

Mr. T P Sreenivasan, Former Ambassador to US, Govt of India

Mr. Deepak Vohra,

Special advisor to Prime Minister, Govt of India

Dr Jayaraman, Chillayil Co-Founder and MD EQUINOCT

Mr Aji George, State Business Head, Jio Fiber

Mr Ankur Thakur, Head of Marketing. Apollo Tyres

Mr George M Georgev, MD, Xandari Resorts

Mr Jacob Joy, Founder, Jakobi Chocolatier

Mr Jayan V K, Entrepreneur Terracrafts

Mr Jibu John, Managing Partner, Jibu and Thomas Architects

Mr John Mathew Sebastian, Head of Talent Acquisition,

V Guard Industries Pvt. Ltd.

Mr Krishnakumar A, Director Enterprise Sales C2FO India

Mr Navas Meeran, CEO, Eastern Condiments Pvt Ltd.

Mr Nixon Joseph, CEO CLT India, Bangalore

Mr Radhakrishnan K P, General Manager, Wilton Weavers Pvt.Ltd

Mr Rahul Abraham Manmmen, Founder. Haeal Enterprises Pvt Ltd

Mr Ranjith N Nair, Chief Manager, Axis Bank, Bangalore

Mr Sunil Abraham, Priis Trading company

Ms Fouzi R Nizam, Founder, Cutie Pie

T P Sreenivasan, IFS (Retd.), Former Ambassador to USA, addresses the students

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INTER-UNIVERSITY COLLABORATIONS

SCMS COCHIN SCHOOL OF BUSINESS has tie-ups with several international universities/institutions for knowledge sharing, faculty and student exchange, etc. The faculty from

these universities give a global focus to business education at SCMS COCHIN SCHOOL OF BUSINESS. Some of the Universities are:



Japan University of Economics, Fukuoka



University of Applied Sciences, Ravensburg-Weingarten, Germany



Vrije Universiteit Brussel, Belgium



Shimane University, Japan



Furtwangen University, Germany



Wilmington University, Delaware, USA



University of Derby, UK



EARTH University, Costa Rica



*FPT UNIVERSITY
FPT University, Vietnam*



Lincoln University College, Malaysia



University of Alberta, Canada



*University of Economics and Management,
Prague, Czech Republic*



Northern Kentucky University, USA



Ho Chi Minh City University of Economics and Finance (UEF), Vietnam



Daffodil International University, Dhaka, Bangladesh



University of Applied Sciences, Duisburg-Essen, Germany



Hungkuang University, Taiwan



University of Applied Sciences, Switzerland



University of Hyogo, Japan



North Carolina Central University, USA



Deakin University, Australia



La Trobe University, Australia



Lancaster University, United Kingdom



Metropolitan College, Denver, USA



Chonnam National University, South Korea



Universidad del Rosario, Bogota, Colombia

STUDENT EXCHANGE OPPORTUNITIES



Collaboration with Lincoln University College, Malaysia



Close partnership with Ravensburg-Weingarten University



MOU Signing – Daffodil International University, Dhaka, Bangladesh



MoU Signing with Northern Kentucky University, USA



ACADEMIC AMBIENCE

Well-stocked library

SCMS library is spread over 6,732 sq. ft. and has a collection of over 40600 books, e-books, audio books, CDs, videos and project reports. It has remote access to online databases DELNET, EBSCO-Business Source Elite, J-Gate, IEEE, Sage and Inventi Journals. It provides access to more than 10000 international as well as national journals and e-books. The library is an active member of the National Digital Library of India.

Well-equipped computer labs

The IT infrastructure at SCMS supports one of the largest single networks in the state, with over 600 PCs with a peak load of over 1000 nodes, 7 labs with 400+ systems, Wi-Fi enabled campus and hostels, BYOD lab, language lab and 300 MBPS broadband internet connection providing 24x7 hi-speed internet connectivity for students.

Cutting-edge teaching aids

All classrooms and teaching areas in the school are equipped with high-end presentation equipments and gadgets.

Excellent hostel facility

The Ladies Hostel at Prathap Nagar can accommodate 300 students and has AC and non-AC rooms with all modern amenities. The two Men's Hostels together can accommodate 325 students. Gym and other recreational facilities are available for students.

Cafeteria

The SCMS cafeteria is known for its hygienic and delicious food at a very reasonable price.

Sports and games

SCMS believes in all-round personality development, and provides sports and games facilities, both indoor and outdoor. Intra- & inter-institutional matches and Annual Sports Meets are events which students eagerly look forward to.



CURRICULUM AND ELECTIVES

CURRICULUM

In keeping with SCMS's endeavour to continually upgrade the programme to be in sync with environmental changes and the needs of industry, the PGDM Programme has been restructured considering the needs of modern outcome based education architected to enable students acquire 21 st century skills and face the VUCA (Volatile, Uncertain, Complex, Ambiguous) world.

Keeping in mind the outcome needs of providing students with a solid foundation in business fundamentals, opportunities for specialization, and being job-ready, the program has been designed on the bedrock of the KSA model of Knowledge, Skills and Attitude.

ELECTIVES

The PGDM programme provides flexible options in choosing electives. A student can opt for 8 electives from a domain (Major electives) and 4 electives from another domain (Minor electives). Alternatively, a student can opt for any 12 electives across domains and not pursue a Major or Minor elective.

Elective courses in various domains are being designed to develop skills in:

Marketing: Product Development, Branding, Customer Acquisition and Retention, Pricing and Promotion, Marketing Analytics.

Finance: Financial Analysis, Valuation, Risk Management, Investment Strategies, Corporate Finance, Financial Analytics.

Operations Management: Managing the Production Process, Supply Chain Management, Quality Control, Project Management, Operations Analytics.

Human Resources: Managing People and Teams, Organizational Culture, Communication, Motivation, HR Analytics.

International Business: Managing Business Operations in A Global Context, Cross - Cultural Communication, Navigating International Trade Regulations.

Business Analytics: Data Analysis, Statistical Modelling and Decision-Making, Functional Analytics.

SCMS School of Letters

- Spanish / German / French / Japanese language classes conducted for PGDM students
- Certificates awarded on successful completion of course
- No additional fee charged

Personality Development Programme by Mr. Mahesh Nazare from Red Dot Training, Mumbai



RESTRUCTURED CURRICULUM

Sl. No.	Theme/Course/Activity	Total credits
A	Foundation Pillars	
1	Overview of Business Management and Organisation	2
2	Basics of Accounting	2
3	Statistics for Managers	2.5
4	Economics for Managers	3
5	Business Communication	4
B	Accounting and Finance for Decision-making	
6	Financial Reporting, Analysis and Control	3.5
7	Financial Management	3
C	Quantitative Methods for Decision-Making	
8	Research Methods for Social Sciences	3
9	Operations Research	2
10	Business Analytics	3
D	Economics for Business Analysis and Decision-Making	
11	Socio-Economic Environment of Business	3
E	Customer Value, Acquisition, Retention and Market Growth	
12	Marketing Management	3
13	Services Marketing	2.5
14	Consumer Behaviour	3
15	Markops Simulation	1.5
F	Behavioural Dimensions for People Management	
16	Organisation Behaviour	3
17	Human Resource Management	1.5
18	Positive Psychology	1
G	Managing Operations, Supply Chain and Projects	

19	Operations and Supply Chain Management	3.5
20	Project Management	2
H	Imbibing the General Management Acumen	
21	Business Law	3
22	Strategic Management	3
23	Negotiation Skills	1
24	Strategic Management	3
25	Capstone Simulation	3
I	Leadership with Ethical, Social and Environmental Sensitivity	
27	Leadership Development	2.5
28	Business Ethics & Corporate Governance	1
29	Environmental Management	1
J	Global Dimensions of Business	
30	International Business	2
31	Cross-Cultural Management	1
K	Managing in the Digital Age	
32	Digital Transformation	2
33	Business Opportunities from Digital Technologies	1
L	Entrepreneurial Skills Development	
34	Product Ideation, Implementation Strategy, Business Plan and Pitching for Funding	6
M	TOTAL CREDITS- A to I	
35	Course Viva	6
36	Summer Internship	4
37	Social/Rural Immersion	2
38	Business Quotient	2
39	IMLP	1
40	Personality Development	1
41	Electives	24
	TOTAL CREDITS- M	40
	GRAND TOTAL CREDITS-A to M	120

READY FOR THE REAL WORLD



Communication Skills

SCMS education is rich, demanding and transformative. The mastery demonstrated by SCMS graduates across the professional and vocational spectrum, and is testament to a singularly empowering postgraduate experience. SCMS education prepares students for the 'real world,' in terms of their ability to think, act and contribute effectively. We give special focus to:

People Skills

Effective and diplomatic communication skills are vital to success in business and management. One needs tremendous amount of training and grooming to achieve this ostensibly simple skill.

Ethics

Getting along with people is a quality which very few people are naturally good at. It is essential to master this art through proper initiation so as to network effectively and effortlessly.

Social Responsibility

Socially responsible managers always add an ethical dimension to their actions in order to promote their business and they inculcate in their team a sense of value aimed at the well-being of the society. SCMS COCHIN SCHOOL OF BUSINESS ensures that every student leaves its campus with a firm belief in ethical and moral values.

Empathy

Humaneness and understanding of feelings and problems of others are qualities that are inculcated in the future managers through training.



Ms Minu Salila, Chairman's gold medal winner for the best academic performance



PURSUIT OF EXCELLENCE

Discipline

SCMS COCHIN SCHOOL OF BUSINESS provides a conducive environment to learn and excel. Students are expected to be disciplined and should adhere to the guidelines provided in the Manual of Policy and instructions given from time to time. Any act of indiscipline will be dealt with very seriously.

Inclusive Commitment

The institution has attained a level of excellence only because of the total commitment from the students, faculty and management. Students of all our previous batches have hailed very highly of the discipline at SCMS

COCHIN SCHOOL OF BUSINESS. They believe that the value of discipline imbibed by them at SCMS COCHIN SCHOOL OF BUSINESS has put them in good stead as managers in their ever-challenging professional life.

Collaborative Experience

Several national and international management development programmes are held every year at SCMS COCHIN SCHOOL OF BUSINESS. These are opportunities for students to interact with managers and executives from various industrial organisations. These programmes supplement the regular interface programmes held at the campus.

Accessible to all Abilities

SCMS Group is committed to encouraging people with physical disability into the mainstream. The campus is disabled-friendly and wheel-chair accessible.

INTERNATIONAL TIE-UPS



MOU with Shimane University Japan



Canada Vancouver Island University Team Visit

SOCIAL SCIENCE RESEARCH COLLOQUIUM 2022



Kochi Mayor Adv. M Anil Kumar inaugurating SSRC 2022



Mr. C.P. John, Former State Planning Board Member and SCMS Group Director Dr Radha Thevannoor

INDUSTRY INSTITUTE INTERACTIONS



Mr. Navas M Meeran, CEO, Eastern Condiments



Mr. Harish V, Asst Exe Dir, Dalmia Cement

DR. PRADEEP P THEVANNOOR COMMEMORATIVE ANNUAL LECTURE SERIES



Dr. Subramanian Swamy addressing the 3rd edition



Hon'ble Mr Justice Devan Ramachandran addressing the 2nd edition

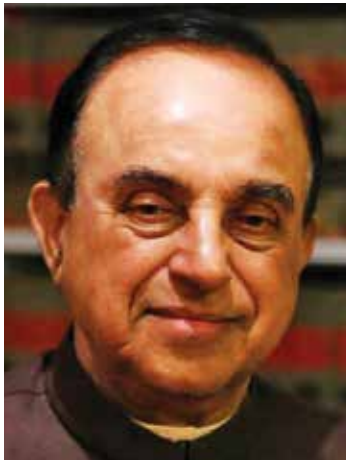


Inaugural lecture by Hon'ble Governor of Kerala Shri Justice (Retd) P Sathasivam



EXCHANGE PROGRAMMES

Teaching goes beyond the boundaries of curriculum at SCMS Cochin School of Business. Our international faculty can give a competitive edge and global exposure to the students which are essential for tomorrow's leaders.



Dr. SUBRAMANIAN SWAMY
Former Professor and
Former Summer School Professor,
Harvard, USA.



Dr. JOHANNES FRITSCH
(Retd) University of Applied Sciences,
Weingarten, Germany.



Dr. CHANDANA UNNITHAN
Professor, Torrens University,
Australia.



Prof. CLEO PASKAL
Associate Fellow,
Energy, Environment and
Resources Department
Chatham House, London.



Prof. ARUN THANKOM
Essex Business School, UK



PROF RUPERT WARD
University of Huddersfield, UK



PROF. PRAMOD P. THEVANNOOR
B.Com., M.B.A.

Prof. Pramod P. Thevannoor, Vice Chairman of the SCMS Group of Institutions and Professor of Mass Communication, manages the various institutions under the Group. He has undertaken several in-depth studies in various functional areas of management including the much-acclaimed studies on the effectiveness of public relations activities in FACT, trends in the real estate scenario in Cochin and the awareness level of mobile phone users in Cochin. Prof. Pramod has attended several national & international conferences and workshops on management and mass communication.



DR. RADHA THEVANNOOR
M.Com, MBA, Ph.D.

Dr. Radha Thevannoor is the Director of SCMS Group of Educational Institutions. She has a Masters in Commerce from the Department of Commerce, University of Kerala, and Masters in Business Administration from Bangalore University. She has a Ph.D. in Management specializing in Human Resources from Cochin University of Science and Technology. Dr. Radha is a visiting faculty at University of St. Gallen, Switzerland, and has presented papers at World Demographic and Aging Congress, Switzerland, Oxford School of Aging, Seoul National University, Korea, and Indian Institute of Management, Ahmedabad. A social researcher with an abiding interest in research on Gerontology, Dr. Radha is an alumnus of Oxford School of Aging, UK.

TEACHERS. SCHOLARS. MENTORS.



DR. BAIJU RADHAKRISHNAN
B. Tech., MBA, Ph.D

Dr. Baiju Radhakrishnan, Group Director, is a graduate in Technology (B.Tech) and Post Graduate in Business Administration (MBA). He did his Ph.D in Management from the University of Petroleum and Energy Studies. At SCMS, he is a Professor in Strategic Management and International Business. Dr. Radhakrishnan has undergone Post Graduate Programs in IIM Calcutta and Edinburgh Business School, UK. A member of several professional bodies in India and abroad, he is an accredited professional management consultant with CDC, DSIR, Govt. of India. Prior to joining the academia, he has worked in senior positions in major business houses in India and served as the Managing Director of some of the leading public sector companies in Kerala.



DR. INDU NAIR
MCA, Ph.D.

Dr. Indu Nair, Professor (Systems) and Group Director, is a seasoned educator with over 25 years of experience in the field of management education. A Post Graduate in Computer Applications and a Ph.D. in Human Computer Interactions, she started her career as a software engineer. Dr. Nair has represented SCMS at the first educational tour-cum-business mission to China for Business Schools and Institutes of Technology from India. She has taught a course on "Business Process Management with IT" to International Business Students at University of Applied Sciences, Ravensburg, Germany.



DR. POORNIMA NARAYAN
MA, M.Phil., Ph.D.

Dr. Poornima Narayan, Professor in General Management, holds a graduation and a post-graduation in Economics from Maharaja's College, Ernakulam, and Kariavattom University Campus, University of Kerala respectively. Dr. Narayan has an M. Phil. from M.G University and Ph.D. from the Dept. of Applied Economics, CUSAT. She was a faculty at SCMS School of Technology and Management from 2004 to 2016. Dr. Narayan has also held academic positions at St. Teresa's College and CUSAT, Cochin. As a scholar her interests cover the domains of sexual and reproductive health of women belonging to the socially excluded groups in India - the coastal and the indigenous communities, the female sex workers and refugee women population in India. Her research searches for opportunities to build communities through the process of participatory development and communication.



DR. FILOMINA P. GEORGE

MBA, FCMA (UK), AIDPM ZICA (Zambia) Ph.D.

Dr. Filomina Parayil George is Director, Compliances and Professor in the Department of Finance. She holds a Masters Degree in Business Administration and is a Fellow of the Chartered Institute of Management Accountants, UK, and a Fellow Member of Zambian Institute of Certified Accountants, Zambia. She has served the Zambian Railways with distinction as Chief of their Finance Division prior to joining SCMS Cochin School of Business in 1996. She received her Doctorate in Financial Economics from Mahatma Gandhi University.



DR. KRISHNABHASKAR MANGALASSERRI
MBA, PGDHRM, MMM, PhD

Dr. Krishnabhaskar is a Professor in the Marketing dept. He is a Science Graduate with an MBA Degree in Marketing from Madurai Kamaraj University and a PG Diploma in HRM from Pondicherry University. He also holds a Master's Degree from Annamalai University in Marketing Management. He was awarded doctorate in Advertising & Marketing Communication from MS University, Tirunelveli. He has 16.5 years of teaching experience and 14 years of professional experience. He held teaching positions at ICFAI Business School and FISAT Business School and visiting faculty positions at Skyline University College, Sharjah, City University College, Ajman, and University of West London, UAE. He was the Global Head of Aster Volunteers at Aster DM Healthcare, Dubai, Advertising and Public Relations Executive at Lowe Lintas, Chennai, and Co-founder of Digifactory Marketing and Aim2Aim Talent, Cochin.



DR. MINI K. KUZHUVELIL
M.Com., FCMA, Ph.D

Ms. Mini K. Kuzhivelil, Associate Professor of Finance, is a post graduate in commerce and a fellow member of the Institute of Cost Accountants of India. She was awarded Ph.D. in Finance by Bharathiar University. Prior to her academic career, she worked as Asst. Finance Manager in a Coimbatore-based company for 5 years and as a Consultant in a financial consulting firm. She has participated in several management development programmes conducted by IIM Ahmedabad and IIM Calcutta. At SCMS Cochin, Ms. Mini is the coordinator of the ISO quality system certification programme.



DR. LISHIN M. JOSHY
B.Sc., MBA, Ph.D.

Dr. Lishin M. J., Associate Professor in the HR department, is a science graduate with an MBA (Human Resource Management) and an MHA. She is a UGC NET-JRF scholar who completed her Ph.D under the Research and Teaching Associate Program (full-time) at the School of Management Studies, IGNOU Headquarters, New Delhi. A veteran academician with more than 12 years of experience in teaching, research and industry, she combines focus on student achievement with passion for scholarly work, presenting and publishing at conferences and maintaining thought leadership in peer reviewed journals.



DR. BHAGYALEKSHMI P.C
M.SC, MBA, PHD

Dr. Bhagyalekshmi is an Associate Professor in the Marketing Dept. She holds an MBA in HR & Marketing from Nehru College of Management, Bharathiar University, Master's Degree in Applied Psychology from Bharathiar University and Doctorate in Management Studies from M.G University. She has 14 years of teaching experience with Sree Narayana Gurukulam College of Engineering, Kadayiruppu as Assistant Professor (12 years) and Associate Professor (2 years). She also has professional experience of 6 years with Popular Automobiles as Customer Relations Executive and Kerala State Horticultural Products Development Centre as Assistant Manager.



MR. SUDHEER SUDHAKARAN
BA, MA, PGDRM

Mr. Sudheer Sudhakaran, Associate Professor in the Marketing Dept, holds an M.A. in English Literature from Kerala University and Post Graduate Diploma in Rural Management from Institute of Rural Management, Anand. He has three decades of corporate experience, in Sales and Marketing, Business Development, Distribution Management, Administration and HR Functions at Amul and Gujarat Cooperative Milk Federation (GCMMF) Limited as a Regional Head in Kerala. With his experience in six different verticals including corporate, factory, and territory handling, Mr. Sudhakaran understands the challenges of the industry and what it expects from future managers. He joined SCMS Cochin School of Business in 2008.



MS. ANJALI A.
B.A., M.A., PGDCA

Ms. Anjali A., Assistant Professor in the General Management Department, has a Masters in English Literature from St. Theresa's College, Cochin. She also has Post Graduate Diplomas in Communication & Journalism, and Computer Applications from Kerala University and LCC, Cochin respectively. Prior to beginning her teaching career as Guest Lecturer at St. Theresa's College, Cochin, she worked at the News Desk of The New Indian Express, Cochin for a year. She has been working at SCMS Cochin for over 9 years, acting in various roles including faculty coordinator of the Media Relations Club and the student magazine, 'Pratheek', and member of the NBA accreditation team.



DR. DEVIKA S
M.A (ENG), PHD

Dr. Devika is an Assistant Professor in English. She has taken her Bachelor's degree in Communicative English from Kerala University and Master's degree in English Literature from English and Foreign Languages University. Recently she was awarded PhD in the topic "Women's Travel Narratives" from Amrita Vishwa Vidyapeetam, Coimbatore. She joins us with 3 years of teaching experience. she worked as faculty at All Saints' College Trivandrum, Amrita School of Arts and Science Cochin, Chinmaya College of Arts, Science and Commerce, and AJ College of Science and Technology TVM.



DR. GEORGE JOSEPH KALAYIL
B.E, MBA

Mr. George Joseph is an Assistant Professor in the Marketing Dept. He graduated in Electronics and Communication Engineering from Amrita Institute of Technology and has taken MBA in Marketing and Operations from Amrita School of Business. Mr. George has 14 years of corporate experience as Manager Merchandizing with Spencer's Retail Ltd, Assistant Category Manager at Hyper City Retail Ltd and Regional Manager with T.I.M.E Kids Pvt Ltd.



DR. DEEPTHY K
MBA, PHD

Dr. Deepthy K is an Assistant Professor in the Finance Dept. She is a Commerce graduate, and holds an MBA degree in Finance and Marketing from MES College of Engineering, Calicut University. She was awarded Doctorate in Finance by Bharathiar University, Coimbatore. She has 2.6 years of teaching experience. Her first teaching assignment was with PSGR Krishnammal College for women, Coimbatore and subsequently she taught at Sri Ramakrishna College of Arts and Science Coimbatore. Prior to joining SCMS, she served as an Assistant Professor at St. Albert's College Ernakulam.



MR. PRATHIK NAYAR
B.TECH, MBA (IN, USA)

Mr. Prathik Nayar presently serves as an Assistant Professor in the General Management Department. His association with the institution began as an Administrative Officer. Recognizing his contributions, he was appointed Deputy Director, effective from January 1, 2023. Mr. Prathik Nayar's educational journey includes a B.Tech in Mechanical Engineering from Sreenidhi Institute of Science & Technology, Hyderabad, and an MBA from Purdue University, Indiana, USA. In addition to his academic responsibilities, Mr. Prathik Nayar is an integral part of the SCMS Institute for Road Safety and Transportation (SIRST) team. He takes informative sessions on road safety, catering to both students and the general public, showcasing his commitment to community engagement and safety awareness.



MS. MERLIN MATHEW
B.Com ,MBA

Ms. Merlin Mathew is an Assistant Professor in the Marketing department. She has taken her MBA in Marketing and Finance from Rajagiri Centre for Business Studies, MG University and B. Com (honours) from Jesus and Mary College, Delhi University. She has cleared UGC NET in Management in the year 2013. Ms. Merlin has total 5 years of teaching experience, as Assistant Professor at Jaihind College, Mumbai University for 4 years and as Assistant Professor at St. Alberts College, Ernakulam for one year. She has also worked as Marketing Executive at Malayala Manorama Co. Ltd for 3 years.



MS. RAKHI K ROCKEY
B.COM, MBA

Ms. Rakhi K Rockey is an Assistant Professor in the Finance Department. Ms. Rakhi is a Commerce graduate who has completed her MBA in Finance and International Business from Albertian Institute of Management, Cochin. Additionally, she is NET qualified. Ms. Rakhi has worked as an Assistant Professor for four years at St. Xavier's College for Women, Aluva, and for another four years at Alpha Arts and Science College Chennai. She has also worked as a Senior Operational Risk Analyst at Standard Chartered Bank Chennai for a period of two years.



MR. KIRAN J MATHEW
B.TECH, PGDM

Mr. Kiran J Mathew is an Assistant Professor in Supply Chain Management. He is a Mechanical Engineering graduate (B.Tech from University of Kerala) with a Post Graduate Diploma in Management (PGDM from XIME Bangalore). He has around 12 years' experience in industry and entrepreneurship. He had the privilege of working in some of the leading companies in India predominantly in the FMCG sectors like Hindustan Unilever Ltd, Bluestar, Titan Company and ID Fresh Foods India Private Ltd.

ADJUNCT FACULTY



PROF. K. J. PAULOSE
B.Sc. (Engg.), PGDM (IIM-Calcutta)



PROF. R. T. R. VARMA
B.S. (OK), MBA (OK, USA)



PROF. CHERIAN PETER
B.Sc., MBA



PROF. CHERIAN VARGHESE
M.Com., ICWAI



DR. NANDAGOPAL R
Dean-Accreditation, SCMS Cochin School of Business



MR. PARAG SEN
Founder, Homepecked.com Winner of 2014 Africa Brand
Leadership Award



FACULTY DEVELOPMENT PROGRAMMES



ADMINISTRATION

CORPORATE OFFICE &

SCMS COCHIN SCHOOL OF BUSINESS CAMPUS

Chairman
Vice-Chairman
Registrar
Group Directors

Administrative Officer
Head - Human Resources
Manager - Corporate Affairs
Manager - Administration
Manager - Finance
Manager-Admissions
Manager, Maintenance & Utilities
Manager - Public Relations
Manager - F& B
Associate Editor
Liaison Officer
Section Officer
Asst. Purchase Officer
Civil Supervisor
Librarians

System Administrator
Computer Lab Assistants

Sr. Accounts Officer
Accounts Assistant

Dr. G.P.C. Nayar
Prof. Pramod P. Thevannoor
Dr. Radha P. Thevannoor
Dr. Indu Nair
Dr. Baiju Radhakrishnan
Ms. N.Sarasamma Nayar
Ms. Shyla Krishnakumar
Mr. George Joseph
Mr. Balagopal T.K
Ms. Mini K. Kuzhuvellil
Ms. Radha Jayaraman
Mr. N.S. Pillai
Mr. Sanal Potty
Mr. Baiju T.U
Ms. Anju Varghese Philip
Mr. P.M.A Latheef,
Ms. PSujatha
Mr. Jayadevan T.D.
Mr. Sanal Kumar P.M.
Mr. M.H. Sandeep Kumar,
Ms. Sreevidhya
Mr. Praveen Kamath
Mr. Binu C.R.
Mr. Sandeep U Menon
Mr. Vishnu Sasidharan
Ms. Omana Joy
Ms. Sumadevi K
Ms. Princy Thomson
Ms. Shiji K.P
Mr. Binu K.A
Ms. Malu Susan Thomas
Ms. Nikhitha Janet

Academic Counsellor

Student Counsellor
Officer - Data Management
Secretary to Chairman
Office Assistants

Front Office Assistants

Hostel Warden-Mens

Hostel Warden-Ladies

Attender cum Electricians

ETP Operator
Trainer - Gymnasium
Creative Graphic Designer
Telephone Operator
Drivers

Ms. Athira P.A
Ms. Lucy Anil
Ms. Swapna Varma P R
Ms. Anisha Elizabeth Thomas
Ms. Anu Sonia Vincent
Ms. Sreeja. S
Ms. Anupama Menon
Ms. Jasmine Elizabeth Thomas
Ms. Shiji R Nair
Ms. Sunia Shans
Ms. Asha Unnithan
Ms. Neethu Vijayan
Ms. Devika G.S
Mr. Sathyanarayanan K R
Mr. Joji Varghese
Mr. Joseph K X
Ms Usha Kumary T
Ms Ushakumari R
Ms Seema S Pillai
Mr. Dhijeesh D
Mr. Ranjith K.P
Mr. Girish K
Mr. Sanil S.
Mr. Unnikrishnan B.
Mr. Shibin M.G
Mr. Rakesh Chandran
Mr. Sarath K.M.
Mr. Viju K.V
Mr. P.T Joseph
Mr. Shajith N.S



MS. RADHA JAYARAMAN
Admissions Manager

Ms. Radha Jayaraman is a graduate in Commerce and holds an Honours Diploma in Software Technology & Systems Management. Prior to joining SCMS, she was the Director of I-BEC, UK. She is the Honorary Treasurer of the NGO, Asha for Education, USA's Tamil Nadu Chapter. At present, Ms. Jayaraman is Manager-Admissions at SCMS Group of Educational Institutions.



MS. LUCY ANIL, M.A.
Academic Counsellor

Ms. Lucy Anil, our Academic Counsellor, is an M.A. in English Literature from the University of Rajasthan. She holds an MBA Degree from IGNOU specializing in Human Resources She was with TIME as academic counsellor for two years prior to joining SCMS. She has been taking care of admissions in all institutions of the SCMS Group for the past 18 years.

POST GRADUATE DIPLOMA IN MANAGEMENT- ADMISSION

ELIGIBILITY FOR ADMISSION

- An applicant should be a graduate in any discipline from a recognised university with a minimum aggregate of 50% marks. Candidates appearing for final year degree examination can also apply if they expect to score the requisite marks.
- Candidate should have a valid score in any one of the following entrance tests:
CAT / XAT / MAT / CMAT / KMAT (KERALA) / ATMA
- Age: Minimum 20 years, Maximum 50 years.

FEE STRUCTURE

The Tuition Fee for full-time PGDM programme is Rs 1,32,500/- per trimester. This is to be remitted by the students at the beginning of each trimester, as specified in the Manual of Policies. All categories of fees are to be paid at the beginning of every trimester, irrespective of the time spent away from the campus on project or other assignments. Refer to the page on Rules and Regulations in the prospectus for other categories of fees.

MERIT SCHOLARSHIP

Students with more than two years of work experience in reputed companies are eligible to apply for merit scholarship of up to a maximum of 40% of tuition fees. In addition, Merit Scholarships of Rs 1,00,000 and Rs 50,000 are awarded on the basis of Entrance Test Scores and Graduation Scores.

CANDIDATES FROM SAARC COUNTRIES

Admission test is not mandatory for students from SAARC countries. The fees for the two-year programme is US\$17000, payable in six equivalent instalments before the commencement of each trimester. The fee is inclusive of boarding and lodging charges.

HOW TO APPLY

Candidates may submit an online application form at <https://admissions.scms.edu.in/pgdm-application> on or before the last date notified by the School, by making a non-refundable online payment of Rs. 1,000/- towards Registration Fee and Application Fee.

SELECTION PROCEDURE

All shortlisted candidates will be invited to attend a Group Discussion and Personal Interview. Selection is based on academic performance, performance in Group Discussion and Personal Interview, Participation in sports & extracurricular activities and Work Experience.

SCMS Group consists of a set of secular academic institutions which do not encourage or promote any religion or religious practices within the campus. Students pursuing management programme are required to be well dressed. Boys are required to be clean-shaven. Only those candidates who are willing to follow these rules are encouraged to apply.

PGDM FROM SCMS AND MBA FROM NKU



SCMS Cochin School of Business has signed a Memorandum of Understanding with Northern Kentucky University, USA, which will enable students from SCMS Cochin School of Business to enroll into the 2nd year of Master of Business Administration programme in Haile College of Business, NKU. A student who successfully completes the programme would be awarded an MBA degree from Northern Kentucky University, in addition to the PGDM from SCMS Cochin School of Business. Students who complete PGDM from SCMS will be eligible to pursue the course at a subsidized fee of \$10,000 for the MBA programme.

Haile College of Business (HCB), NKU has been accredited by AACSB (Association to Advance Collegiate Schools of Business). HCB has over 2000 students. NKU is located in Highlands Heights, Kentucky, which is rated as one of the safest cities in USA. NKU is a growing metropolitan university known for its academic

excellence and affordable education. Fortune 500 companies operating near NKU campus provide NKU students with a wealth of opportunities for professional advancement.

Minimum Eligibility to enroll for MBA programme at NKU:

1. 75% in Bachelor's Degree equivalent to USA Bachelor's Degree. Candidates with 3-year Degree must complete a 30 credit Pre-MBA Coursework in order to be eligible
2. TOEFL iBT score of 79 (550 paper-based) or IELTS score of 6.5
3. Leadership potential demonstrated through work experience, community service, research projects, extracurricular activities etc.

FELLOWSHIP PROGRAMME IN MANAGEMENT (FPM)

COURSE OVERVIEW (Intake - 20 Seats)

Fellowship Programme in Management (FPM) is a full-time/part-time, doctoral level research programme. The programme is designed to prepare potential scholars to become extremely skilled and advanced researchers and educators in various areas of management.

DURATION

Duration: The minimum duration of the Course shall be 3 years, but shall not exceed 5 years, except under exceptional circumstances. beyond 5 years, the student shall have to re-register and has to complete within the extended period of 2 years.

ELIGIBILITY

Master's Degree or equivalent in Engineering and Technology/ Management/ Economics/ Social Science/Biological Science/ Pure Science/ Commerce/ Humanities with FIRST CLASS. To pursue part time programme, a minimum of 5 years' work experience is mandatory.

RESEARCH AREAS

- Decision Sciences
- Economics
- Finance
- General Management
- Human Resource Management
- Information Technology & Systems
- Marketing
- Organizational Behaviour
- Strategic Management

COURSE DESIGN

The Fellowship Programme will have three broad phases:

1. Prescribed Coursework to earn 42 credits, to be completed within two years from registration.
2. Comprehensive Examination after the successful completion of Coursework.
3. Thesis period after the successful completion of Coursework.

The scholar is conferred the title "Fellow in Management" on successful completion of all the requirements of the programme.

HOW TO APPLY

Candidates may visit www.scms.edu.in/programmes/fpm for more details about the programme and to submit an online application.

Batch Inauguration



RULES & REGULATIONS

Manual of Policy

It is a policy statement of SCMS COCHIN SCHOOL OF BUSINESS. All students are expected to read it and adhere to it.

PAYMENT OF FEE

Fees have to be paid on the dates indicated in the Academic Calendar (refer Manual of Policies), failing which a fine of Rs 500 and re-admission fee of Rs 1000 would be levied. Students who fail to pay the fee with the fine on or before the applicable due date will not be permitted to attend classes from the following day, till the dues are cleared, for which period they will suffer loss of attendance.

HOSTEL AND MESS FEES

The first year fee towards hostel is payable at the time of admission and the second year fee along with the fees of fourth term. Mess fees is to be paid every month in advance.

CAUTION DEPOSIT

All students are required to remit Rs. 10,000 towards general caution deposit and Rs. 10,000 towards hostel caution deposit, at the time of admission. These amounts will be refunded on completion of the course after deducting dues to the institution and damages, if any.

IDENTITY CARD

All registered students are eligible for identity cards and it is issued on payment of Rs. 500/- in the first instance. A fee of Rs. 1500/- will be charged for reissue of an identity card or if the card is not surrendered at the end of the course.

EXAMINATION FEE

Examination fee of Rs. 500/- per paper should be remitted along with the examination application of each trimester/semester. An amount of Rs. 500/- per paper should be remitted for revaluation or re-examination, in case of students with backlog.

ALUMNI FEE & DIPLOMA FEE

Alumni Fee of Rs.1500 and Diploma Fee of Rs. 500 is to be paid along with trimester VI examination fee.

OUTBOUND TRAINING FEE

One time payment of Rs 7500/- is payable along with 2nd trimester tuition fee towards the Outbound Training Programme.

MEDICAL INSURANCE

All students have to make a one-time payment of Rs 400/- at the time of admission towards medical insurance during the currency of the programme.

LIBRARY CARD

A penalty of Rs. 100 per card will be levied for loss of library card.

PART SYSTEM

Students are permitted to avail of part system to complete the examination. In addition to the first chance, they will be given only two consecutive chances to clear all the papers of a trimester. Thereafter, their names will be removed from the rolls of the School irrespective of their performance in other trimester examinations. Part appearance is not permitted in the first chance of any trimester examination.

REMOVAL FROM ROLLS

Any student can face removal from the rolls if he or she is found violating regulations in spite of warning. Major misconduct can result in summary removal.

REFUND POLICY

Refund of Fee in case a student decides to withdraw from the course will be as per the guidelines of AICTE Handbook 2023-24.

LEGAL JURISDICTION

Jurisdiction for legal disputes on any matter detailed in this prospectus or related to studies at the institution will be limited to courts in Ernakulam, where the institution is established and the cause of action took place.

PLACEMENT PREPARATION

SCMS has a track record of arranging placements for all eligible students. In the academic year 2021-22, over 60 leading corporate houses hired students from SCMS.

Preparation makes Perfection

Our placement cell is headed by a team of experts and assisted by placement officers located in the major cities of India. Our faculty members and external experts offer workshops that prepare students for Aptitude Tests, Group Discussions and job interviews.

Meeting the Criteria

Corporate houses look out for ambitious and knowledgeable students with the required potential to rise to the challenges of their career. The training, counselling and other facilities at SCMS grooms students to get placed in excellent companies.

ALUMNI ASSOCIATION - ENOSIS

SCMS Group of Educational Institutions has always taken pride in the wide network of alumni who occupy coveted positions in various esteemed organisations in India and abroad. Since the inception of the institution, the role of alumni through its growth and development is quite significant. SCMS students benefit from placement support from its strong alumni base.



Dr Radha Thevannoor
Group Director



Mr. George Joseph
Placement Co-ordinator - HQ

Alumni Speak

SCMS PGDM helped me in getting ready for the corporate world. It instilled the required confidence in me to go and make a career out there. Backed by the strong curriculum structure and an affable campus camaraderie involving the teachers, support staff and students, the two years in SCMS were the foundation of what turned out to be a successful corporate journey. Over the years, SCMS has grown into a top institute for the industry to source competent talents.

Parag Sen, PGDM (1995-1997)

Co-founder, homepecked.com

Winner of 2014 Africa Brand Leadership Award

SCMS is an institution of excellence in management education with top-notch faculty, curriculum, teaching methodologies and facilities for students. Going to SCMS was one of the most important decisions I made, and it has been the foundation for a career that has taken me to some great companies like Levi Strauss, Bennett Coleman, DraftFCB & McCann Erickson.

Ashwin Jose (Batch 2 - 1993)

Reporting and Issue Management | Enterprise Anti-Money Laundering BMO Financial Group, Toronto, Canada.

CAMPUS PLACEMENTS 2021-22

High-profile corporate recruiters visit SCMS campus annually. They recruit talented job-ready candidates from the campus. Our students have begun their careers with some of the following industrial leaders.





CLUBS & FESTS



Inauguration of Finesse by **Venugopal C Govind**, Senior Partner, Varma & Varma, Chartered Accountants



Inauguration of Endeavor by **Ajit Nair**, Asst. VP (Kerala), Fresh To Home



Inauguration of Marketing Grid by **M S A Kumar**, Family Business Advisor and CEO Coach at Catalyst 360 and **Nirmala Lilly**, CEO, Infinity Hospitality Services India



Innovation & Entrepreneurship Development Cell

THE MANAGEMENT STUDENTS' SYNDICATE

The Management Students' Syndicate is an entity formed to facilitate effective interaction with the corporate world. Its functions include organizing seminars by inviting experts from the industry and arranging visits to organizations to understand their day-to-day functions. Under its aegis, students also undertake specific assignments on behalf of the industry

MARKETING GRID

It is aimed at:

- enhancing the marketing skills of the students by interacting with practising managers.
- pursuing field-based research in marketing and management.
- contributing to the overall personality development of the students through seminars and topical presentations.

FINESSE

Finesse is the Finance Forum where students regularly organize seminars and lecture meetings with experts from the industry on subjects like National Budget, Monetary Policy, Stock Exchange Simulations and Corporate Health.

CHIPS 'N' NUTS

It is a forum in which students of Systems and Operations actively participate to discuss the latest trends in Information Technology and Systems Administration.

HUMANE

HR students discuss and deliberate on the latest developments in the human resources area.

TARANG

It is an annual cultural festival of students where students exhibit their latent artistic talents.

SHIKHAR

It is an Inter-Collegiate Management Fest held every year.

PANORAMA

It is a two-day national Management Seminar held every year in which business leaders, entrepreneurs and senior executives from various industries participate and deliberate on current business and economic trends.

ENDEAVOR / IEDC

It is an Entrepreneurship Club which provides opportunities to young minds of SCMS to nurture the enterprising skills which ultimately will lead to the formation of Enterprises with a difference.

PARIVARTHANA (Student Social Responsibility)

The social outreach programme of SCMS Group gives students an opportunity to get sensitized to socially relevant issues.

SOCIAL IMMERSION PROJECT

Students examine the grass-root level development process by visiting different grama panchayats and assess the rural developmental activities. It is conducted in association with Kerala Institute of Local Administration (KILA).

MANDATORY DISCLOSURE

- I. AICTE File No: FNo.South-West/1-10975251609/2022/EOA
Date and Period of last approval:
3rd July 2022 for the academic year 2022-23
- II. Name and Address of the Institution:
SCMS COCHIN SCHOOL OF BUSINESS,
SCMS Campus, Prathap Nagar, Muttom, Aluva,
Cochin - 683 106.
City & Pin Code Ernakulam - 683 106.
State/UT Kerala
0484 2623803 / 2623804 Fax: 0484 -2623855
Email: scms@scmsgroup.org
Website: www.scms.edu.in
Longitude 76° 15E, Latitude 10° 00'N
Office hours: 9.00 AM to 5.00 PM.
Academic hours: 9.15 AM to 4.45 PM.
Nearest Railway Station: Aluva - 8 km
Nearest Airport - Nedumbassery - 14 km
Type of institution: Private-Self financed,
Non-Minority and Co-Ed
- III. Organization running the Institution:
Prathap Foundation for Education and Training
Management House, South Kalamassery, Cochin,
Kerala - 682 033 www.scmsgroup.org Trust
Registered with Sub Registrar, Ernakulam, on
10/27/1989
- IV. Name of the Principal / Director:
Dr. Radha Thevannoor, M.Com., MBA, Ph.D.
Director, +91 484 2623803/4, 2628000, 98460 44713
E.mail: radha@scmsgroup.org
Field of specialisation: HR Management
- V. GOVERNANCE
BOARD OF GOVERNORS (w.e.f. 23.06.2022)

CHAIRMAN

- Dr. SUBRAMANIAN SWAMY
Member of Parliament, Govt. of India; Former Union
Minister for Commerce, Law & Justice; Former
Professor, Harvard University

MEMBERS

- Mr. P. C. CHACKO,
Public Representative, Ex – MP, Former Minister for
Industries, Govt. of Kerala
- Dr. G. P. C. NAYAR
Chairman & Founder,
SCMS Group of Educational Institutions
- PROF. PRAMOD P. THEVANNOOR
Vice Chairman, SCMS Group of Educational
Institutions
- Mr. T. P. SREENIVASAN IFS
Former Ambassador & Educationist
- Dr. U. RAMESH
Regional Officer (Addl. Charge) & Director, AICTE
- Prof. N. C. GEORGE
AICTE nominated Industry Expert,
Management Consultant
- Nominee of the State Government -
Nomination Awaited
- Nominee of the State Government - (Outside
expert from the Region) Nomination awaited
- Mr. A. K. NAIR
Management expert from Industry,
Ex - Managing Director, KSIDC & KCPL
- Prof. K. J. PAULOSE
Professor Emeritus, SCMS
- Mr. T. A. ASHOK
Alumni Representative
- Mr. SHIBU BALAKRISHNAN
Industry Expert
- Dr. FILOMINA P. GEORGE
Director - Academic Compliances – Business
Schools, SCMS Group
- Dr. RADHA THEVANNOOR,
Director, SCMS Group and Director, SCMS (Member
Secretary)

BOARD OF MANAGEMENT

- Dr. G. P. C. NAYAR,
Chairman and Founder,
SCMS Group of Educational Institutions
- Prof. PRAMOD P. THEVANNOOR,
Vice Chairman,
SCMS Group of Educational Institutions
- Dr. INDU NAIR,
Director in Charge of Infrastructure,
Admissions and Compliances
- Dr. RADHA THEVANNOOR,
Registrar, in charge of PGDM & Academic
Administration
- Dr. BAIJU RADHAKRISHNAN,
Director in Charge of Strategic Planning and
Development and General Administration

ACADEMIC ADVISORY BOARD

CHAIRPERSON

- Mr. T. P. SREENIVASAN
Former Ambassador and Former Vice Chairman,
Higher Education Council, Kerala

VICE CHAIRPERSON

- Prof. PRAMOD THEVANNOOR
Vice Chairman, SCMS Group

MEMBERS

- Mr. SHIBU BALAKRISHNAN
Vice President, Cognizant Technology
- Dr. K. N. AJIT
Head – HR, Mythra Infrastructure
- Mr. DEEPAK ASWANI
Principal Distributor – Raymonds, ITC
- Ms. SINDU PANDALAI
Entrepreneur, New Delhi
- Mr. RAJESH NAIR
Regional Head, Ernst & Young Consulting
- Mr. ASHOK T. A.
Consultant, Tata Consultancy Services
- Dr. Filomina P.George, Director- Compliances, SCMS
- Prof. K.J. PAULOSE
Professor Emeritus, SCMS Cochin School of
Business
- Dr. RADHA THEVANNOOR
Director, SCMS Cochin School of Business

FREQUENCY OF THE BOARD MEETINGS AND ACADEMIC ADVISORY BODY

- Governing Board meetings are held once
in six months.
- Academic Advisory Body meets once
in six months.

NATURE AND EXTENT OF INVOLVEMENT OF FACULTY AND STUDENTS IN ACADEMIC AFFAIRS/IMPROVEMENTS

At SCMS COCHIN SCHOOL OF BUSINESS the management, faculty and students work as a team for elevating the institution to world-class standards. Continuous upgradation of syllabus in consultation with the industry is a round-the-year process. Faculty members take active participation in upgrading the syllabus in their area of specialisation. They are actively involved in several research and consultancy projects. Students get individual attention for their overall improvement through mentor group activities. The faculty members act as mentors to the SCMS student community. Faculty members are involved right from the selection of students to their placement and graduation. The students give feedback on the overall performance of the institution and the faculty in particular. Their suggestions and feedback are given due weightage while decisions are taken. They also act as ambassadors of the institution. Even after graduation they come back to the institution with suggestions for improvement, inputs regarding expectations from the industry, etc.

VI. PROGRAMMES

Name of Programme (Full Time) approved by the
AICTE.

- POST GRADUATE DIPLOMA IN
MANAGEMENT (PGDM)
 - FELLOWSHIP PROGRAMME IN MANAGEMENT
- ### VII. FACULTY

Number of faculty members:

- Permanent faculty : 24
- Visiting faculty : 20
- Foreign faculty : 10
- Guest faculty : 10

Profile of each faculty with qualifications, total experience, age and duration of employment at the institute concerned: Given elsewhere in the prospectus in detail.

Number of faculty employed and left during the last two years: 6

Profile of Director/Principal with qualifications, total experience, age and duration of employment at the institute concerned:

Dr. Radha Thevannoor

Dr. Radha Thevannoor is the Director of SCMS Group of Educational Institutions / SCMS Cochin School of Business, Cochin. She has a Masters in Commerce from Department of Commerce, University of Kerala, and Masters in Business Administration from Bangalore University. Her area of specialisation is Human Resource Management and she has a doctorate in management from Cochin University of Science and Technology. A social researcher, her area of interest is Gerontology. Dr. Radha is a visiting faculty at University of St. Gallen, Switzerland. She has presented papers at World Demographic and Aging Congress, Switzerland, Oxford School of Aging, Seoul National University, Korea, and Indian Institute of Management, Ahmedabad. She is an alumna of Oxford School of Aging, UK.

Whether student assessment of faculty is in force?

Yes. Student assessment of faculty is obtained on completion of each trimester. The feedback is discussed with the faculty so as to enable them to make improvements, if required.

VIII. FEE

- Details of fee, for the PGDM programme
Rs. 1,32,500/- per trimester.
- Time schedule for payment of fee for the entire
programme:
Tuition Fee is to be paid at the beginning of every
trimester. Exact date of remittance will be intimated
in the Manual of Policy distributed to students at the
time of starting the classes.
- Fee waivers granted with amount and name of
students:

NIL

Number of scholarships offered by the institute with
the name of students, duration and amount:

1.	Alex Varghese	Batch 29	3,75,000
2.	Arshad V J	Batch 29	3,75,000
3.	Ajith Janardhanan	Batch 29	1,50,000
4.	Arun Kumar S L	Batch 29	1,50,000
5.	Minu Salila	Batch 29	1,50,000
6.	Megha V	Batch 29	1,20,000
7.	Vishnu S Chandran	Batch 29	1,20,000
8.	Abhiram V R	Batch 29	60,000
9.	Anjima G	Batch 30	3,75,000

- Criteria for fee waivers/scholarships: Candidates with experience of more than 2 years are eligible to apply for merit scholarship to the extent of 40% of their tuition fee.
- Estimated cost of boarding and lodging in Hostels: Rs. 7700/- approx. per month.

IX. ADMISSION

- Number of seats sanctioned with the year of approval:
120 - PGDM (Full Time Programme) 2022
20 - Fellowship Programme in Management 2022
- Number of students admitted under various categories each year in the last two years:

GENERAL:

PGDM 2022 - 59

PGDM 2021 - 45

SC/ST/OBC:

PGDM 2022 - 23

PGDM 2021 - 18

- Number of applications received during last two years:
2022 - 1857
2021 - 3650

X. ADMISSION PROCEDURE

- Mention the admission test being followed, name and address of the Test Agency and its URL (website):
CAT by IIMs, CMAT by AICTE,
MAT by All India Management Association, Management House, Lodhi Road, New Delhi -110003.
URL: <http://www.aimaind.org/aima/cms/Mat/matgeneral.htm>
ATMA by the Association of Indian Management Schools, D.No.6-3-668/10/76, First Floor, Near Sri Kalyana Venkateshwara Temple, Durga Nagar Colony, Punjagutta, Hyderabad - 500 082.
URL: <http://registration.sifytest.com/atma/>
KMAT supervised by Admission Supervisory Committee, DPI, Vazhuthacaud, Thiruvananthapuram, Kerala 695014
URL: <http://www.cee-kerala.org/index.php/mba/mba2020>



XAT conducted by XLRI

Rivers Meet Road, Circuit House Area, East,
Jamshedpur, Jharkhand 831001

URL: www.xatonline.in

Calendar:

- Last date for request for applications: 20 days from the date of entrance test
- Last date for submission of application: 25 days from the date of publication of result of entrance test
- Date for group discussion (GD)/interview: 25 days from the date of receipt of application
- Dates for announcing final results: 3rd day after the GD and PI
- Release of admission list (main list and waiting list should be announced on the same day): 3rd day after the GD and PI
- Date for acceptance by the candidate: 15 days from announcement of results of GD & PI
- Last date for closing of admission: As announced by AICTE
- Starting of the academic session: As announced by AICTE
The policy of refund of the fee, in case of withdrawal: As per AICTE norms

XI. CRITERIA AND WEIGHTAGES FOR ADMISSION:

- Describe each criteria with its respective weightages i.e. Admission Test, GD, Interview etc.:
Graduation 20%,
Admission Test 35%,
Group Discussion 20%,
Personal Interview 20%
Other criteria 5%
Mention the minimum level of acceptance, if any, for any criteria:
PGDM: Graduation 50%
Entrance Test: Valid scores in CAT/XAT/CMAT/MAT/KMAT/ATMA

RAGGING STRICTLY PROHIBITED

Ragging in any form is a serious crime under the Indian Laws. Any case of ragging or other related offence will be reported to the police for taking appropriate action. The culprits will also be summarily dismissed from the College.

SHIKHAR'22



EXTRACURRICULAR ACTIVITIES



Christmas Celebrations



Photography Workshop



Moments from the Founder's Day Celebrations



Autism Awareness Campaign - Cyclothon by SCMS alumni Arunjith PGDM batch 14



Onam celebrations at SCMS



River Rafting



Outbound Training



Kerala Piravi celebrations



Blood Donation Camp



Violin Concert by Shri. T. N. Krishnan



Dining Etiquette Training



Outbound Training



New Year's Day Celebrations, 2018



Winners at Rajagiri Fest



Winners with their trophies



Chess Tournament



Table Tennis Tournament



Management Workshop



Carroms Tournament

INTERNATIONAL NETWORK OF ALUMNI

SCMS COCHIN SCHOOL OF BUSINESS has a large network of alumni occupying coveted positions in India and abroad. Regular alumni meetings are held at Bangalore, Chennai, Delhi, Hyderabad, Kochi, Kolkata, Mumbai, and Dubai. The Alumni Association is a formally registered body and is named "Enosis – Together Forever."



Kochi



Chennai



Delhi



Dubai



Bengaluru

SCMS GROUP - MEMBER INSTITUTIONS

SCMS SCHOOL OF ENGINEERING & TECHNOLOGY (SSET)

B.Tech, M.Tech, MCA, PhD

SSET has carved a niche for itself in the field of engineering and technology education in Kerala since 2001. The College is the largest self-financing engineering college in Kerala and is equipped with the most modern workshops, laboratories, computer labs, library and other facilities to bring out the best in the students. The institution is approved by AICTE and affiliated to APJ Abdul Kalam Technological University, Kerala. B. Tech., M. Tech. and MCA programmes are offered.



PPTIA - DR. PRADEEP P. THEVANNOOR INNOVATION AWARDS

Dr. Pradeep P Thevannoor Innovation Awards (PPTIA) instituted in 2015, is a global event held annually with the aim to identify and reward innovative ideas and applications to tackle issues and challenges faced by society. The event is a tribute to Dr. Pradeep P Thevannoor, former Vice Chairman, SCMS Group, who made several notable contributions in the field



of Research and Development. Students from all over the globe participate with creative and out-of-the-box solutions to everyday problems.

Following the adverse impact of Covid19 Pandemic, the format of the prestigious annual event was changed to the online conferencing mode. Dr. Pradeep P Thevannoor Innovation Talks 2021 included a 7-day Innovation and Entrepreneurship Online Talk series by experts from across the world. The virtual gathering was attended by students, academicians, entrepreneurs and invited guests from industry.

SCMS WATER INSTITUTE

An Indo-German Research Project for Water Technology and Management has been commenced at this institution. The new project is being conducted in collaboration with the University of Applied Sciences, Weingarten, Germany. The research centre offers consultancy on water technology and water management, and provides policy advisory services to government entities like public sector organizations, city corporations, municipalities and other public bodies. The institution provided an innovative and easily implementable solution for the water scarcity problem with Climate Change Adaptation Techniques for the neighbouring Koratty Panchayat.





SCMS SCHOOL OF TECHNOLOGY & MANAGEMENT (SSTM) PH.D, MBA, MCA, M.SC. (MOLECULAR BIOLOGY & GENETIC ENGINEERING), M.SC. (PSYCHOLOGY), INTEGRATED MCA, B.COM., BBA, BCA, B.SC. (BOTANY & BIOTECHNOLOGY), B.SC. (PSYCHOLOGY)

in the year 2003 and offers MBA, MCA, Integrated MCA, B.Com, BBA, BCA, B.Sc (Psychology), B.Sc (Botany & Biotechnology) and M.Sc., programmes. SSTM is run as an institution of excellence and students receive exposure to the latest teaching methodology and industrial experience as provided in top-class institutions. All these are delivered with the time-tested techniques. The institution has modern library and lab facilities.

SCMS School of Technology & Management was founded

SCMS SCHOOL OF ARCHITECTURE (SSA) B.ARCH

SCMS School of Architecture (SSA) at Vidyanagar Campus, Karukutty, was established in the academic year 2014-15. It provides an excellent academic environment, infrastructural facilities, and experienced and highly

qualified faculty to train aspiring students to become socially responsible architects. The 5-year B.Arch course is approved by Council of Architecture, New Delhi, and affiliated to M.G. University, Kerala.



SCMS School of Architecture

SCMS INSTITUTE OF BIOSCIENCE AND BIOTECHNOLOGY RESEARCH & DEVELOPMENT (SIBB-R&D) - A DIVISION OF SSTM

SIBB-R&D offers MSc and BSc courses affiliated to MG University. BSc Botany and Biotechnology is a practical oriented course and M.Sc. Molecular Biology and Genetic Engineering is a unique research based program covering the frontier areas of Biotechnology. SIBB R&D is a Department of Scientific and Industrial Research (DSIR) approved research centre. The Biotech Research Centre was instrumental in developing NEERA as a commercially viable drink and also Neera Sugar, Neera Honey and Neera Squash. It also

developed Stevia Tea and Coffee which are suitable for diabetic patients and Transgenic Lactoferrin-enriched banana which is rich in protein and low in fat. The biofuel based on coconut oil ester discovered by the research team of SIBB R&D was recognized by the Swatch Bharat Mission in 2018. Currently the center is working on a DBT-BIRAC project on rapid and economic diagnostic system for COVID 19.



SCMS COLLEGE OF POLYTECHNICS - DIPLOMA COURSES (3 YEARS):

- AUTOMOBILE ENGINEERING • CIVIL ENGINEERING • COMPUTER ENGINEERING
- MECHANICAL ENGINEERING • ELECTRICAL & ELECTRONICS ENGINEERING

In 2016, SCMS College of Polytechnics (SCP) was set up by SCMS Group of Educational Institutions at Vaikkara, Perumbavoor, near Cochin. As of now, it stands as the youngest institution of the SCMS Group. It is envisioned to foster a highly disciplined environment for career-focused learning.

SCP courses are AICTE approved. The faculty members

have been carefully handpicked by the top management to include highly talented and experienced technical experts. The faculty members are committed, and they constantly update themselves in their respective fields.

As for infrastructural excellence, the latest in technologies and facilities have been installed at the workshops and labs.





SCMS™ COCHIN SCHOOL OF BUSINESS

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