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 & 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.
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.

PG Programmes in Management

**Two-year, Full-time**
General Management - 180 Seats

**Three-year, Part-time**
General Management - 30 Seats

PGDM in General Management is the flagship programme of SCMS GROUP and is conducted at its main campus. The distinguishing feature of the programme is 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 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 to become business leaders of tomorrow.

**Specialisations**

The PGDM programme offers dual specialisation. While *Marketing Management* as a specialisation is an essential part of the programme, students can opt from any one of the following additional specialisations:

- Finance
- Retail
- Human Resources
- Systems & Operations
SCMS Group

The Genesis

SCMS 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 is a temple of learning for students across the country and the world and is a national leader in innovative and career-focused education.

SCMS boasts of a unique legacy for supporting and developing individuals and their aspirations to help contribute to the world’s wealth of knowledge, bridge communities and make it possible for individuals to grow academically, professionally and personally. SCMS dares to be different and draws on its diversity to transform the individual, strengthen the society and enrich the world.

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

SCMS welcomes to its fold, students from all over the world in an environment of religious harmony and secularism.
Developing Leaders for the World

Dr. SUBRAMANIAN SWAMY
Chairman, Board of Governors,
SCMS Cochin School of Business
Member of Parliament - Government of India
Former Professor, Harvard &
Former Minister for Commerce, Law & Justice Government of India

SCMS COCHIN SCHOOL OF BUSINESS was established with the twin objectives 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 to become managers of tomorrow. With the onset of globalisation, a new business environment has evolved. The managers of tomorrow have to acquire the necessary skills to face the challenges posed by the business and economy in the context of a globalized environment.

SCMS COCHIN SCHOOL OF BUSINESS has always been endeavouring to constantly 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.
From the Chairman’s Desk

Dr. G.P.C. NAYAR
Founder and Chairman
SCMS Group of Educational Institutions

Gone are the times when one could master a discipline and remain in the comfort zone of the acquired in-depth knowledge. With technology constantly advancing in leaps and bounds, there’s a new version ready even as we master 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, at SCMS, have a finger on the pulse of the industry and constantly update our curriculum and keep up with the dynamic needs of the industry. This has helped us retain our place of prominence in the field of Management Education. SCMS COCHIN SCHOOL OF BUSINESS is amongst the elite B-Schools in India with Indian Accreditation from NBA and Global Accreditation from ACBSP, USA. It is also an ISO certified Institution. 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.
Let’s talk
Business

Dr. C.N. NARAYANA
Director,
SCMS COCHIN SCHOOL OF BUSINESS

SCMS COCHIN SCHOOL OF BUSINESS is one of the oldest business schools in the management education landscape in this country. Keeping with our motto of developing globally competent and socially responsible business leaders, we align, design and deliver quality programs that equip students for a corporate or entrepreneurial journey. SCMS aims to imbibe students with a strong conceptual and practical skills. Our close links with industry give them ample opportunities to apply the acquired skills. This corporate connectedness helps for better opportunities for projects, internships and final placements as well.

The Institute is constantly looking for opportunities to collaborate with frontline Global business schools and Universities which will open up new avenues. With our acclaimed, experienced faculty team actively involved in the pursuit of disseminating knowledge, it will be a great experience and challenge to develop their personalities, confidence and power of networking which will lead to an overall transformation in this two year journey. You are welcome to join this journey which will open the new age world of opportunities for student aspirants.
The corporate
Management team

Dr. G.P.C. Nayar, Chairman

Prof. Pramod P. Thevannoor
Vice Chairman

Dr. Radha Thevannoor,
Registrar & Group Director

Dr. Indu Nair,
Group Director

Prof. Baiju Radhakrishnan,
Group Director

Prof. S. Gopakumar,
Group Director
Honours & Awards

Global Accreditation
SCMS COCHIN SCHOOL OF BUSINESS is one of the few B-Schools in India to get the prestigious international accreditation from the Accreditations Council for Business Schools and Programmes (ACBSP), USA.

National Accreditation
SCMS COCHIN SCHOOL OF BUSINESS was the 9th B-School in India to get accreditation way back in 2002. For an accredited B-School, the AICTE GUARANTEES 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 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.

Consultant to Asian Development Bank (ADB)
SCMS COCHIN SCHOOL OF BUSINESS is an approved consultant to Asian Development Bank (ADB). It is the only Business School in Asia to have this rare distinction.

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.

Distinguished membership from UK
The Association of Business Schools of the United Kingdom has granted SCMS COCHIN SCHOOL OF BUSINESS the status of a distinguished member of the Association. Only select B-Schools in the world have this rare honour.

Rankings testify our success
- 4th best B School in South India - Times of India 2018
- 11th best Private B School in India - Times of India 2018

All India B School Rankings
- 19th - Times of India 2018
- Super league A2 (within top 30) - Business Standard 2017
- 31st - AIMA 2018
- 37th - Competition Success Review 2018
- 45th - Dalal Street Investment Journal 2018
- 46th - Outlook 2018
- 51st (Rank 21 in Learning Experience) - Business Today 2017
- 56th - Live Mint 2017-18
Awards & Accolades

Prof. Pramod P. Thevannoor, Vice Chairman of SCMS Group of Educational Institutions, Kochi, was nominated as the Chairman of Region 10, Accreditation Council for Business Schools and Programs (ACBSP), USA. He is also a member of the Board of Directors of ACBSP.

- 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
- Only B-School with a chair for climate change & disaster management
- 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, G.M 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:

- Scopus
- EBSCO
- ICI
- J-Gate
- ProQuest
- ULRICHSWEB

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 has been inducted into the Board of Directors of ACBSP, a rare distinction to come by for an Asian member institution.
Hischam El-Agamy, Executive Director, International Institute for Management Development (IMD), Switzerland addressing the faculty members at SCMS COCHIN SCHOOL OF BUSINESS Kalamassery, on Entrepreneurship and the Possibilities of Integrating Entrepreneurship onto the PGDM/MBA curriculum.

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 to develop students’ 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 a part of its business education. Corporates find our teaching and training system highly relevant to their requirement.

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

Mohammed Hanish speaks at the inauguration of our PGDM batch
A Transformational Experience

Integrated Management Learning Programme (IMLP)
Integrated Management Learning Programme is an innovative learning system in management wherein every student is guided and activated to develop his skills in communication, presentation, interpersonal relations, public speaking etc.

Mentoring - an innovative approach in learning
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 was being taught and discuss difficult topics to ensure that all group members had 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.

Corporate tie-ups
Decathlon, Reliance Money, HDFC Bank, Kuttukaran Group are some of the corporates who train, certify and place the students.

Alumni Accomplishment
Xiaomi created a guinness world record in the vertical headed by Mr. Sunil Baby (PGDM Batch 6 Alumni). Xiaomi opened 500+ exclusive shops on the same day at the same time on 29th October 2018! Sunil heads its India business operations.
Where you learn from the Leaders

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

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 the matter of 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. P. Chidambaram, MP, Former Union Finance Minister
Mr. T. P. Sreenivasan, IFS (Retd.), Former Ambassador to USA
Dr. J. Latha, Vice Chancellor, CUSAT
Dr. Bibek Debroy, Member, NITI Aayog, Govt of India
Mr. T. K.A. Nair IAS (Rtd), Former Principal Secretary to the Prime Minister, Govt of India
Dr. K. N. Raghavan IRS, Commissioner of Customs

Mr. Kochouseph Chittilappilly, Founder & Chairman, V-Guard Industries
Mr. C.V. George, Former GM, RBI
Mr. Rajesh Nair, Director, Ernst & Young LLP-Kerala
Mr. Venugopal.C.Govind, Managing Partner, Varma & Varma Chartered Accountants
Mr. Praveen Kamath, Global Head -Talent Transformation, BPS Division, WIPRO
Mr. Dimitrov Krishnan, VP, Volvo Construction Equipments
Mr. Arul R. B. Krishna IPS, Deputy Commissioner of Police, Kochi
Mr. Vijay Vijayasankar, VP, Digital Transformation and Communication, IBM, USA
Mr. Manoj Jons David, Director, iManage Inc, Chicago
Ms. Sareena P U, AGM, SEBI
Dr. Ernest Johnson, Associate Professor, University of Regina, Canada
Ms. Veena Kulkarni, Associate Professor, University of Kansas, USA
Mr. Augusto De Venanzi, Professor of Sociology, Indiana University, USA
Mr. Solomon Mathews, VP-Sales, Vodafone Idea Ltd
Mr. K Sampath Kumar, AGM, SBI
Mr. Rajeevan V., Chairman, Railway Recruitment Board
Ms. D. Subhadra Bhai, Scientist, Naval Physical and Oceanographic Laboratory
Mr. R. Subramanian, CM, Indian Oil Corporation
GLOBAL TIE-UPS

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:

- Ho Chi Minh City University of Economics and Finance (UEF), Vietnam
- Daffodil International University, Dhaka, Bangladesh
- University of Applied Sciences, Duisburg-Essen, Germany
- University of Hyogo, Japan
- North Carolina Central University, USA
- Deakin University, Australia
- La Trobe University, Australia
- Lancaster University, United Kingdom
- Metropolitan College, Denver, USA
- University of Alberta, Canada
- Lincoln University College, Malaysia
- EARTH University, Costa Rica
- FPT University, Vietnam
- Vrije Universiteit Brussel, Belgium
- Shimane University, Japan
- University of Applied Sciences, Ravensburg-Weingarten, Germany
- University of Applied Sciences, Ravensburg-Weingarten, Germany
- Vrije Universiteit Brussel, Belgium
- Shimane University, Japan
- University of Applied Sciences, Ravensburg-Weingarten, Germany
- University of Applied Sciences, Duisburg-Essen, Germany
- 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
Closer partnership with Ravensburg-Weingarten University

Academic collaboration with Shimane University

Collaboration with Lincoln University, Malaysia

Student Exchange Programme with University of Hyogo, Japan

University of Alberta Exchange Programme
CAMPUS AMBIENCE

Well-stocked Library
The SCMS library has a collection of over 23,000 books, 1,200 bound volumes, 200 leading international and national journals, CDs, videos, students’ project reports in management and allied areas, and access to the best of online information resources.

Well-equipped computer labs
The IT infrastructure at SCMS supports one of the largest single network in the state, with over 600 PCs with a peak load of over 1000 nodes, labs with 400 systems, wi-fi enabled campus and hostels, language lab and 22 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.
When winning becomes a habit

Milu S, Best Academic Performer wins Chairman’s Gold Medal

Sachin Girish wins the Best Outgoing Student Award

Winners of EFI B-School Presentation Competition

Overall runner up trophy winners at De Paul Institute of Science and Technology Fest

Prize winners of Management Fest at Berchmans Institute of Management Studies

Prize winners of Management Fest at DCS MAT Wagamon

Prize winners of Management Fest at Rajagiri Centre for Business Studies
Dual Specialisation

SCMS COCHIN SCHOOL OF BUSINESS offers highly relevant and topical areas for specialisation for its PGDM programme. Terms V and VI are for specialisation. **Marketing Management** is a compulsory specialisation. Students are free to choose one other specialisation from among the options for these terms. The objective of offering electives is to provide an in-depth knowledge to the students in those selected areas. The additional specializations offered are:

- Finance
- Retail
- Human Resources
- Systems & Operations

An elective will be approved for study only if there are a minimum of 25 students opting for the same.

New Specialisations

At SCMS COCHIN SCHOOL OF BUSINESS, specialisations are assessed every year and new ones are introduced depending upon their scope for employment in that particular year.

Capstone Simulation from Capsim, USA, offered to PGDM students as an add-on course
INNOVATIVE CURRICULUM

Term I
• Economics for Management
• Business Statistics
• Financial Reporting and Analysis
• Business Law
• Organisational Behaviour
• Business Communication
• Information Technology for Managers

Term II
• Socio-Economic Environment of Business
• Operations Research
• Accounting for Decision Making and Control
• International Relations and Business
• Cross Cultural Human Relations Management
• Written Analysis & Communication
• Marketing Management

Term III
• Supply Chain Management
• Business Research Methods
• Financial Management
• Human Resources Management
• Operations Management
• Business Information Systems
• Consumer Behavior

Term IV
• Term Project (90 days)

Term V & VI - Core Courses
• Strategic Management
• Integrated Marketing Communication
• Business Ethics & Corporate Governance
• Strategic Marketing
• Applied Strategic Management (CAPSTONE)
• Services Marketing

Term V & VI - Specialization Courses

Human Resources
• People Analytics
• Global HR Context & Perspectives
• Employment Relations Management
• Organizational Development & Change Management
• Total Compensation Management
• Organizational Learning & Development

Finance
• Financial Derivatives and Risk Management
• Investment Analysis & Wealth Management
• Strategic Financial Management
• Management of Financial Services
• Financial Analytics
• Tax Planning and Management

Retail Management
• Retail Store Operations
• Retail Analytics
• Retail Environment and Strategies
• Store Design, Planning and Visual Merchandising
• Customer Relationship Management
• Lifestyle Marketing

Systems & Operations
• System Analysis & Business Modeling
• IT Business Development
• Managing Quality & Productivity
• Business Analytics
• Enterprise Applications
• World Class Operations

Term V & VI - Electives
• Entrepreneurship Development
• International Business
• Digital Marketing
• Project Management
• E-Commerce
• Banking Operations Management
• Logistics Management
• Competency Mapping
• Sales & Distribution Management
• Management of MSME Business
The key to Excellence

Environment for Excellence
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.

Discipline – the path to success
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.

Management Development Programmes
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 Campus
SCMS Group is committed to encouraging people with physical disability into the mainstream. The campus is disabled-friendly and wheel chair accessible.
Grooming global leaders

How we teach and transform our students
SCMS education is rich, demanding and transformative. The mastery demonstrated by SCMS graduates across the professional and vocational spectrum 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:

Communication 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.

Interpersonal skills & teamwork
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.

Ethical & Moral Values
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 have to be inculcated in future managers by training.
International faculty providing a competitive edge

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. JOHANNAS FRITSCH
University of Applied Sciences, Weingarten, Germany

Dr. CHANDANA UNNITHAN
Professor, La Trobe University, Melbourne, Australia

Prof. CLEO PASKAL
Associate Fellow, Climate Management, Chatham House, London

Prof. ARUN THANKAM
University of Central Lancashire, United Kingdom
Mentors - More than teachers

Prof. PRAMOD P. THEVANNOOR
B.Com., M.B.A.
Prof. Pramod P. Thevannoor is Vice Chairman of the SCMS Group of Institutions and manages the various institutions under the group. He is also the Professor of Mass Communication. 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 phones in Cochin. Mr. Pramod has attended several national and international conferences and workshops on management and mass communication.

Prof. S GOPAKUMAR
B.E., Six Sigma, USA, BOE
Prof. S. Gopakumar is a group Director of the SCMS Group of Institutions. He is a qualified professional in Engineering and Management, with several years of experience in General Management, Projects, Purchase, Quality and Customer Service etc. He is also a member of several professional bodies in India and abroad. Prior to joining SCMS, he served as chief Executive in Apollo Tyres for over 30 years.

Prof. BAIJU RADHAKRISHNAN
B.Tech., M.B.A.
Prof. Baiju Radhakrishnan, Group Director is a graduate in Technology (B.Tech) and Post Graduate in Business Administration (MBA). He is a Professor in Strategic Management and International Business. He has undergone Post Graduate Programs in IIM Calcutta and Edinburgh Business School U.K. A member of several professional bodies in India and abroad, he is an accredited professional Management consultant with CDC, DSIR, Govt. of India. He has worked in senior positions in major business houses in India and served as the Managing Director or Director of some of the leading Public Sector companies in Kerala.

Dr. C. N. NARAYANA
BCom, MMM, PhD
Dr. C. N. Narayana is the Director of SCMS COCHIN SCHOOL OF BUSINESS. He is a graduate in Commerce, Postgraduate in Marketing and has a doctorate in Human Resource Management from Canterbury University, UK. He is a professor in Human Resource Management. He has worked in senior positions in several companies in India and served as a teaching faculty as well as in managerial positions in Management Institutions in India.
Prof. K. J. PAULOSE  
B.Sc. (Engg.), PGDM (IIM-Calcutta)  
Prof. K. J. Paulose, Dean, Professor & Head of the Department of Management, has his basic degree in Mechanical Engineering from REC Calicut. He is also an alumni of the Indian Institute of Management, Calcutta. He started his career in the Mukund Iron and Steel Co. Ltd. as a management trainee. Later he worked with many major companies in India and abroad during a professional career spanning about 20 years. He has undergone training in CAD/CAI in UK, USA and Switzerland. Since 1993, he is with SCMS COCHIN SCHOOL OF BUSINESS.

Prof. MARIAKUTTY VARKEY  
B.Sc. (Engg.); M.Tech; MBA  
Prof. Mariakutty Varkey is HoD and Professor of Systems Administration. She obtained her B.S (Engg) from College of Engineering, Trivandrum, M.Tech in Electronics and Communications Systems from CUSAT, Cochin, and MBA from one of India’s Central Universities. She served as General Manager (Operations) of T&D Labs (Software) Pvt Ltd., Cochin and General Manager (Quality) with SunTech Business Solutions Pvt. Ltd., Technopark, TVM. She was also associated with Keltron Controls, and was deputed to West Germany for a joint software development project. She was connected with Department of IT, Kerala State as Mission Co-ordinator. She also served as a lecturer in the College of Engineering, Trivandrum.

Dr. P. MADHU  
MA (English), MA (Social Work), Ph.D  
Dr. Madhu is Professor and HOD of Human Resources Department. He did his MA in English and MA in Social Work from Tata Institute of Social Sciences, Mumbai. He was awarded PhD in Management by Mahatma Gandhi University, Kottayam. An active researcher, he had experience as Action Researcher at Darpan and was Asst. Project Manager with Kerala Horticulture Development Programme. He has a total experience of fifteen years in teaching and five years in industry. Before joining SCMS he was with Amity University, Noida.

Prof. CHERIAN PETER  
B.Sc, MBA  
Prof. Cherian Peter is the Professor and HoD of the Marketing Dept. He is a Science graduate and has taken his MBA (Marketing) from Bareilly University. He has over 35 years of extensive industry experience in the areas of telecom, consumer durables and finance marketing followed by many years of teaching experience. He has worked as CMO, Muthoot Group; CEO, (Kerala) Reliance Communications Ltd; COO, Idea Cellular Ltd; General Manager - Sales & Marketing, Escotel Mobile Communications Ltd; Asst Vice President - Sales, Easy Call Paging; and in managerial positions in BPL Ltd; Usha International Ltd, and Sriram Bearings Ltd.
Prof. B. Unnikrishnan is professor of Mass Communication at SCMS COCHIN SCHOOL OF BUSINESS. He comes to us with almost 30 years of experience in corporate communication and public relations. Till recently, he was Chief Manager, Public Relations of FACT Ltd., the largest public sector enterprise in South India. Mr. Unnikrishnan is an alumni of the Indian Institute of Mass Communication, New Delhi. He also works as the editor of SCMS News, a monthly inhouse publication of SCMS Group.

Dr. Filomena Parayil George is Director, Compliances, SCMS COCHIN SCHOOL OF BUSINESS and Professor in the Department of Finance. She holds a Masters 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 has taken her Doctorate in Financial Economics from Mahatma Gandhi University.

Prof. R.T.R. Varma is a Professor Emeritus in the Marketing Dept. He is a graduate in Business Management from the University of Science and Arts, Oklahoma, and MBA with specialization in Marketing from University of Oklahoma, USA. He has come to us with nearly 25 years of experience in Senior Management positions in Marketing and General Management in both Private and Public sector companies. He was a Marketing Consultant and Faculty in Management Schools in Cochin and Bangalore. During his career he had headed marketing operations of diverse products like liquor, confectionary, gold and diamond jewellery etc.

Dr. Filomena P. George
M.B.A., FCMA (UK), AIDPM ZICA (Zambia) Ph.D

Dr. Filomena Parayil George is Director, Compliances, SCMS COCHIN SCHOOL OF BUSINESS and Professor in the Department of Finance. She holds a Masters 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 has taken her Doctorate in Financial Economics from Mahatma Gandhi University.

Prof. R.T.R. Varma
B.S. (OK), MBA (OK, USA)

Prof. R.T.R. Varma is a Professor Emeritus in the Marketing Dept. He is a graduate in Business Management from the University of Science and Arts, Oklahoma, and MBA with specialization in Marketing from University of Oklahoma, USA. He has come to us with nearly 25 years of experience in Senior Management positions in Marketing and General Management in both Private and Public sector companies. He was a Marketing Consultant and Faculty in Management Schools in Cochin and Bangalore. During his career he had headed marketing operations of diverse products like liquor, confectionary, gold and diamond jewellery etc.

Dr. D. Radhakrishnan Nair
M.A., Ph.D

Dr. Radhakrishnan Nair, Professor of English and Communication, comes to us with vast experience in teaching and research in English language, spanning over a period of more than three decades. Starting his career as a lecturer in English at Mar Athanasius College, Kottamangalam, he rose to become the Principal of the same college. He was also the Principal of Malik Deenar College, Pallarmangalam, Bhaskara College of Arts, Kaithapram and American College of Management and Technology, Kannur, for short durations. He has also presented papers at International Conferences in Leiden University, The Netherlands and in the University of South Africa. He has authored two books.

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Prof. CHERIAN VARGHESE  
M.Com., ICWAI

Mr. Cherian Varghese, Professor in Finance Dept is a post graduate in Commerce from School of Economics, Delhi and Intermediate of ICWAI. He has 30 years of experience in financial services sector. He was the Wealth Manager and General Manager of ITI Financial Services (P) Ltd. Chennai, Senior Vice President Of Geojit Financial Services (P) Ltd, Branch Manager UTI, Cochin, and Equity Research Officer UTI, Mumbai.

Mr. SUDHEER SUDHAKARAN  
BA, MA, PGDRM

Mr. Sudheer Sudhakaran is Associate Professor in Marketing Dept. He has taken his MA in English Literature from Kerala University and Post Graduate Diploma in Rural Marketing from Institute of Rural Management, Anand. He is an expert professional with 15 years experience in Sales and Marketing, Business Development, Distribution Management, Administration and HR Functions. Prior to joining us, he was associated with Gujarat Cooperative Milk Marketing Federation (GCMMF) Limited as Regional Head for Kerala, based at Cochin.

Ms. MINI K. KUZHUVELIL  
M.Com., FCMA

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 has five years of industry experience, having been working as Asst. Finance Manager in a large company in Coimbatore. She is attached to the Department of Finance. She is also the coordinator for our ISO quality system certification programme. She has participated in several management development programmes conducted by IIM, Ahmedabad and IIM Calcutta, apart from a three months stint in a financial consulting firm as consultant.

Dr. MOHAN B.  
B.Tech, MBA, Ph.D

Dr. Mohan B. is Associate Professor in Operations. He took his B.Tech in Mechanical Engineering from Govt. Engineering College, Thrissur, MBA from School of Management Studies, CUSAT and Ph.D in Management from the Faculty of Management Sciences, M.G University, Kottayam. He has 25 years of service in Managerial Cadre at M/s Indian Oil Corporation. He is also a technical advisor to M/s Mandakan Energy Products, a firm engaged in producing innovative industrial fuels from waste rubber.
Ms. ANJALI A.
B.A., M.A., PGDCA

Ms. ANJALI is Assistant Professor in Communications Department. Anjali has taken her Masters in English Literature and Post Graduate Diploma in Communication and Journalism from Kerala University. She has been with St. Teresa’s College as faculty in English for about two years. She has worked with “The New Indian Express” at the News Desk. She has participated in various seminars / conferences and presented papers.

Mr. JUSTIN JOY
B.Tech (Mech), M.I.T

Mr. Justin Joy, Assistant Professor, has taken his B.Tech in Mechanical Engineering from Govt. Engineering College, Trichur and Masters in Business Information Technology from Newcastle Business School, University of Northumbria, U.K. With a total of 11 years of experience, he was the Business Area Manager of Educomp Solutions Ltd and Web and Business Development Manager cum Head of Computer Applications of IFCR India - a Canada based Research Organization in Cochin. Apart from his corporate experience in India, he has also teaching experience in the University of Sutherland, UK.

Dr. BIJITH GEORGE
ABRAHAM
M.BE, PhD

Dr. Bijith George, Assistant Professor took his Bachelor’s degree in Economics from St. Albert’s College, M.G University and Master’s in Business Economics from CUSAT with First Rank. He took his Doctorate in Economics from CUSAT and worked as Research Officer for eight years at Centre for Study for Social Exclusion and Inclusive Policy (CSSEIP) and Centre for Rural Development and Appropriate Technology (CRDAT), both at CUSAT. He also taught for one year at CSSEIP (CUSAT) & DCSMAT Vagamon.

Dr. BINDU K. NAMBIAR
BA, MBA, Ph.D

Dr. Bindu K. Nambiar, Associate Professor in Marketing is a rank holder in MBA from Madurai Kamaraj University. She is also a rank holder in BA English Literature from North Bengal University. She was a lecturer in ERKUM College, Ernakulam and has come to us with corporate experience at Everonn Systems India, a Chennai based educational institution which has tie up with Hughes Software. She has several research based publications to her credit and has presented papers in National/International seminars.

Dr. LISHIN M. JOSHY
BSc MBA PhD

Dr. Lishin M.J. is an Associate Professor in the area of Human Resource Management and Organisational Behaviour. She is a science graduate with an MBA (Human Resource Management) and an MHA. She completed her Ph. D. under the Research and Teaching Associate Program (full-time) at School of Management Studies, IGNOU Headquarters, New Delhi and is a UGC NET-JRF holder. She has more than 10 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.

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Ms. JOBY JOY  
B.Sc, MBA
Ms. Joby Joy has joined as Assistant Professor in Banking and Insurance Department. She has taken MBA from SRM Institute of Management Studies, Chennai and has completed Licentiate from the Insurance Institute of India. She joined SCMS with eight years of experience in the corporate sector. Prior to joining us, she was the Senior Executive with Bajaj Allianz Insurance Company Ltd.

Mr. PRAVEEN MADHAVAN  
B.Com, MBA
Mr. Praveen Madhavan is Assistant Professor in Finance. He is a commerce graduate and an MBA with specialization in Finance from CUSAT. He is also NET qualified and a faculty for NISM and NCFM Certifications. He has expertise in capital market operations with eight years of experience at Muthoot Securities Ltd., Cochin.

Dr. SHEENA K.  
B.Sc, MBA, Ph.D
Dr. Sheena K. is Assistant Professor in Marketing. She is a physics graduate from Kerala University and MBA in Marketing from Madras University. She took her Ph.D. in Management from School of Business and Legal Studies, IMK University of Kerala. Her total teaching experience is six years as faculty at IMK and Marthoma College, Perumbavoor. She has also worked as Marketing Executive at AVT Group of Companies, Cochin for three years.

Mr. PRAVEEN K.V.  
MBA
Mr. Pradeep is Assistant Professor in the Finance Department. He took his MBA from the Faculty of Commerce and Management Studies, Calicut University and is also NET qualified. He worked for seven years as a Consultant with Cape Gemini India Pvt Ltd, Bangalore before joining Christ University and subsequently in M S Ramaiah University of Applied Sciences, Bangalore, as Assistant Professor.

Ms. DEEPPA K.  
M.Sc, MBA, M.Phil
Ms. Deeppa K, Assistant Professor, took her Master’s degree in Economics and MBA in Operations Research from Avinashilingam University and IGNOU respectively. She took her M.Phil in International Economics from Bharathiar University and is currently pursuing PhD from AMET University. She has a total teaching experience of 16 years as faculty at PSGR Krishnammal College CBE for 6 years, faculty at GRG School of Management Studies for 3 years, and Assistant Professor at College of Management & Economics, University of Petroleum and Energy Studies (UPES) for 7 years.

Ms. PRIYA S.  
B.Tech, MBA
Ms. Priya is an Assistant Professor in the General Management Department. She took her BTech degree from Government Engineering College, University of Calicut and MBA from CUSAT. She is NET qualified. She is currently pursuing PhD in Management from CUSAT. After working as a Bank Officer, she switched to the field of teaching. Food Supply Chain Management is her area of research interest.
Supporting Academics

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. SUMA SREEDHARAN, M.A.
Admissions Officer
Ms. Suma Sreedharan, Admissions Officer is a Post Graduate in Economics from Mahatma Gandhi University and has been taking care of the admissions and related matters of PGDM programme ever since she joined SCMS COCHIN SCHOOL OF BUSINESS.

Ms. LUCY ANIL, M.A.
Academic Counsellor
Ms. Lucy Anil, our Academic Counsellor, is an MA in English Literature from the University of Rajasthan. She was with TIME as academic counsellor for two years prior to joining SCMS. She takes care of admissions in sister institutions of SCMS Group.

Faculty Development Programmes

Dr. Indu Nair, Group Director engaging the session on ‘Digital tools’

Mr. Biju Dominic, CEO & Co-founder, Final Mile addressing the faculty members on ‘Effective Teaching’

Dr M J Arul, licensed Human Element Practitioner conducting workshop on Fundamental Interpersonal Relations Orientation

Faculty training by Prof. Mariakutty Varkey
Administration
Corporate Office & SCMS Cochin School Of Business Campus

Chairman
Vice-Chairman
Registrar
Group Directors
Administrative Officer
Manager – Human Resources
Manager - Administration
Finance Manager
Manager-Admissions
Manager, Maintenance & Utilities
Manager - Public Relations
Manager – F&B
Placement Cell
Editor of Publications
Liaison Officer
Section Officer
Public Relations Officer
Asst. Purchase Officer
Civil Supervisor
Librarian
Assistant Librarians
System Administrator
Computer Lab Assistants
Sr. Accounts Officer
Asst. Accounts Officer
Accounts Assistant
Admissions Officer
Academic Counsellor
Student Counsellor
Faculty Assistants
Secretary to Chairman
Secretary
Office Assistants
Front Office Assistants
Hostel Warden-Mens
Hostel Warden-Ladies
Attender cum Electricians
ETP Operator
Trainee - Gymnasium
Creative Graphic Designer (Trainee)
Drivers
Mr. Raju K.N
SCMS has a track record of arranging placements to all the eligible students. In the academic year 2017-18, 63 leading corporate houses hired students from our campus.

**Window to the World of Opportunities**

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

**Placement Criteria**

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

**Prestigious tie-ups**

The ICICI Bank Wealth Management Division, HDFC and Reliance Money have tied up with SCMS COCHIN SCHOOL OF BUSINESS for selection of candidates for their branches in India and abroad. The ICICI Bank deputed two of our faculty members to Bangkok for a specialised training programme in Wealth Management.

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**Alumni Statements**

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 recruiters of 2017-18 batch

Just as in the previous years, 2017-18 also witnessed the arrival of more than 60 reputed corporate recruiters to SCMS campus. They were successful in hiring the most talented and job-ready students from the campus.
Post Graduate Programme 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 any one of the following scores:
  - 50% or more in MAT / ATMA
  - 108 marks or more in KMAT (KERALA)
  - 100 marks or more in CMAT
  - 60 percentile or more in CAT / XAT
- Age: Minimum 20 years, Maximum 50 years.

Fee Structure

The Tuition fee for full-time PGDM programme is Rs 1,25,000/- 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 work experience in a reputed company for more than two years are eligible to apply for merit scholarship of up to a maximum of 40% of tuition fees.

Repeaters

Students who enrolled for the PGDM programme in the previous year and discontinued the course and subsequently intend to rejoin should apply afresh and make the payment for Registration and Application fees. The student must write the Admission Test afresh and apply with those 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.

PGDM - GENERAL MANAGEMENT (PART-TIME): 30 Seats (3 years duration)

- Eligibility: Candidate should be a graduate in any discipline from a recognised University with a minimum aggregate of 50% marks. Candidate should possess a minimum of two years’ work experience.
- Classes for this programme are held only on Sundays and holidays.
- Fee Structure: Tuition Fee for the part-time PGDM programme is Rs.90,000/- per semester. This does not include end term examination fee.
How to Apply

Online Application:
Prospective candidates are required to log onto the website www.scms.edu.in and submit the filled in application form on or before the last date notified by the School. Candidates need to upload photograph and make a non-refundable online payment of Rs 950/- towards Registration Fee and Application Fee. Late and incomplete applications will not be accepted.

Applicants who would like to come to the campus and apply are requested to bring all the relevant documents and come to Admissions Office at

SCMS COCHIN SCHOOL OF BUSINESS
Prathap Nagar, Muttom, Aluva,
Cochin - 683 106, Kerala, India.

Documents required:
The following documents have to be submitted before Group Discussion:

• Self-attested copy of the School Leaving Certificate or any other document to prove age and date of birth.

Original Documents:
All available original documents have to be produced before class commencement.

• Self-attested copies of the marklists of Class 10, Class 12, Graduation and Masters (if applicable) examinations.
• Self-attested copy of the qualifying Degree Certificate.
• Score Card of Admission Test.
• Two copies of recent passport size photographs.

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.
Rules & Regulations

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 and re-admission fee on or before the re-admission 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 deposit 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.

Outbound Training Fee
One-time payment of Rs 7500/- is due along with 2nd trimester tuition fee, towards the Outbound Training programme.

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.

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 of Fee
Being a non-funded self-financing institution we strictly follow the AICTE directive in this matter.

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.

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.

Note: SCMS COCHIN SCHOOL OF BUSINESS management does not collect any amount in any form from the students, in addition to what is stated in this Admission Bulletin, without notifying the parents.
Clubs & Fests at SCMS

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

Inauguration of Chips ‘N’ Nuts by **Mr Thomson Skariah Thayil**, Chief Evangelist, Rapidor

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

Inauguration of Marketing Grid by **Mr Raghuraman**, VP Asianet

Inauguration of HR Forum by **Shri.M D Varghese**, CGM and Head, CSR, Cochin Shipyard Ltd.
Clubs & Fests at SCMS

The Management Students’ Syndicate
It facilitates effective interaction with the corporate world.

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
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 (Corporate 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).

DelPHE
SCMS COCHIN SCHOOL OF BUSINESS is also co-ordinating DelPHE, an UK sponsored multi-country study on Microfinance, Gender and Poverty, in partnership with Lancashire Business School, UK, Institute of Finance Management, Tanzania and Yaalex Investment Limited, Ghana.
Mandatory Disclosure

I. AICTE File No.:
   F.No.AB/AICTE/REG/2016 dated 30/11/2016 and amended on December 5, 2017
   Date and Period of last approval:
   F.No. South-West/1-351500580/2018/EOA dated 10th April, 2018 for the academic year 2018-19

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 A.M. to 5.00 PM.
   Academic hours: 9.15 A.M. to 4.45 PM.
   Nearest Railway Station: Aluva - 8 kms.
   Nearest Airport - Nedumbassery - 14 Kms
   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. C. N. Narayana, B.Com, M.A, Ph.D
   Director, 91 484 2623803 / 04, 8411028777
   Email: cnnarayana@scmsgroup.org
   Field of specialization: Human Resources Management

V. GOVERNANCE
   BOARD OF GOVERNORS
   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 M.P.
     Public Representative; Former Minister for Industries, Govt. of Kerala
   • Dr. G.P.C. NAYAR
     Chairman & Founder, SCMS Group of Educational Institutions

   • Mr. T. P. SREENIVASAN
     Former Ambassador & Educationist
   • Dr. U. RAMESH
     Regional Officer (Addl. Charge) & Director, AICTE
   • Prof. N.C. George
     AICTE nominated industry expert
   • Nominee of the State Government
     Nomination Awaited
   • Nominee of the State Government (Outside expert from the Region)

   NOMINATION AWAITED
   • Prof. Dr. C V N REDDY
   ACADEMICIAN AND ADMINISTRATOR
   • Dr. K S NEELAKANDAN
   ADVISOR FROM INDUSTRY
   • Mr. A.K. Nair,
   MANAGEMENT EXPERT FROM INDUSTRY
   • Dr. C. N. NARAYANA
     Director, SCMS Cochin School of Business
   • Prof. K. J. PAULOSE
     Professor & Dean – Management Studies, SCMS
   • Ms. JISHA J.
     Asst. Professor, SCMS
   • Mr T. A. ASHOK
     Alumni Representative
   • Mr. SHIBU BALAKRISHNAN
     Industry Expert
   • Dr. FILOMINA P. GEORGE
     Educationist

   Academic Advisory Committee 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, SCMS Cochin School of Business
• Prof. K.J. PAULOSE
Dean, Management Studies
• Dr. C. N. NARAYANA
Director, SCMS Cochin School of Business
(MEMBER SECRETARY)

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 to 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 the Programmes (Full Time) approved by the AICTE.
• POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)
Name of the Programmes (Part Time) approved by the AICTE.
• POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM) - Part Time

VII. FACULTY
Number of faculty members:
• Permanent faculty: 34
• Visiting faculty: 28
• Foreign faculty: 10
• Guest faculty: 20

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: 4

Profile of Director/Principal with qualifications, total experience, age and duration of employment at the institute concerned:
Dr. C. N. NARAYANA
B.Com, Masters in Marketing Management, PhD. in Human Resources Management from Canterbury University, UK, EEP from SPJIMR, Mumbai, FABD from GE, Croton ville USA & PGDBM and other diplomas.

Dr. C.N. Narayana is the Director of SCMS Cochin School of Business and Professor in the Department of Human Resource Management. He holds a Doctorate in Human Resource Management from Canterbury University, UK. Prior to joining SCMS COCHIN SCHOOL OF BUSINESS in 2018, he served as the director of Kirloskar Institute of Advanced Management Studies, harihar & Pune and International Management Institute, New Delhi. He also has rich exposure in the corporate sector, in areas of finance, administration, human resource management, marketing etc.

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, as approved by State Fee Committee, for the Institution:
  Rs 1,25,000/- 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. Dini Gopinath – Rs 44,000
2. Theertha Padmanabhan – Rs 2,20,000
3. Arjun R. – Rs 1,32,000
4. Nans Rajan Philip – Rs 1,32,000

- 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 7000/- approx. per month.

IX. ADMISSION

- Number of seats sanctioned with the year of approval:
  180 - PGDM (Full Time Programme) 2004 - 05
  30 - Part Time Programme 1994
- Number of students admitted under various categories each year in the last two years:
  GENERAL:
  - PGDM 2018 - 89
  - PGDM 2017 - 99
  SC/ST/OBC:
  - PGDM 2018 - 28
  - PGDM 2017 - 24
- Number of applications received during last two years:
  2018 – 8365
  2017 – 6466

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.aimind.org/aima/cms/Mat/matgeneral.htm
  ATMA by the Association of Indian Management Schools, Plot No. 13, Lalitha Nagar, West Marredpally, Secunderabad - 500 026
  URL: http://registration.sifytest.com/atma/

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: June 30, 2019
- Starting of the academic session: July 15, 2019
  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 25%, Admission Test 25%, Group Discussion 20%, Personal Interview 30%
  Mention the minimum level of acceptance, if any, for any criteria:
  PGDM: Graduation 50% Entrance Test: 50%
- Mention the cut-off levels of percentage & percentile scores (section-wise and/or total case may be) of the candidates in the admission test who are called for GD/ Interview
  Entrance Test 50%

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.
Activities @ B-School

Interactive session on Future of Imaging

Address by Mr. C. J. George, Director - Geojit Financial Services

MoU with University of Petroleum and Energy Studies

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

ACBSP International Conference

Mr. P. Raghavendran, President, Refinery Business, Reliance Industries Limited talks on future of Energy & Sustainability

Inauguration of Women’s Cell by Dr. Poornima Narayanan, Councillor - Kochi Municipal Corporation

Indian Oil Corporation Distributor Training Workshop
Extra curricular activities

Roopa Revathi performing on Founder’s Day

Violin Concert by Shri. T. N. Krishnan

Blood Donation Camp

Photography Workshop

Pete’s Photography Contest

Moments from the Founder’s Day Celebrations

A view of the inaugural function of PGDM batch
Kerala Piravi celebrations

Onam celebrations at SCMS

Mojo Flash Mob

A lighter moment from the Onam celebrations

Jubilant students at New Year Celebration 2018

New Year’s Day Celebrations, 2018
Participants of the run to contribute to children’s digital education

Winners at Rajagiri Fest

Director’s Fireside - Batch Farewell

Director’s Fireside - Batch Farewell

Tarang E major - music show

Outbound Training

Outbound Training
View of Badminton Tournament

Winners with their trophies

A glimpse of the Cricket tournament

A moment from the football tournament

Carroms Tournament

A view of the Basketball Tournament

Sprint of relay athletes

Volleyball match in progress

Table Tennis Tournament

Chess Tournament
Alumni network
India and abroad

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.
SCMS encouraged me to identify my proficiencies and prepared me to face the challenging corporate world. The institute induced social ethics and instilled proper corporate demeanour in me.

Prasenjit Mitra (Batch 17 – 2008-10)
Assistant Manager, Apparel Group, Dubai, UAE
SCMS Group -
Member Institutions

SCMS School of Technology & Management (SSTM)
MBA, MCA, M.Sc., Ph.D., B.Com., B.Sc. & B.A.

Founded in the year 2003, the institution offers MBA, MCA, Integrated MCA, Ph.D., B.Com, and B.A programmes in the Prathap Nagar campus, and M.Sc., and Ph.D., programmes at the South Kalamassery campus. The institution has state-of-the-art library and lab facilities and is a recognised research centre of the Mahatma Gandhi University. SSTM is the first and the only approved research centre in the private self-financing professional educational institution sector in Kerala. Doctoral and post doctoral research is conducted at this centre.
SCMS School of Engineering & Technology (SSET)

SSET has carved a niche for itself in the field of engineering and technology education in Kerala. 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 its 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) was instituted in the year 2015 by SCMS School of Engineering and Technology, in memory of Dr. Pradeep P. Thevannoor, who prioritized research and was instrumental in the success of various notable developmental projects of SCMS, such as the Neera project and the production of biofuel from coconut oil.

PPTIA is a global event held annually with an aim to identify, recognize and celebrate innovative ideas and applications to tackle issues and challenges faced by society. Over the past 3 years, PPTIA has witnessed a steady growth in both number and quality of ideas, representing ingenuity, passion and technological knowledge of the student community.

SCMS Water Institute

An Indo-German Research Project for Water Technology and Management has 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 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, 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 Institute of Bioscience and Biotechnology Research & Development (SIBB-R&D) - A division of SSTM

M.Tech, Ph.D & Integrated Ph.D

SIBB-R&D offers advanced programmes and post-doctoral programmes, approved by Anna University of Technology, Coimbatore. The programmes include M.Tech (By Research), Ph.D & Integrated Ph.D Courses apart from research based M.Sc. programmes in frontier areas of biotechnology. The centre is approved by AICTE. The biotech research centre was instrumental in developing NEERA as a commercially viable drink. It also played a
major role in developing value-added products from Neera like Neera Sugar, Neera Honey and Neera Squash. It also developed Stevia tea and coffee which are suitable for diabetic patients. Transgenic lactoferrin-enriched banana which is rich in protein and low in fat was also developed here.

### SCMS Centre for Research, Consultancy & Training (SCRCT)

SCMS Centre for Research, Consultancy and Training (SCRCT) is the research, consultancy and training division of SCMS Group. It started its operations in the year 2003. The research team consists of experienced professionals. The centre undertakes research studies, market surveys, feasibility studies, management consultancy and human resources development and training. SCRCT is a consultant to Asian Development Bank for South Asia Region.

### 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 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.