

SCMS COCHIN SCHOOL OF BUSINESS , COCHIN

PGDM BATCH 30 CONVOCATION: 26 APRIL 2023

ANNUAL REPORT BY THE PGDM Chairperson , Dr. Anilkumar K

Respected Mr. C. Balagopal, Chairman & Independent Director, Federal Bank Ltd. - Chief Guest of today's Convocation ceremony; Dr. N. Jayasankaran, Former VC, Kanchi University - Guest of Honor of this function, Dr. Radha Thevannoor - Group Director & Registrar, SCMS Group of Institutions; Group Directors of SCMS – Dr. Indu Nair and Dr. Baiju Radhakrishnan, Deputy Director Mr. Prathik Nayar; Dr. Filomina P. George, Director - Academic Compliances, Prof. K.J. Paulose – Professor Emeritus; Dr. Suresh Mony, Mentor, PGDM Curriculum Revision, Dr. G. Sashikumar, Principal SSTM, Heads of other sister Institutions of SCMS; Heads of various Departments; My Faculty Team members of the PGDM and MBA Departments; Staff Members, Graduating PGDM Batch 30 students, their Parents, Guardians and the other distinguished Guests invited here:

Let me now present before you a brief report of the Academic and Related Activities of the PGDM B30. It's only a gist of the activities held during the academic years 2021-'23, and for want of time and fear of elaboration, I do not attempt to a detailed reading.

1. Legacy of SCMS

SCMS Cochin School of Business, as you all are aware, belongs to the genre of Management Schools in this part of the world that was able to make fast strides, ahead of times, with its well-anchored and envisioned grand plans. Instituted in 1992 as the first B School offering PGDM program in the state of Kerala, and one of the firsts in South India; establishing a niche was never easy at all. But, backed by a legendary leadership that is principle-centered, and with evolutionary ideas, visionary plans, pioneering efforts and perseverance at the times of adversities; SCMS could emerge as one of front-runners and a highly admired higher education institution for Business Management with a pan India presence in student intake and known well for its job placements.

Established by the legendary higher education visionary of Kerala, Dr. G.P.C. Nayar, who belongs to the class of people who have taken destiny head on in universalizing Management education with an indomitable spirit and unfailing enthusiasm. SCMS CSB continued to excel maintaining its academic tempo during the study period of this Batch of students – B30 also.

2. PGDM Batch 30 Induction and Orientation

PGDM Batch 30 (Batch of 2021-'23) was a peculiar batch of students who had lost out 15 months of their last leg of graduation in colleges and a few months of their first year PGDM here at SCMS because of the Covid 19 pandemic. Welcoming and onboarding them on campus virtually, and orienting and grooming them for a corporate career without an on-campus interface was a tall order for all of us. We commenced the program 4 weeks behind the schedule as per the directions of the AICTE and government authorities as Covid and its inseparable lockdown was playing hide and seek several times in 2021 and we ourselves had to close down as some of the students were also tested Covid positive during that time.

Induction and orientation of the Batch was conducted from 25th August, 2021 onwards. Sessions on co-curricular activities, followed by foundation course sessions, remedial classes and then exams were all conducted for a month.

Formal Commencement of the AY 2021 of the PGDM Batch 30 was done on Sept 23rd with Mr. C.J. George, CEO and Founder Director of Geojit Financial Services Ltd. inaugurating the academic activities.

By working extra hours on week days, we could bring back the academic calendar back on schedule and by the end of trimester 2 everything – classes, internship, exams and results publication – all were on normal track and that's how today convocation ceremony is on April 26th as planned much before.

3. Co-Scholastic Activities for All round Development and Corporate Grooming

A host of well-planned and structured co-scholastic activities aimed at the personal development and corporate grooming of the batch were undertaken during the two years to equip the students and make them executive material and industry ready. All these programs were in addition to the regular academic activities.

4. Mentoring for Transformation

With a view to handhold and lead the students into the professional managerial world, a buddy-like system, called mentoring - that used to be one of the hall marks of the PGDM program was introduced for the B30 students as well. All the students were attached to faculty mentors right from the beginning and there is a regular propose-based interaction between them on a weekly basis with regard to curricular and co-curricular activities throughout the period of their study. The objective was to bring about a complete transformation of the student mentees by attenuating their imperfections and to make them profession-ready and career-focused. In the first year, it was mostly directed towards building skills like self-belief, self-confidence and self-expression and also activities that were aimed at improving the communication and articulation skills of the students.

5. IMLP

Integrated Managerial Learning Program (IMLP) has been one of the major highlights of the PGDM program for many years and every Alumni who have taken up employment with organizations during the past so many years come back with the feedback that it was the main factor that helped them improve a lot as potential job seekers and in fetching a job and career for them. It was conducted as a weekly affair in the first year with several rounds of competitions to improve the communication, presentation and articulation skills. For this batch, presentations on understanding the business models, journey of a company, meet an entrepreneur/CEO and a presentation round on Incredible India were conducted.

6. Business Standard Reading – Biz Q

The co-curricular activity - Business Quotient – Biz Q was conducted with a view to equipping the students with knowledge on Business environment and to keep them abreast of the day-to-day

events happening in the business world, where students were required to read and comprehend the news items of the Business Standard Newspaper on a daily basis and needed to make a presentation of the gist of the readings during the evaluation sessions. Regular evaluation and a term end exam were also conducted at the end of every trimester.

7. Institute Industry Interaction (Triple I)

With a view to bring the industry environment to class rooms and make industry-learning of students meaningful, senior managers, executives, CEOs and entrepreneurs were brought to the campus throughout the period of the study, and opportunities provided to students to directly listen to their stories and experiences and to interact with them a part of the Triple I.

8. Mentoring for English Excellence

A special mentoring cum coaching with a view to improve the English language and communication skills of the students – Enrich and Excel in English (EEE) – was launched for this batch from the beginning of the Term 1. Training and assessment on 'English Accent and Pronunciation', Business and Job Vocabulary, Business Idioms and Jargons pertaining to different functional areas of Management were all done as a remedial intervention by the Business Communication faculty members.

A One-Day Workshop on Campus to Corporate: English for Professionals was also conducted during the Term I.

9. PDP

The week-long Personality Development Program (PDP) was conducted during the Term 1 by the Red Dot Agency, Mumbai.

10. OBT

The 3-days Outbound Training (OBT) that is given as a practical Team-building and Leadership training was undertaken at the Kalypso Adventures, Munnar during the Term II.

11. Research Engagement - Kochi Water Metro Survey

As part of the Term I courses a field-based data collection survey on the 'fare feasibility' covering all the 13 boarding stations of the Kochi Water Metro was taken up by the CSB. All students of PGDM B30 were involved in the data collection from all the Kochi Water Metro island locations. Close to 4700 data were collected and the report of the analysis submitted.

12. International Student Internship Program

Ten of the PGDM Batch 30 students were part of the International Student Internship program viz. 'New Colombo Plan 2022' initiated by the Western Sydney University, Australia for its students as part of their Asia-pacific internship as buddies of the WSU students, SCMS CSB being the partner institution for the program.

Interactive sessions on various themes on Culture, Arts, Heritage, Traditions, Diversity and Empowerment engaged by students and faculty members as resource persons and a field visit to Trivandrum were all part of the program that spread across 20 days.

13. Term IV Internship

After a gap of two years, the Term IV 3-month long Project Internships were conducted on-site. Students undertook project in companies in Mumbai, Delhi, Kolkata, Chennai, Bangalore, Hyderabad, Bhilai, Mangalore and Coimbatore. 50% of the students got projects through the Placement Department and many of them received stipends also.

Faculty guides undertook visits to all the companies as part of the mid-term project evaluations.

14. Capstone Business Simulation Course

The Capstone Business Simulation Course ‘Rookies to Business Leaders’, the Applied Strategic Management Course was conducted for this batch in Term 6. All the students successfully completed the simulation course.

15. Industry Visits

Regular industry visits were undertaken as part of various courses that included visit to the Tata Consultancy Services (TCS) Infopark Facility and the Milma Dairy Production Unit.

The students also took out a study visit to the INS Vikrant, India’s first indigenously built warship.

16. Special Enrichment Lectures

Eminent academicians and industrialists engaged special sessions on various themes for this batch of students. They included Ms. Suchitra Ella, Co- Founder & Managing Director, Bharat Biotech International Ltd., Mr. Ankur Thakur, Head of Marketing, Apollo Tyres, Gurgaon, Mr. Muhammad Riyas, HR Head-Business Signatory for Ministry, Landmark Group, Qatar, Mr. Praveen Kamath, GM & Head – HR, Global Delivery and Enablement of Wipro, Bangalore, Mr. Neethesh Thomas, Assistant Vice President - HR, Sonata Software, Bangalore, Mr. T.P. Sreenivasan IFS (Rtd.), Former Ambassador of India to the US and Dr. Resmi P. Bhaskaran, Policy Analyst and Professor at the Dept. of Gandhian and Peace Studies, Manipal University.

And, for the regular academic courses in this batch more than 15 corporate senior leaders offered various courses in the last two trimesters making learning truly practice-oriented.

17. Alumni Home Coming Series Talks

PGDM Senior Alumni members engaged sessions for the students on various topics as part of the monthly Alumni Home Coming Series Talks. They included Ms. Lakshmi Shirin, VJ (Dubai), Mr. John P. Thomas from Mumbai and Mr. Sanjay Nair from Dhaka.

A book titled ‘Coming Home’, authored by the PGDM Alumna of 1995-'97 batch Ms. Smitha Viswananth was also formally released on campus.

18. KMA Student Chapter and Activities of Professional Bodies

The Kerala Management Association's (KMA) Student Chapter was rejuvenated and activated on campus this academic year. Students attended various programs organized on campus and outside regularly. They included evening lectures, talks and presentations by CEOs and Corporate Heads, panel discussions, the Digital Summit '22, the Kerala Smart Mobility Summit, book releases, felicitation meetings, the Women Managers' Forum talks and Women's Summit and the KMA Annual National Management Convention.

The students also actively participated in the talks, lectures, Union Budget analyses and the BFSI Summit organized by the CII Yi, TiE, Malayala Manorama, Federal Bank and the Dhanam publications.

19. Club Activities of Students - Grid/Forums

Students' Clubs of this batch have been very active throughout the second year.

B30 Marketing Club viz. the Marketing Grid organized weekly programs that included presentations on different marketing topics, market updates, case study analyses, role plays

The Marketing Grid also brought out its monthly newsletter – Quintessence - also.

The Finance Forum organized various talks, debates, finance betting games and stock simulation on Finance-related topics. They also published a Finance-related Word-power Dictionary – The Fin Vocab A-Z and brought out regularly the monthly Forum newsletter – Finesse.

The HR Forum Humane and the S&O Forum Chips N Nuts also organized weekly talks, debates, quizzes and other activities regularly.

20. Seminars and Workshops

The different departments of PGDM organized several seminars/webinars and workshops on various themes and the students had a great learning attending them.

These included workshops on Financial Management, Financial Modelling and Valuation, Personal Finance Wellness, Green Fashion Retailing, Design Thinking, Gamification – Applying Motivational Affordances to Business Practices; A one-day Boot Camp on Power BI

The Marketing department organized a two-day Webinar series on Retail Management viz. 'Retail Summit 2022 - Changing Landscape in Retail. Mr. Venkatesh Vijayaraghavan, Group CEO and Director, CavinKare and Mr. Sreekanth Kumar, COO of 1 Hour Bazaar were the speakers.

A Retail Marketing Seminar on the theme 'Impact of Technology in Modern Retail' was organized where Mr. Eby Mathews, CEO – Exonerate Mark Services Pvt. Ltd. was the main speaker.

Another Brand Workshop 'Brand Archetypes using Perfumes' was also conducted and Ms. Nuthan Manohar, Founder & CEO, Memetme.com and Former Regional Account Manager (Asia-Pacific), FCB Global anchored it.

21. Innovation and Entrepreneurship Development Centre (IEDC)

With a vision to promote innovation and entrepreneurship among the students of this batch, SCMS Innovation and Entrepreneurship Development Centre (IEDC) hosted a series of activities during the last two years:

Institution's Innovation Council's (IIC), a Ministry of HRD Initiative's, Impact Lecture Series on the theme 'Developing an Entrepreneurial Mindset' was conducted in Term I. Dr. Ramesh Unnikrishnan, Advisor to the AICTE, Dr. Saji Gopinath, VC, Kerala University of Digital Sciences, Innovation & Technology, Mr. Jijimon Chandran, Founder & CEO ACSIA Technologies and Mr. Mohammed Y. Safirulla IAS, Additional Secretary, Electronics and IT Dept, Govt. of Kerala were some of the resource persons.

Other activities included a 'Familiarization' visit by the students to study the IEDC and the Fablab functioning at the SSET; An Idea Pitching event – the IEDC Tempus Idea Fest – where young talents of SCMS got an opportunity to submit problems confronting a product/service /society and attempting plausible solutions; Site inspection visit of the Kerala Startup Mission and their address to the student leads; IEDC YUVA Boot Camp organized by Kerala Institute for Entrepreneurship Development (KIED); A Young Innovators Program (YIP) Virtual Roadshow jointly organized by YIP and the KDISC highlighting the different phases of entrepreneurship startups; The Startup Awareness and Leadership Training (S.A.L.T) program for school students of Kochi; The two-day Technology Boot Camp intended for the students; a Two-day Innovation Workshop – Ideathon '23; Workshop on 'Building Your Startup Idea in Two Days'; An Orientation Program on YIP 5.0 held under the aegis of the Kerala Development and Innovation Strategic Council (K-DISC) and the regularly conducted monthly Let's Talk Series sessions on topics like 'Revamping the Entrepreneurial Mindset, 'My Journey from Corporate to Entrepreneurship' and 'Social Entrepreneurship.' The student coordinators and faculty nodal officers attended various IEDC summits, MDPs and FDPs.

22. Executive Grooming

Special attention was given to all the students of B30 to see that they are provided with a personal facelift that helped them in sprucing up their all-round persona and the overall personal make over and executive grooming.

The Campus to Corporate Executive Grooming program – the Dining Etiquette Training was conducted for this batch also at the Marriott by Courtyard Hotel, Kochi Airport. A workshop on Personal Hygiene and Executive Grooming was also conducted.

23. Placement Preparation

A series of placement preparation training including a 50 hour Aptitude training course, a Basic Math for Management training using video uploads and practice session on logical reasoning conducted. A number of practice GDs, interviews, case study presentations and Job Description analyses training were also conducted for this batch.

24. Involvement of Faculty Mentors in Placements

The Faculty Mentors of each of the mentoring group was given the charge and responsibility of placing its mentees. This effort helped in monitoring and keeping a close watch of the job placements of the students.

25. *Shikhar* Management Fest 2023

The 2023 edition of the SCMS *Shikhar* Management Fest was conducted with much enthusiasm and fanfare. Around 367 participants from 34 business Schools in South India participated in the 14 fest events that included managerial and non-managerial events held on-campus after a gap of 3 years. Christhu Jayanthi College of Management, Bangalore won the over-all Championship.

26. Swara

Swara, the Women Students' Cell of the SCMS CSB, organized programs every month. Talk shows on various themes including health and well-being topics by actors, entrepreneurs, fashion designers, doctors and public health officials done during this period.

27. Social Responsibility Initiative of the Institute

True to the reputation as a B-School with a genuine responsibility to the community, SCMS CSB had undertaken a host of socially responsible activities during this academic period and this batch of students played an active role in all of them.

Worth mentioning are the grand finale of the 'Silent Wheel 2022' Cyclathone organized jointly by the Indian Medical Association (IMA), Kerala Chapter along with the National Initiative for Safe Sound (NISS) and the Indian Association of Pediatricians, Kochi; the Cup of Life initiative jointly organized by the IMA and SCMS; 'Anti-Drug Abuse Human Chain' along the National Highway 66 as part of the Kerala State Govt.'s initiative of Drug-free Kerala; Memory Walk as part of the World Alzheimer's Day jointly with the Bodhi - an initiative for creating dementia friendly communities - by the Social Justice Department, Government of Kerala; Continuing Enhancement of Skill for English Teachers in Kochi as part of the Community Support (ComSup) initiative of the GCDA, Kochi and visit by the MRC members to the Santhwanam Orphanage, Kalamassey as part of the Children's Day celebrations.

28. MRC of Batch 30

The Media Relations Club – the student driven social media arm of the School – has been very active and vibrant in this batch also in capturing, documenting, and disseminating every bit of events pertaining to the lives of students here and the institute alike, and thus telling the world that SCMS CSB is a happening place and has got a brand of itself.

The highlight of their activities was the week-long UNESCO Orange the World Campaign 2022: Activism against Gender Based Violence by conducting various competitions and interactive sessions involving students on campus.

Kudos to all the 30 active members of the Club and its faculty coordinator, Dr. Devika S.

29. Active Campus Life

Campus has always been lit up and active with regular cultural, literary and other socially engaging activities. SPIC MACAY Chapter in association with SCMS CSB organized a musical concert, Carnatic Flute concert by Shri. Shashank Subramanyam and the accompanying artists on campus.

New Year celebrations, and other cultural fests, Sports Day and the Director' Fireside farewell function - all were conducted with traditional gaiety and enthusiasm.

Life has been full of life in SCMS campus for this batch of students also.

30. Students' Achievements of this Batch

PGDM B30 team won the Over-all Championship of the B School Management Fest '22 conducted by the SNGIST B-School. The students' teams also won the Best Management Team, Best Manager and came first in the Finance Game.

The students also won the Overall Championship of the B-School Management Fest '22 conducted by the ToC H Institute of Technology and Management.

Teams of students also won the Best Management Team event and the Marketing Game runner's up title of the CUSAT SMS *Talentine* '22.

Student teams also won the second prize for the Operations Management Game and the 'She Entrepreneurship' Game of the *Inlore 22* – International Management Fest conducted by the RBS.

Also, the first prize for the Creative Game and second for the Finance and HR Games of the Management Fest conducted by the SNGCE Management School.

A three member team of the Batch won the third prize of the Students' Business Quiz '23 conducted by the Kerala Management Association.

Two students of this batch Mr. Midhun R. Menon and Ms. Aiswarya M. have passed the National Institute of Securities Markets - NISM certification course on Mutual Fund Distributors.

This batch student, Ms. Lekshmi Nanda, doing her internship project in Wabco India, Chennai (part of ZF Germany) in the Design department, developed a new design layout proposal for the kitting room. The proposal was accepted by the company and the firm sanctioned a funding of Rs. 20 lakhs for the redesign project.

Three students of this batch Ms. Sekha Mariya Binoy, Ms. Lekha P.R. and Ms. Devika Vinod attended the National Business School Conclave organized by the MBA Universe.com at IIM Kozhikode as student coordinators of the conference.

31. Student Publications

Five students of this batch Ms. Anjana V., Ms. Vandana K, Ms. Angel Alexandria, Ms. Sekha Mariya Binoy and Ms. Aiswarya M. could convert their internship reports into publications along with their faculty guides and made research presentations at the International Conference for Green Leadership organized by the De Paul Institute of Science and Technology.

32. Faculty Engagements

Faculty members of the Department involved actively in publishing research articles in national and international journals, books, chapters in books; conducted and attended various training programs, seminars, workshops and FDPs; and acted as session chairs and AICTE reviewers. They were also resource persons for the various MDPs organized by the School including the one organized for the MSME Institute, KSRTC and the Kerala Institute of Local Administration.

The Department conducted a Case Writing Workshop also for corporate managers and scholars.

AICTE sponsored 2-day International Conference on ‘Managing and Reinventing Organizations in the Age of Disruptions’ was also conducted by the Dept.

Dr. Poornima Narayanan, Professor, General Management Department of PGDM presented the research paper co-authored with Ms. Anjali A., Assistant Professor, General Management Department, PGDM on the theme ‘Learning by Doing – A Case of Catalytic Pedagogy’ at the ACBSP Region 10 Annual Conference 2023 held at CamEd Business School, Phnom Penh, Cambodia along with the Batch 31 student Ms. Archana Mohan who made a presentation on the topic ‘Media Relations Club of SCMS: Learning by Doing and Reflecting.’

33. Consulting and Projects undertaken by the Department

The students also got to involve in the Consulting and Project assignments undertaken by the PGDM department as field animators for data gathering. The Social Media Project - MyFin Global and the Study on the Market Potential & Competitor Analysis of Mobile Healthcare Apps in Kerala - for the firm Easytronix Life are worth mentioning.

34. AKAM-EBSB: Shimla Students’ Visit to SCMS

As per the AICTE initiative: AKAM-EBSB Students Visit to paired states, 50 students including B. Tech and Higher Secondary students from Shimla and adjoining places of Himachal Pradesh came to SCMS CSB for the 5-day cultural-exchange visit to Kerala from 28th June to 2nd July, 2022.

35. SSRC 2023

The Social Sciences Research Colloquium, SSRC Edition 05 (2023), the annual research conference of the SCMS CSB was conducted on the 2nd and 3rd of March, 2023. Research papers on different tracks on Management were presented by the research scholars who attended the conference.

36. Panorama 2023

The two-day Annual Management Conclave of SCMS CSB jointly conducted by the Business wherein CEOs, Corporate Senior Executives and Management Exponents share their ideas, thoughts and experiences on Business Management was conducted on 24th and 25th of February, 2023.

This year the Summit – Panorama 2023 – was specially designed in a way that all speakers were the members of the SCMS Alumni of the 1990s and 2000s representing different functional areas of business management including Directors and Entrepreneurs who delivered talks and interacted with the students on the theme – ‘Disruptions in Managing Organizations: Pandemic and Beyond: Impactful Insights from the SCMS Alumni.’

37. AIMS Conference

The School also hosted the Southern Regional Round Table Conference organized by the Association of Indian Management Schools (AIMS) on the theme ‘Transformation of Business Schools in India’ on March 10th, 2023.

38. Pass in Exams and Percentage of Pass for B30

In spite of the lockdown uncertainties and the on-line learning initially, this batch of students could make substantial improvements in the latter part of the program, in terms of the efforts put in by them and finally could make a commendable pass percentage of 98.3%.

39. Final Placements 2023 of Batch 30

The efforts put in by the Department, the Faculty mentors and the fresh impetus provided by the VC himself resulted in great placements this year. The companies that hired our students this time included firms like KPMG, E&Y, Colgate Palmolive, Godrej & Boyce, Asian Paints, Wipro CC Lighting, Times of India, ICICI Bank, Federal Bank, Bandhan Bank, Indus Bank Insurance, ICICI Lombard, General Insurance Corporation, Verity Knowledge Solutions, Make My Trip etc.

40. NBA Re-accreditation for SCMS CSB

Glad to inform you all once again that our School has been re- accredited by the National Board of Accreditations (NBA) for the Cycle IV period also, after assessing our performance from 2018 April to 2022 June, for 3 more years starting from July, 2022.

41. ACBSP Accreditation

The institution has also been re-accredited internationally, for the second time, by the Accreditation Council for Business Schools and Programs (ACBSP), USA. This re-affirmation is for another 10 years till 2032.

42. B-School Ranking 2022/23 and SCMS CSB

SCMS Cochin School of Business has been consistently ranked as one among the top 50 B-Schools among all the B-Schools in India and in the years 2021-‘23 also we could maintain this position.

The rankings brought by the rating magazines in the month of December 2022 including The Business Today, The Business World, The Week, The Outlook, CSR-GHRDC, Fortune India and Career 360 Degrees are testimonials for this claim.

43. Conclusion

We always have reiterated that job placement is the natural culmination of the scholastic endeavors and the academic process continued here. We had given a promise to the students and their parents. It was not a job. What we assured was a profession for the students, what we ensured was a career for the students and above all, what we offered was a future for the students. Today, on this day of convocation, I on behalf the Management Team here, along with all my faculty team members feel proud, extremely delighted and enchanted for keeping up our promise.

I take this opportunity to place on record my sincere gratitude to the SCMS CSB Management especially its Founding Chairman, Dr. G.P.C. Nair, Prof. Pramod P. Thevannoor, Vice Chairman and all its Group Directors for the leadership displayed, way shown and the support and guidance given to the department all the time. I also, thank all the parents of Batch 30 students for the firm decision to send their wards to SCMS, especially during the uncertain and testing times.

And, to my students, thank you for joining the SCMS family. The CSB, your Alma Mater feels so proud of you and hope that you would live up to the expectations of this great temple of learning. Hope you enjoyed the life here as much as we enjoyed in putting this across to you.

I conclude my report here. Wish you all the best once again and thank you all.