

**PGDM**

2021-2023

ADMISSION BULLETIN

**YOUR  
STEPS TO  
SUCCESS**



Accredited by



**SCMS COCHIN**  
**SCHOOL OF BUSINESS**

[www.scms.edu.in](http://www.scms.edu.in)

# HOMAGE TO A GREAT VISIONARY

Dr. Pradeep P. Thevanloor, 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.

## **Two-year, Full-time**

General Management - 180 Seats

## **Fellow Programme**

in Management (FPM) - 20 Seats\*

## Specialisations

The PGDM programme offers dual specialisation, with Marketing Management being one of the specialisations:

- Marketing
- Data Science and Business Analytics
- Finance
- Retail
- Human Resources
- Systems & Operations

\*Awaiting approval from AICTE

# 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; and successfully make the 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, and Biotechnology.

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

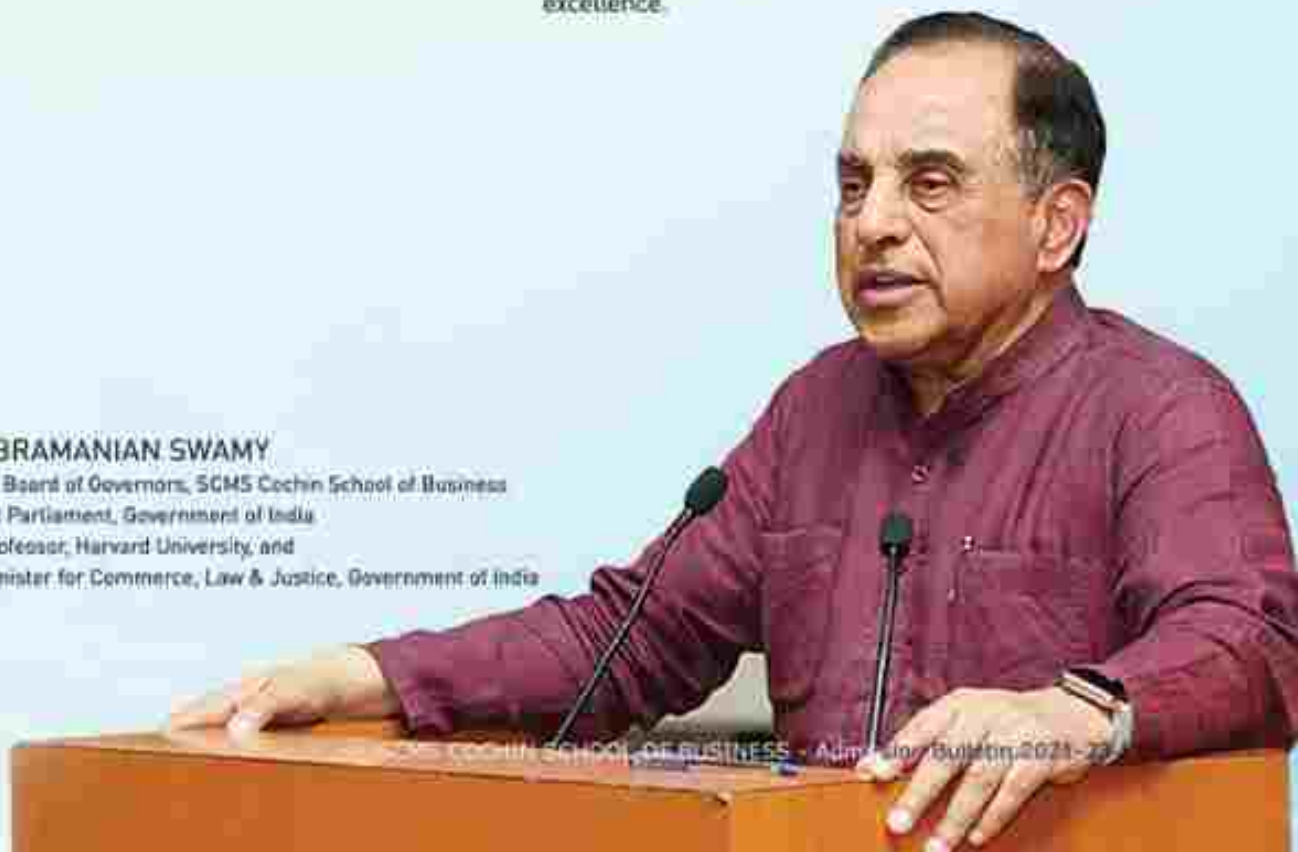
# TEACHING FOR TOMORROW

**SCMS** COCHIN SCHOOL OF BUSINESS was established with the 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. 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 P. 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 has been rigorous and is designed to prepare students to face the challenges of a career in management in the dynamic corporate world. We have always changed our curriculum and pedagogy with the changing times. As such Covid-19 pandemic did not pose any threat to our teaching learning pedagogy.

We at SCMS seamlessly shifted to online instruction mode. Flipped classroom became the new norm and students learnt to review and contextualise concepts sitting in the comforts of their home. Blended classroom replaced the traditional learning with various online learning activities, thus making them overcome the disruption caused by a virus! The curriculum was updated to include the study of effects of the pandemic on the economy, the enormous disruption in business activities and post pandemic economic recovery.

This change in teaching pedagogy should continue. Change is inevitable and this suits to connect with diverse learners with the learned. 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



**Prof. Baiju Radhakrishnan**  
Group Director



**Prof. S. Gopakumar**  
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.

## 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.

## 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 2 - A2 along with IIMs (Amritsar, Kashipur and Raipur), BIM, Trichy and LIBA, Chennai in the Business Standard B-School Ranking 2020.

### B School Ranking for 2020-21:

- Ranked 7th in South India and 38th in India by Business Standard B School Survey 2021
- Ranked 12th in South India and 39th in India by CSR GHRDC B School Survey 2020
- Ranked 15th in South India by MBA Universe B Schools Rankings 2021
- Ranked 36th best Private B School in India by Business World Education Ranking Oct 2020
- Ranked 17th among private B schools in South India and 20th among B Schools in South India by The Week-Hansa Research Survey Nov 2020
- Ranked 21st in South India by Times B School Survey 2020





## 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
- 4<sup>th</sup> 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. Hisham El-Agamy**, Executive Director, International Institute for Management Development (IIMD), 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 21<sup>st</sup> 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

Hedge Equities, Tata Communications Ltd and Reliance Trends are some of the corporates who train, certify and place our students.

Address by Dr. Subramanian Swamy



Jiji Thomson IAS speaks at SCMS



Address by Dr. K. N. Raghavan, Commissioner of DST 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

**Mr. Jiji Thomson**, IAS, Advisor to Chief Minister, Kerala Govt.

**Dr. V S Vijayan**, Former Chairman, Kerala Biodiversity Board

**Ms. G Poonguzhali**, IPS, Dy. Commissioner, Kerala Police

**Mr. Abhilash Nair**, Center Head, Kochi, IIM Kozhikode

**Mr. Abraham Tharyan**, Director, V Star & UAE Exchange

**Mr. Ajay Krishnan**, AVP - Learning & Development, HDFC Bank

**Mr. Alex K Babu**, MD, Hedge Equities

**Mr. Aneesh Paul**, Vice President, Project & Operations, Jack Wood

**Mr. Jai Krishnan**, CEO - India, Samsonite

**Mr. Jimmy Thomas**, Advisor - Purpose Branding, Organics BPS

**Mr. Joseph Chaly**, Senior management consultant & Former President & ED, ReGen Powertech Pvt Ltd

**Mr. Kiran Kumar**, Director - Marketing, Le Meridien, Dubai

**Mr. C K Kumaravel**, Co-Founder & CEO, Naturals [ No1 Saloon chain in India ]

**Mr. K C Narendran**, Business Head- Kerala, Reliance Jio

**Mr. Santha Kumar**, Managing Partner, SJV & Associates, UAE

**Mr. Shaiju Antony**, Regional Sales Manager, Biotics Lab

**Mr. Vivek Krishna Govind**, Senior Partner, Varma & Varma

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, Vietnam*



*Lincoln University College, Malaysia*



*University of Alberta, Canada*



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



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



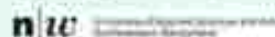
*Daffodil International University, Dhaka, Bangladesh*



*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



Delegates from Hungkuang University, Taiwan, at SCMS



# IMPACT OF COVID19 PANDEMIC



A front runner among its peers, as always, SCMS Cochin School of Business has been very swift and agile in embracing the changes in the educational paradigm. The School has successfully transitioned into the hybrid mode of imparting learning, using a blended palette of online and offline teaching-learning pedagogical approaches. The technology enabled collaborative learning environment easily found its course and was accepted readily by all our stakeholders. The challenges of the pandemic-induced pedagogy, where all faculty members had to switch to the virtual mode of engaging students was in no way a stumbling hindrance for us. Google classrooms, zoom and other dedicated platforms made way to facilitate meaningful faculty-student connect. Smartphone compatible versions of online study resources and learning

material were provided to the students through e-reservoirs like EBSCO. Faculty and students could access the EBSCO portal for pre-reading and study material while pursuing a particular course. Videos, blogs, podcasts and social media messaging apps were also widely used for the dissemination of lessons remotely and for involving students in the learning process.

The Learning management system used by the School also stores course-plans and learning material shared by faculty and facilitates anytime anywhere learning. The School continues its industry institute interaction activities by use of online interactive platforms so that students not only learn theoretical concepts in the classroom but also gain practical insights from real life leaders from the industry.

# ACADEMIC AMBIENCE

## Well-stocked library

SCMS library is spread over 6,732 sq. ft. and has a collection of over 39264 books, 1,256 bound volumes, e-books, audio books, CDs, videos and project reports in management and related areas. The library subscribes to more than 200 leading international and national journals. Online information resources are available to students through the EBSCO and DELNET databases.

## 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, language lab and 2 x 100MBPS 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.



Classroom





## 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 specialisations offered are:

- **Marketing**
- **Data Science and Business Analytics**
- **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.

## 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**

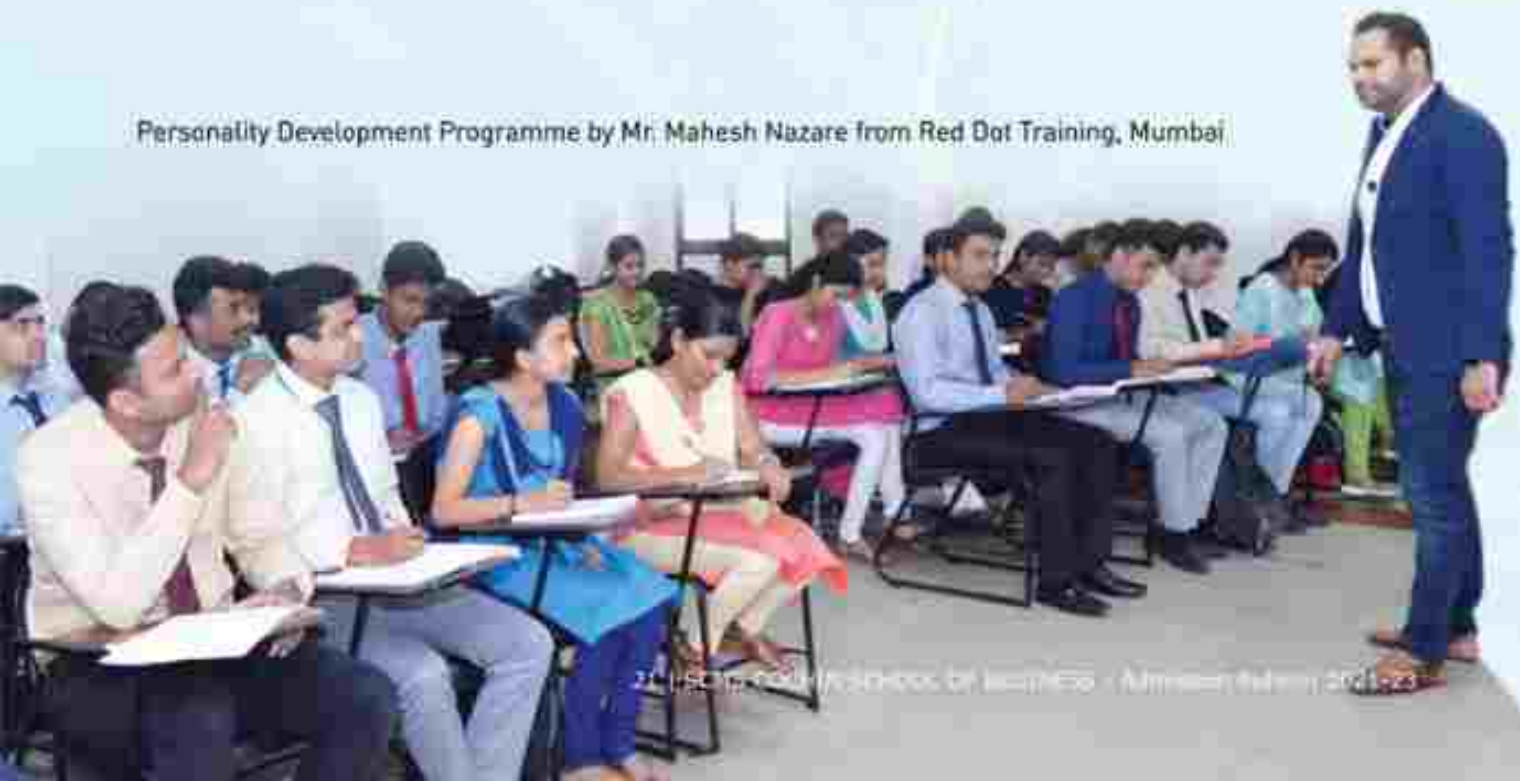
# ELECTIVES & SPECIALISATIONS

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

## 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.

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





# CONSTRUCTIVE 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

- Business Research Methods
- Financial Management
- Human Resources Management
- Operations Management
- Business Information Systems
- Consumer Behaviour
- Services Marketing

## 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]
- Supply Chain Management

## Term V & VI - Specialisation Courses

### Data Science and Business Analytics

- Tools and Techniques in Business Analytics
- Dashboarding with Business Intelligence Tools
- Big Data Analytics
- Time Series Modelling and Business Forecasting
- Introduction to Artificial Intelligence and Machine Learning

- Analytics Applications in Functional Areas of Management

## Human Resources

- People Analytics
- Global HR Context & Perspectives
- Employment Relations Management
- Organisational 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

- Marketing Analytics
- Consumer Neuromarketing
- Mall Management
- Financial Technology
- Neuro- HR at Workplace
- Mind Management and Mindfulness
- Information System and Technology
- Web Intelligence
- Social Network Analytics and Web Mining
- Entrepreneurship Development
- International Business
- Digital Marketing
- Project Management
- E-Commerce
- Banking Operations Management
- Logistics Management
- Competency Mapping
- Sales & Distribution Management
- Management of MSME Business



## 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.



# 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 Angel Jose, Chairman's gold medal winner for the best academic performance

# DR. PRADEEP P THEVANNOOR COMMEMORATIVE ANNUAL LECTURE SERIES



Inauguration and Talk by Honourable Mr. Justice Devan Ramachandran

## International Tie ups



Canada Vancouver Island University Team Visit



MDU with SOTI INC, Canada

## Women's Day Celebration



SCMS Alumnae



Women in Leadership



# GLOBAL EXPOSURE

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. 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.



**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. 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., MBA

Prof. Baiju Radhakrishnan, Group Director, is a graduate in Technology (B.Tech) and Post Graduate in Business Administration (MBA). At SCMS, he is a Professor in Strategic Management and International Business. Prof. 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. 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.



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

Prof. K. J. Paulose, Professor Emeritus, has his basic degree in Mechanical Engineering from REC Calicut. He is an alumnus of the Indian Institute of Management, Calcutta who 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. Prof. Paulose, who has been working with SCMS Cochin since 1993, has undergone training in CAD/CAI in UK, USA and Switzerland.



**DR. ANIL KUMAR K**  
MSW, Ph.D.

Dr. Anil Kumar K, Associate Dean-Academic Affairs and HoD-HR, is also in charge of placements at SCMS Cochin. He is a science graduate with an MSW (Personnel Management) from Loyola College of Social Sciences, Trivandrum, and a Ph.D. in Management Studies from the University of Kerala. Prior to starting his academic career, Dr. Kumar worked as Personnel Officer with Steel Industries Kerala Ltd, a multi-unit Kerala State PSU for two years. He is a veteran academician with 29 years of teaching experience. Before joining SCMS Cochin in 2019, Dr. Kumar was associated with Rajagiri College of Social Sciences, as Associate Professor and Head, Department of Human Resources Management. As a scholar Dr. Kumar's interests cover organizational commitment, personality and organizational performance, organizational memory, talent retention, and innovative HR practices.



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

Prof. R. T. R. Varma, Professor Emeritus in the Marketing Dept., is a graduate in Business Management from the University of Science and Arts, Oklahoma. He also holds an MBA specializing in Marketing from the University of Oklahoma, USA. Prof. Varma is an experienced professional with nearly 25 years of experience in senior management positions in Marketing and General Management in both private and public sector companies where he headed marketing operations of diverse products like liquor, confectionary, gold and diamond jewellery, etc. Prof. Varma has also worked as Marketing Consultant and faculty in management schools in Cochin and Bangalore.



**PROF. CHERIAN PETER**  
B.Sc., MBA

Prof. Cherman Peter, Professor and HoD of the Marketing Dept., is a science graduate with an MBA (Marketing) from Bareilly University. He has over 35 years of extensive industry experience in the areas of telecom, consumer durables and finance marketing in addition to several years of teaching experience. Prof. Peter has worked as CMD, 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 has held managerial positions in BPL Ltd., Usha International Ltd, and Sriram Bearings Ltd. He is a member and the current Joint Secretary of the Kerala Management Association.



**PROF. CHERIAN VARGHESE**  
M.Com., ICWAI

Mr. Cherman Varghese, Professor in the Finance Dept. is a post graduate in Commerce from School of Economics, Delhi, and Intermediate of ICWAI. He has 30 years of experience in the financial services sector gained from his tenure as the Wealth Manager and GM of ITI Financial Services, Chennai; Senior VP of Geojit Financial Services; Branch Manager of UTI, Cochin; and Equity Research Officer of LTI, Mumbai. His research and teaching are in the fields of investment analysis, portfolio management, technical analysis, wealth management, and taxation. He is a published author and is a highly-regarded resource person for investors' meets, seminars, panel discussions and training sessions organized by renowned business schools and other organisations in South India.



**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 Kariyattom University Campus, University of Kerala respectively. Dr. Narayanan 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.





**MR. SUDHEER SUDHAKARAN**  
BA, MA, PGORM

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 (SCMMF) 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. MINI K. KUZHIVELIL**  
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. 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. JODSHY**  
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, IGNDU 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. SIMMY KURIAN**  
MCA, MBA, Ph.D.

Dr. Simmy Kurian, Associate Professor and Head (in-charge) of the HR Department, holds a graduation and post-graduation in Computer Applications from Ranchi University; PGDM specializing in IT and HR Management from Xavier Institute of Social Service, Ranchi and PhD in Management (HR) from Bharathiar University, Coimbatore. Prior to becoming an academic, Dr. Kurian worked with Jet Airways Ltd. as Training Executive. She then worked as Asst. Professor for 7 years at Department of Management Studies, Tc H Institute of Science and Technology, Arakkunnam. She is a passionate researcher with several national and international research articles to her credit in the areas of technology-based education, HR analytics and Cross-Cultural Studies.



**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.



**MS. JISHA J.**  
B. Tech., MBA

Ms. Jisha J., Asst. Professor in the Systems and Operations Department, is the Head of the Department. She is an engineering graduate from College of Engineering, Thiruvananthapuram and holds an MBA specialized in Information Technology from Indian Institute of Information Technology and Management, Gwalior. She is a veteran academician and an accomplished scholar whose research interests include Information Systems and Business Analytics. At SCMS, she acts in various roles including faculty coordinator of Chips N Nuts Forum, ISO Internal auditor, member of NBA accreditation team and faculty co-ordinator of the Learning Management System.



**MR. PRAVEEN MADHAVAN**  
B.Com, MBA

Mr. Praveen Madhavan, Asst. Professor in the Finance Department, is a NET-qualified scholar currently pursuing his Ph.D. in Management from Pondicherry University. He is a commerce graduate with an MBA specializing in Finance from CUSAT with strong interests in research pertaining to capital markets & financial services and behavioral finance. An expert in capital market operations with eleven years of experience at different SEBI registered brokerage firms, Mr. Madhavan is a faculty for NISM and NCFM certifications.



**DR. JOBY JOY**  
B.Sc., MBA, Ph.D.

Dr. Joby Joy, Asst. Professor in the General Management Department, is a science graduate with an MBA from SRM Institute of Management Studies, Chennai. She earned her doctorate in Management from Bharathiar University and has also completed a Licentiate from the Insurance Institute of India. Prior to joining SCMS Cochin, she spent eight years in the corporate sector in various roles including Asst. Manager and Senior Executive at Bajaj Allianz Insurance Company Ltd. As an accomplished researcher with publications in various national and international journals, her research interests include business research, insurance, retail analytics and services marketing.





**DR. SHEENA K.**  
B.Sc., MBA, Ph.D.

Dr. Sheena K., Asst. Professor in the Marketing Department, holds an MBA from Madras University and a Ph.D. in Management from IMK, University of Kerala. She is a recipient of the University Fellowship for doctoral research from the University of Kerala, and an avid scholar with several national and international publications to her credit. In addition to her industry experience of three years gained from her tenure as the Marketing Executive at AVT Group of Companies, Cochin, she also has a teaching experience of 10 years. Dr. Sheena is a long-time member of the Kerala Management Association.



**MR. PRADEEP K. V.**  
B.Com, MBA

Mr. Pradeep K.V, Asst. Prof. in the Finance Department, is currently pursuing Ph.D. in Management from the Department of Management Studies, Pondicherry University. He holds an MBA from the Department of Commerce and Management Studies, Calicut University and has cleared the UGC National Eligibility Test (NET). He worked for seven years as a Consultant with Cape Gemini India Pvt. Ltd., Bangalore before joining Christ India University and subsequently M. S. Ramaiah University of Applied Sciences, Bangalore, as Assistant Professor. Mr. Pradeep, a Certified Credit Research Analyst (CCRA) certified by the Association of International Wealth Management of India (AIWMI), has been working at SCMS Cochin since 2016.



**MS. PRIYA S.**  
B. Tech., MBA

Ms. Priya S., Asst. Professor in the General Management Department, received her B. Tech. in Chemical Engineering from Government Engineering College, University of Calicut and MBA from CUSAT. She is a NET-qualified researcher who is currently pursuing her Ph.D. in Management from CUSAT. Before moving to the academia, she worked with the South Indian Bank as a Bank Officer. Prior to joining SCMS Cochin, she has held faculty positions at TIME Pvt. Ltd. and SNGIST, North Paravur. Ms. Priya is a widely published scholar with an abiding interest in research pertaining to food supply chain management.



**MS. MANJU M.**  
B.Sc., MTA

Ms. Manju M., Asst. Prof. in the Marketing Department, is a science graduate with a Masters in Tourism Administration from the Centre for Tourism Studies, Pondicherry Central University. She is a NET-qualified scholar with JRF currently pursuing her Ph.D. in Management from Symbiosis Institute of Business Management, Pune. In addition to her 11 years of teaching experience as Asst. Professor at NMIMS, Mumbai and Guest Lecturer at Mar Ivanios College, Triyandrum, she also has corporate experience of four years. She has worked in various capacities including Secretary, DTPC, Govt. of Kerala; Asst. Manager, Air Travel Enterprises India; and Sales Executive, Sita World Travel India Ltd.



**DR. MEERA M.S.**  
MBA, Ph.D.

Dr. Meera, Asst. Prof in the General Management Department, is a science graduate with an MBA in HR & Systems from IMK, Kerala University, and a Ph.D. in HR from MG University. A former HR Executive at Hercules Automobiles (P) Ltd., she blends her rich corporate experience in human resource consulting with her teaching experience of five years in providing hands-on learning experience to her students. She has abiding research interests in Social and Emotional Development and Behavioral Science and has been part of various research projects including the Impact Assessment Study of 'Naipunyam' funded by Petronet LNG Ltd.



**MS. DIVYA M.O.**  
MCA, M. Phil.

Ms. Divya M. O., Asst. Professor in the Systems & Operations Department, is a Microsoft-certified professional with a Masters in Computer Applications from New Horizon College of Engineering, Bangalore University, and an M. Phil. from Amrita Vishwa Vidyapeetham. Currently, she is pursuing her doctorate from Bharathiar University. She worked with Orionis Technologies and Solutions Pvt. Ltd. in the capacity of Project Consultant for Disaster Management and with St. Teresa's College, Ernakulam; Sree Narayana Guru Institute of Science and Technology, and Chinmaya Institute of Science and Technology, Kannur as Asst. Professor before joining SCMS in 2019.



**ADV. PRIYA JAGADHEESH**  
LLM

Adv. Priya Jagadheesh, Asst. Prof in General Management, is a law graduate from National University of Advanced Studies, Kochi and holds an LLM in Criminal Law from M.O. University, Kottayam. She is an advocate registered with the Karnataka State Bar Council and a member of the Indirect Tax Practitioners Association, Bangalore. In addition to her academic experience of working as Asst. Professor of Law at CSI College for Legal Studies, Kottayam and Sree Narayana Arts and Science College, Kumarakom, she also has nine years' experience in the field of litigation, handling cases relating to civil and criminal laws, indirect taxation and GST.



**DR. GEETHU M. JOSE**  
MA, Ph.D.

Dr. Geethu M. Jose, Asst. Prof. in the General Management Department, holds a bachelor's degree in Communicative English and a master's degree in English Literature, both from MG University, Kottayam. Dr. Jose also has a Ph.D. in Organizational Communication from Michigan Technological University, Michigan, USA. Her scholarship focuses on health communication – especially as it pertains to women's reproductive health and pregnancy – as well as on organizational culture studies and business communication. With her experience of working as Asst. Prof of English at FISAT, Angamaly and Graduate Teaching Instructor at Michigan Technological University, Dr. Jose brings to SCMS experience in teaching and research in two different institutional and geographic settings.





## FACULTY DEVELOPMENT PROGRAMMES



# ADMINISTRATION

CORPORATE OFFICE &

SCMS COCHIN SCHOOL OF BUSINESS CAMPUS

Chairman  
Vice-Chairman  
Registrar  
Group Directors

Administrative Officer

Manager – Human Resources  
Manager – Corporate Affairs  
Manager – Administration  
Manager – Finance  
Manager – Admissions  
Manager – Maintenance & Utilities  
Manager – Public Relations  
Manager – F&B  
Associate Editor  
Union Officer  
Section Officer  
Academic Liaison Officer  
Asst. Purchase Officer  
Civil Supervisor  
Librarian  
Assistant Librarians

System Administrator  
Computer Lab Assistants

Sr. Accounts Officer  
Asst. Accounts Officer  
Accounts Assistant

Dr. G. P.C. Nayar  
Prof. Prasad P. Thekkumkur  
Dr. Radha P. Thekkumkur  
Dr. Indu Nair  
Prof. Baju Radhakrishnan  
Prof. S. Gopakumar  
Ms. N. Sarasamma Nayar  
Ms. Shylta Krishnakumar  
Mr. George Joseph  
Mr. Balagopal T. K.  
Ms. Mini K. Kadhavani  
Ms. Radha Jayaraman  
Mr. N.S. Pillai  
Mr. Satish Prabhu  
Mr. Baiju T. U.  
Ms. Anu Varghese Philip  
Mr. P. M. A. Lakheef  
Ms. M. Sujatha  
Mr. M. R. Radhakrishnan  
Mr. Jayadevan T. O.  
Mr. Sanal Kumar P. M.  
Ms. Susan Babu  
Mr. M. H. Sandeep Kumar  
Ms. Sneekidhya P.  
Mr. Ranjith K. S.  
Mr. Praveen Kishore  
Mr. Binu C. R.  
Mr. Sandeep U. Menon  
Mr. Vinu Venkatesh  
Mr. Vishnu Soudhakaran  
Ms. Omrana Joy  
Ms. Shini Thomas  
Ms. Sima Jayachandran

Academic Counsellor  
Student Counsellor  
Faculty Assistants

Secretary to Chairman  
Secretary  
Office Assistants

Front Office Assistants

Hostel Warden – Men's

Hostel Warden – Ladies

Attendees-cum-Electricians

ETP Operator  
Trainer – Symposium  
Creative Graphic Designer  
Telephone Operator  
Drivers

Ms. Princy Thomson  
Ms. Nisha P.  
Ms. Shiji K. P.  
Mr. Binu R. A.  
Ms. Lucy Anil  
Ms. Resha B. Nair  
Ms. Angel D'Alvarez  
Ms. Sneha S.  
Ms. Anupama Menon  
Ms. Gracy Devasoy  
Ms. Joanne Elizabeth Thomas  
Ms. Shiji R. Nair  
Ms. Sima Shams  
Ms. Swarna Varma P. R.  
Ms. Asha Unnikrishnan  
Ms. Mary Tintu Tresa  
Mr. Sathyanarayana  
Mr. Kurian Anthony  
Mr. Jiji Varghese  
Ms. Mary Paulose  
Ms. Anusamma Jose  
Ms. Subashani S.  
Mr. Dhileesh D.  
Mr. Ranjith K. P.  
Mr. Sorabin Mendez  
Mr. Sani S.  
Mr. Unnikrishnan B.  
Mr. Shyam M. G.  
Mr. Rakish Chandran  
Mr. Sathish K.M.  
Mr. Viju K. V.  
Mr. P. T. Joseph  
Mr. Divesh Kumar R.



**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 14 years.



# PLACEMENT PREPARATION

SCMS has a track record of arranging placements for all eligible students. In the academic year 2019-20, 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.

## Effect of Covid19 pandemic on recruitment

The pandemic did not have much of an impact on recruitment activities at SCMS. On the contrary, SCMS attracted a few new recruiters during the year. Placement Training, Group Discussion and Personal Interviews were conducted online.



**Prof. S. Gopakumar**  
Group Director - Placements



**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 2019-20

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.





# 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 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 are awarded on the basis of Entrance Test Scores, Graduation Scores and performance in Group Discussion and Personal Interview.

## 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.

## FELLOW PROGRAMME IN MANAGEMENT (FPM) - 20 SEATS \*

Duration :The minimum duration of the Course shall be 3 years, but shall not exceed 5 years. However, in 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

\*: Awaiting Approval from AICTE.





## ONLINE APPLICATION:

Prospective candidates are required to log on to the website [www.scms.edu.in](http://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 mark lists and 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.

## DOCUMENTS REQUIRED:

The following documents have to be produced before class commencement:

- School Leaving Certificate or any other document to prove age and date of birth.
- Mark lists of Class 10, Class 12, Graduation and Masters (if applicable) examinations.
- Qualifying Degree Certificate.
- Score Card of Admission Test.
- One copy of recent passport size photograph.

# HOW TO APPLY

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.



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.

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.

## 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 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.

## OUTBOUND TRAINING FEE

One-time payment of Rs. 7500/- is due along with 2<sup>nd</sup>

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.



## 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 **Reghu Ramachandran**, VP, Assinet





No Horn Day observance as part of Social Outreach Programme

## 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).



# MANDATORY DISCLOSURE

I. AICTE File No.: F.No. South-West/1-7022058801/2020/EOA  
Date and Period of last approval:  
9th June 2020 for the academic year 2020-21

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](mailto:scms@scmsgroup.org)  
Website: [www.scms.edu.in](http://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](http://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](mailto:radha@scmsgroup.org)  
Field of specialisation: HR Management

V. GOVERNANCE  
BOARD OF GOVERNORS [w.e.f. 1.07.2019]

## 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,  
MP, 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 & 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, 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
- Prof. S. GOPAKUMAR,  
Director in charge of HR for SCMS Group
- Prof. BAJU 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, Myhra 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  
Dean, Management Studies
- 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)

Name of Programme [Part Time] approved by the AICTE.

- POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM) - Part Time

### VII. FACULTY

Number of faculty members:

- Permanent faculty : 30
- Visiting faculty : 28
- 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, 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. Meera R Menon Batch 27 Rs. 150000
2. Praveen Kumar C K Batch 27 Rs. 150000
3. Anjana Nair J Batch 27 Rs. 150000
4. Nikhil D Johnson Batch 28 Rs. 100000

- 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 2020 - 95

PGDM 2019 - 80

#### SC/ST/OBC:

PGDM 2020 - 30

PGDM 2019 - 33

- Number of applications received during last two years:  
2020 - 7378  
2019 - 8006

#### 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](http://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
- 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  
CAT / XAT 60 percentile  
CMAT 100/400  
KMAT (Kerala) 108/720  
MAT / ATMA 400/800

## 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'20



# EXTRACURRICULAR ACTIVITIES



Christmas Celebrations



Photography Workshop



Moments from the Founder's Day Celebrations



Peti's Photography Contest



A view of the inaugural function of PGDM batch





Gnam celebrations at SCMS



River Rafting



Mojo Flash Mob





Kerala Pizhil celebrations



Blood Donation Camp



Violin Concert by Shri. T. N. Krishnan



Founder's Day





Outbound Training



New Year's Day Celebrations, 2018



Winners at Rajgiri Fest



Winners with their trophies



Chess Tournament





Table Tennis Tournament



Participants of the run to contribute to children's digital education



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."





## SCMS GROUP - MEMBER INSTITUTIONS

### 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 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.

This year due to the prevailing Covid19 Pandemic, the format of the prestigious annual event was changed. Dr. Pradeep P Thevannoor Innovation Talks 2020 were held for 10 days with Guest Talks in the online conferencing mode. Well known academicians, entrepreneurs, leaders of Innovation teams and Public Sector Organisations addressed the virtual gathering of 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)**  
**MBA, MCA, M.Sc., B.Com., B.Sc (BOTANY & BIOTECHNOLOGY), B.Sc (PSYCHOLOGY), BCA, BBA, IMCA**

SCMS School of Technology & Management was

founded 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 ARCHITECTURE (SSA) B.ARCH**

SCMS School of Architecture (SSA) at Vidyannagar 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<sup>TM</sup> COCHIN SCHOOL OF BUSINESS

Prathap Nagar, Muttom, Arova, Cochin-683 105,  
Kerala, India | Tel: 0484-2628000 / Fax: 0484-2623855  
Email: [admissions@scmsgroup.org](mailto:admissions@scmsgroup.org) | [www.scms.edu.in](http://www.scms.edu.in)

