

SCMS Cochin School of Business

Convocation Report | PGDM Batch 32 (2023–2025)

Date: 26 April 2025

Venue: SCMS Campus, Cochin

The Convocation Ceremony for PGDM Batch 32 of SCMS Cochin School of Business was held with great pride and solemnity on 26 April 2025, marking the successful culmination of two years of rigorous academic pursuit and holistic development.

The event brought together academic leaders, esteemed guests from industry and international academia, faculty, proud parents, and the graduating students, celebrating yet another milestone in the legacy of SCMS.

Chief Guest

Honourable Shri Prasad K. Panicker

Executive Chairman, Nayara Energy Limited

Guest of Honour

Honourable Dr. Diana McGill

Provost and Executive Vice President, Academic and Student Affairs

Northern Kentucky University, USA

Distinguished Dignitaries Present

- **Dr. G.P.C. Nayar** – Chairman, SCMS Group of Institutions
- **Mr. Pramod P. Thevannoor** – Executive Trustee & Managing Director, Prathap Foundation for Education and Training
- **Dr. Radha P. Thevannoor** – Vice Chairman, SCMS Group
- **Dr. Indu Nair** – Group Director & Registrar, SCMS Group
- **Dr. Baiju Radhakrishnan** – Group Director, SCMS Group
- **Dr. Praveensal** – Group Director, SCMS Group
- **Prof. Prathik Nayar** – Director, SCMS Group
- **Dr. Praveena K.** – Director, RACE, SCMS Group

Special Guests from KMA (Kerala Management Association)

- **Mr. Algiers Khalid** – Vice President
- **Dr. Anil Joseph** – Secretary
- **Lt. Jojob Jacob** – Executive Director
- **Mr. Prajith R. Nair**

Convocation Report presented by Dr. Nagaraj Shenoy, Director, SCMS Cochin School of Business is as below

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PGDM Batch 32 Convocation Report: Presented on 26 April 2025

Let me now present before you a brief report of the Academic and Related Activities of the PGDM B32. It's only a gist of the activities held during the academic years 2023-'25 with Batch 32 students.

1. Legacy of SCMS

SCMS Cochin School of Business, instituted in 1992 as the first B School offering PGDM program in the state of Kerala, and one of the firsts in South India. The institution soon emerged 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 for its quality of education and 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.

2. Induction and Orientation

PGDM Batch 32 (2023-25) was the first batch in which we initiated a radical change in our curriculum. The whole teaching learning process was revisited and changes were made to bring in more flexibility, developments in the business world, and more specialisations. The curriculum was widely discussed among faculty members and external mentors. The outcome is a curriculum that is better industry oriented, wide array of courses to choose from and two new specialisations.

3. Personality Development Program (PDP)

To lay a firm foundation, a week-long Personality Development Program (PDP) was conducted for this batch in the beginning itself, during the Term 1 by a Mumbai based organisation **Red Dot Training**.

4. Mentoring for English Excellence

English being a most essential language for any career, its proficiency is the key factor in placement. Hence, to improve the English language and communication skills of the students – Enrich and Excel in English (EEE) – was conducted for this batch from Term 1.

5. Co-Scholastic Activities

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 our regular academic activities.

6. Integrated Managerial Learning Program (IMLP)

Integrated Managerial Learning Program (IMLP) has been one of the major highlights of the PGDM program for many years. This has helped many students to seek a job and excel in their career as per the feedbacks received by our alumni over the years. This was a weekly affair in the first year with several rounds of competitions to improve the communication, presentation and articulation skills.

7. Business Quiz – Biz Q

The co-curricular activity - Business Quiz – 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. In this, students were required to read and comprehend the news items of the **Business Standard** Newspaper on a daily basis and participate in the quiz conducted on regular basis.

8. Institute Industry Interaction (III)

With a view to bring the industry environment to class rooms, Senior Managers, Executives, CEOs and Entrepreneurs were brought to the campus to interact with students. Here, the students were able to directly listen to their stories, experiences, advises and clarify their doubts.

9. Outbound Training (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.

10. Industry Internship

A 3-month long on-site Project Internships were conducted during Term IV. Students undertook projects in various companies in cities like Mumbai, Delhi, Kolkata, Chennai, Bangalore and Hyderabad. As a unique measure, Faculty guides undertook visits to all the companies at their places as part of the mid-term project evaluations.

11. Capstone Business Simulation Course

The Capstone Business Simulation, titled ‘Rookies to Business Leaders’, designed for the **Applied Strategic Management Course** was conducted for this batch in Term 5. All the students successfully completed this Simulation Course.

12. Industry Visits

As part of the curriculum, students go in batches/ specialization stream to visit industrial units or large organizations to supplement their class room learning with experiential one. This batch 32 students visited many industrial units including **Mane Kancor Pvt Ltd, Samudra Shipyard**

Pvt Ltd, Nutricreams Pvt. Ltd, Anna Aluminium Pvt. Ltd, Milma Tripunithura and INS Vikrant, Cochin Shipyard.

13. KMA Student Chapter

The Kerala Management Association's (KMA) Student Chapter is active in the campus and Students attended various programs organized on campus and outside regularly. They included evening lectures, talks and presentations by CEOs and Corporate Heads, and panel discussions.

14. Student Clubs:

Different clubs are organized by the School to promote the talents of students in various fields like photography, music, dance, sports, and cultural activities. These clubs are intended to bring the passionate students come together, display their talents, and thus inspire learning and interaction.

15. 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.

16. 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.

17. Executive Grooming

Special attention was given to all the students of B32 to see that they are provided with a personal facelift that helped them in sprucing up their all-round persona and executive grooming. The Campus to Corporate Executive Grooming program – the **Dining Etiquette Training** was conducted for this batch at Marriott Port Muziris Hotel on February 27th & 28th 2025.

18. Shikhar Management Fest 2024

The 2024 edition of the SCMS Shikhar Intercollegiate Management Fest was conducted with much enthusiasm and fanfare on November 21st & 22nd 2024. Around 120 participants from 41 business Schools in South India participated in the 13 fest events that included managerial and non-managerial events. The over-all Championship was won by Sahrdaya College, Kodakara, Thrissur.

19. Swara

Swara, the Women Students' Cell of our institution, 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.

20. Social Responsibility Initiative of the Institute

True to our reputation as a B-School with social concerns, we have undertaken a host of socially responsible activities during this academic period. With our Social awareness campaign, **Parivarthana**, B32 students visited various nearby schools on 6th & 7th Nov 2023 to create awareness on **Drug Abuse** among school kids. In another initiative our students involved in the work of a NGO for two weeks from 15th to 27th Jan, 2024 to understand their functions, the social causes they work for and their finance model.

21. Media Relations Club

The Media Relations Club (MRC) – the student driven social media arm of the School – has been very active and vibrant in this batch 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 Cochin School of Business is a happening place and has got a brand image of itself.

22. Students' Achievements of this Batch

PGDM B32 students participated in various management fests and cultural programs organized by various institutions within Kerala and outside. They also took part in various competitions held by universities and Colleges. They won several prizes and awards in all these events.

23. Student Publications

Many of our students could convert their internship reports into publications along with their faculty guides and made research presentations at the International Conferences.

24. Faculty Engagements

Faculty members of the Department involved actively in publishing research articles in national and international journals, books, book chapters; conducted and attended various training programs, seminars, workshops and FDPs; and acted as session chairs, AICTE reviewers and NAAC assessors. They were also resource persons for the various MDPs organized by the various institutions.

25. SSRC 2025

The 7th Social Sciences Research Colloquium, SSRC 2025, the Annual International Research Conference of our institution was conducted on the 17th & 18th January, 2025 on the theme Emerging Paradigms in Social Science Research. Research papers on different tracks on Management were presented by the research scholars who attended the conference.

26. Panorama 2024

The two-day Annual Management Conclave of our institution was conducted on December 6th & 7th 2024. In this event, CEOs, Corporate Senior Executives and Management Exponents share their ideas, thoughts and experiences on the theme “Phygital Synergy for Business”.

27. Result Analysis

In spite of the new curriculum and changed structure of the courses, this batch of students could make substantial improvements in the latter part of the program, in terms of the efforts put in by them. Finally, they could make a commendable pass percentage of 96.94%.

28. Placements of Batch 32

The efforts put in by the Department, the Faculty mentors and a series of the placement activities and training provided to students yielded in the better placement this year.

The companies that hired our students this time included companies like:

- | | |
|------------------------------------|------------------------------------|
| 1. Deloitte | 11. Coffeeday Beverages |
| 2. ICICI Bank | 12. Sporthood |
| 3. Make My Trip | 13. Simpolo Ceramics |
| 4. ICICI Prudential Life Insurance | 14. Bharti Airtel |
| 5. The Federal Bank Ltd. | 15. IDBI Bank |
| 6. Anakin | 16. Joy Alukkas |
| 7. Saint Gobain | 17. ASAP |
| 8. Swiggy | 18. Indian Oil Adani Gas Pvt. Ltd. |
| 9. Medventure Group of Companies | 19. Amul (GCMMF) |
| 10. Muthoot Finance | |

29. Ranking and Ratings

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 we continue to maintain this position ever since. Here's a look at recent rankings.

In **Outlook-ICARE B-School Ranking 2025** we have got **Rank 10 in Top B-Schools in South Zone** and ranked 18 among **Ranking of Standalone Institutions** in India. **Business world B-School Ranking 2024** gave us **35th rank** among **Top B-Schools in India** and gave us **Rank 15 in Top B-Schools South Zone Region**. **Competition Success Review-2024** gave us **Rank 19** among **Premier B-Schools in India (2024)**. **CAREERS 360 in its B-SCHOOL RATING - 2024** rated us as **AAAA** in its **India's Best B-Schools in Kerala zone**.

30. Conclusion

We assured our students and their parents that we would ensure a bright career for them. Today, on this day of convocation, I, on behalf the Management Team here, along with all my faculty team members feel proud and extremely delighted for keeping up our promise.

And, to my dear students, thank you for joining the SCMS family. The SCMS Cochin School of Business, 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 delivering this to you.

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