

**SCMS COCHIN SCHOOL OF BUSINESS**  
**Convocation Report – PGDM B28 (2019-2021)**  
**PGDM BATCH 28 CONVOCATION: 28 DECEMBER 2021**

Date: 28 December 2021

Venue: SCMS Campus

**Distinguished Dignitaries Present:**

- Prof. Pramod P. Thevannoor, Vice Chairman, SCMS Group of Educational Institutions
- Dr. Radha P. Thevannoor, Group Director & Registrar
- Dr. Indu Nair, Group Director, SCMS Group of Educational Institutions
- Dr. Baiju Radhakrishnan, Group Director, SCMS Group of Educational Institutions
- Prof. S. Gopakumar, Group Director, SCMS Group of Educational Institutions

Convocation Report presented by Dr. Anil Kumar K., Chairperson, SCMS Cochin School of Business is as below:

Let me now present a brief report of the Academic and Related Activities of the PGDM B28. It's only a gist of the activities held during the academic years 2019-'20 and 2020-'21

Inauguration of the PGDM Batch 28 Program

The PGDM Batch 28 program for the academic years 2019-'21 was inaugurated on July 27, 2019 at a simple but an elegant function conducted at the Seminar Hall of the Main Campus. Dr. N. Jayasankar IRS, Commissioner of Income Tax, Kochi was the Chief Guest and Mr. Shibu Philips, Business Head, Lulu International Mall was the Guest of Honor for the function. Students were given a formal invitation to the PGDM program with a detailed induction to the Institute that included the introduction of the faculty team members, explanation of the Manual of Policies and instructions, induction to the library, computer lab and other facilities of the School other than the program and course details.

Foundation Courses

The month long Foundation course for the batch commenced on 18<sup>th</sup> July that included courses on Business Math, Principles of Management, Functional Areas in Management, Business Economics, Business Communication and Basics of Information Technology. Mid-term and End Term examinations were conducted as per the schedule.

Trimester Classes and Term Examinations

Calendar for the all 6 terms of the program, the examinations and related academic activities, all were schemed in advance and conducted as per the plans and schedules.

### Covid 19 Pandemic and its Aftermath and Online Classes

This Batch of PGDM 28 had the ‘misfortune’ of the direct impact of Covid19 pandemic in the form campus lockdown all of a sudden, at the beginning of the 3<sup>rd</sup> trimester. It came from nowhere suddenly, like a bolt from the blue, and we were all caught unawares of the potential impact and period of the uncertainty it had brought in. It all began with a 10-day lock down in March 2020 and then got extended later for many months. 13 months of active life on campus had to be converted into on-line ‘learn from home’ mode. The very next day of the first lock down, exhibiting the spirit of quick response and resilience of the management, the department could switch over to on-line classes using various LMS platforms and, exams and evaluations on the Linway’s platform.

### Summer Internship 2020

The Batch 28 Term IV Summer Internship was also conducted on-line during July- September, 2020 and all 101 students completed their project studies on line. The project viva-voce exam, where external industry experts were the examiners, was also conducted on-line.

### End Term Examinations and Course Viva voce Exams

The examinations, post-lock down were conducted in on-line mode and though, there were a few lags in conducting the exams, finally the all the curricular requirements could be completed during second week of April, 2021 thus allowing a calendar deviation of just 3 weeks except the Term VI end term exams that was conducted in July, 2021.

### Co-Scholastic Activities

#### Mentoring

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 B28 students as well. Mentoring sessions were conducted on a weekly basis by the respective faculty mentors. 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.

In the second year, mentoring sessions focused on the job placements; and training and practice sessions on job interviews, group discussions and aptitude building were offered. The entry of information on the mentoring dossiers was completed and a final transformation report on each of the student mentees was made by the respective faculty mentors.

### 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 have 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. The term III IMLP was conducted on-line.

### III

III sessions were conducted on campus till 10<sup>th</sup> March, 2020 and after that the rest of the sessions were conducted on-line on zoom platform. Speakers for the talks were identified and brought by the students themselves.

### Business Standard Reading – Biz Q

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, a special co-curricular activity named as Business Quotient – Biz Q, was newly introduced for the Batch of 28 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 in the class. One hour on a daily basis was set apart for this at 8.00 a.m. Regular evaluation and a term end exam were also conducted at the end of every term in the first year. Students had been given the facility of accessing the digital copies of Business Standard since March 2020.

### Remedial Courses

Students who were weak in some of the subjects and failed to score pass marks in difficult courses like BUS were given remedial coaching by the faculty members and this helped them improving their performance in subsequent exams.

### Capstone Business Simulation Course

The Capstone Business Simulation Course ‘Rookies to Business Leaders’ was conducted on-line for this batch including the opening session, classes, de-briefing and the final examinations. All the students successfully completed the simulation course.

### Enrichment Lecture Series 2019

An Enrichment Lecture Series talk was conducted on 5<sup>th</sup> October, 2019 for the PGDM students. Dr. Subramanian Swamy MP and Chairman, Board of Governors of SCMS addressed the gathering on the theme ‘Regaining India’s Economic Legacy’ based on his book – RESET Regaining India’s Economic Legacy.’

### Lecture on Global Opportunities for India

A special lecture on ‘Global Opportunities for India’ was given by Mr. Deepak Vohra, IFS Rtd. on November 28th, 2019.

### Business Standard CEO Talk

As part of the Business Standard CEO Talk ‘Insight’, Mr. Kumaravel, Co-Founder and CEO, Natural Spa & Saloon delivered speech on 27<sup>th</sup> November, 2019.

### Webinar on Business Analytics

Of the several webinars conducted by the Dept. for the B28 during the period, included the Special Webinar on “Leveraging Analytics for Business Decisions” by Dr. Bindu Narayan, Senior Manager, Data & Analytics, EY, conducted on March 23<sup>rd</sup>, 2020.

### Alumni Homecoming Series Talks

The PGDM Alumni Homecoming Series Talks conducted included the one by Mr. Ajay Krishnan, AVP-L&D, HDFC Bank, Bangalore and Mr. Kiran Kumar, Director-Marketing, Le Meridian, Dubai (PGDM B7) on Aug 28<sup>th</sup>, 2020; Mr. Arundas Mohandas Nair, NPA Team Manager, ESAF Bank; Mr. Vysakh H, Customer Service & Manager, Qatar Steel, Doha, Qatar; Mr. Surya Narayan Rai (B 19), Area Manager (AP & Telengana) C&S Electric Ltd.; Mr. Karthik A., Assistant Manager, Supply Chain Planning and Mr. Athul K.M., Senior Logistics Officer, Indigo Paints; Mr. David Mampilly, Product Manager, Muthoot Exim Pvt. Ltd. on November 17<sup>th</sup>, 2020; Ms. V.L. Sailaja, Professional in Tax Management Consulting of Deloitte, Berlin, Germany (PGDM B 19) on the theme ‘Post-Covid Business Scenario’ on Dec 29<sup>th</sup> 2020 and Mr. Sushant Gopalkrishna (PGDM B17), VP-Digital & Reengineering, BNY Mellon on the topic ‘Breaking the Paradigm – Emerging Technology’

### Talk on Entrepreneurship

A special session on “Scope of Entrepreneurs in India and the Skills Required” was conducted for the Batch 28 students on 23/11/20. Mr. G.S. Prakash, Deputy Director, MSME Training Institute of Kerala was the speaker.

### HDFC AMC Mutual Fund Expert Speak Session

As part of the World Investor Week – a talk by Mr. Amit Nariani, Senior Manager (Sales), HDFC AMC was conducted on 23<sup>rd</sup> October, 2020 for the B28 students.

### Special Sessions on Comp & Ben

Special sessions on Comp and Ben for the HR students were conducted by Mr. Praveen Kamath, GM-HR and Global Delivery Services, Wipro Ltd.

### Session on People Analytics

Special practical sessions on People Analytics – *Predictive Analytical Tools and Data Modelling* - for the Batch 28 HR students were engaged on March 29<sup>th</sup>, 2021. Dr. Hareesh Ramanathan was the resource person.

### Session Cyber Security

A special session on “Cyber Security” for the Batch 28 Finance students was conducted by Mr. Vittal Raj, Director, Pristine Consulting, Chennai on 21/11/20.

### Swara Talks

Ms. G. Poonguzhali IPS, Deputy Commissioner of Police, Kochi City delivered a talk on ‘Drug Abuse among Youth’ on Dec 3rd, 2019.

Dr. Giffy Oommen, Associate Professor, Govt. Law College, Ekm delivered a Talk on “Legacy of a Woman”- The Cradle of Civilization” on Nov. 27<sup>th</sup>, 2020. All PGDM girl students attended.

Dr. Anu Gopinath, Asst. Professor, Chemical Oceanography, Dept. of Aquatic Environment Mgmt., KUFOS Uty. gave the talk on ‘An Expedition to Artic’ on Feb 11<sup>th</sup>, 2021.

### Social Responsibility Initiative: *Parivarthana*

The Batch 28 students undertook the *Parivarthana 2019*, a compelling war against drug abuse during the first week of December on the theme ‘Fight against Drug Abuse’. The show was staged by the various teams of B28 students at around 20 schools in and around Ernakulum in front of 3000 students.

### Social Responsibility Initiative; The YES Club

The activities of PGDM Environmental Club - YES Club for the academic year 2019-'20 was inaugurated by Dr. V.S. Vijayan, Former Chairman, Kerala State Biodiversity Board on Sept 5, 2019.

### Social Responsibility Initiatives – Road Awareness Campaign

A road safety awareness camp was conducted at the campus on Aug 2, 2019 in association with the Ministry of Road Transport and Highways. Mr. K.G. Dileepkumar, MVI, Regional Transport Office, Ekm was the chief resource person.

### Promoting Innovations on Campus thru IEDC

A new Innovation and Entrepreneurship Development Club (IEDC) was set up at the SCMS Campus on July 5<sup>th</sup>, 2020 with a view to create awareness among the PGDM students and to bring out creativity and innovation on the part of students. Mr. Saji Gopinath, CEO of Kerala Start up Mission was the Chief Guest of the function.

### International Conference on Web Services Computing

The School of Business was also part of organizing the 3-day International Conference on ‘Web Services Computing - Data Analytics and Visualization Summit’ that was conducted on campus from 3<sup>rd</sup> to 5<sup>th</sup> January, 2020. Ms. Sujatha Madhav Chandran , Global Head, Asset Leveraged Solutions at TCS, Mr. Ernest Johnson, Faculty of Business Administration, University of Regina, Canada, Mr. Rishi Anand, Senior Engineer, CDAC Kochi, Mr. Jomon Joseph, CEO of Strategist and Mr. Sarath Valiyapurayil, IT Analyst, TCS were the main invited speakers.

### NISM Training

NISM Training Offered to Finance specialization students continued in this batch also. 11 Finance cleared the Research Analyst and Mutual Fund exams.

#### PGDM B28 Marketing Grid and Forum and Activities

Marketing Grid activities were inaugurated by Mr. K.C. Narendran, Business Head for Kerala, Reliance Jio Info Com.

Finance Forum was inaugurated by CA Venugopal C. Govind, Managing Partner, Varma & Varma Chartered Accounts, Kochi.

HR Forum was inaugurated by Mr. Manoj, Manager - HR, Indian Aluminum Ltd.

S&O Forum, Chips and Nuts was inaugurated on 16/11/'20. Mr. Sudip Mazumdar, Global Chief Digital & Information Officer, Piramal Glass.

Finance Forum conducted a Panel Discussion on '5 Trillion Dollars Economy' on Dec 6<sup>th</sup>, 2020. Dr. Santha Kumar, Managing Partner, SKV & Associates, Mr. Vivek Krishna Govind, Sr. Partner, Varma and Varma, CAs; Mr. Abraham Thariyan, Former ED, SIB and Mr. Alex K. Babu, Founder C&MD, Hedge Group of Companies, Kochi were the speakers.

Finance Forum also organized a session on "Analysis of Union Budget 2021" on Feb 15<sup>th</sup>, 2021 in the form of a presentation by students' teams. Finance Forum, as part of the Global Money Week (March 22<sup>nd</sup> – 28<sup>th</sup>) also organized a webinar on 'Investor Awareness and Role of Regulators/Investment & Capital Market/Financial Literacy on March 26<sup>th</sup>, 2021 Mr. N.P. Rajive, CEO, Invision Consulting was the resource person.

Finance Forum also used to bring out its monthly Finance Blog – Finesse.

Marketing Grid also conducted among other activities an in-house quiz competition was held on the subject 'product mix'. Presentations by groups on 'Marketing Campaign' and a quiz on 'Innovation' was also done. A session on 'Enhance Selling Skills' through team selling exercise (Spin & Sell session) was also conducted.

HR Forum conducted an in-house quiz competition for the HR students on Compensation Management, ERM and Leadership. A review of the TED Talk on "Organizational Culture" was also conducted followed by a Biz Quiz.

#### Visit of the International Student Delegation Team

A Student Delegation team from the University of Alberta, Canada visited the School of Business and interacted with the students on January 15<sup>th</sup> 2020 as part of their Experiential Learning Program.

#### Sports Day and SCMS Group Sports Fest

The PGDM Batch 28 students actively participated in the School of Business Sports Day conducted on 30<sup>th</sup> and 31<sup>st</sup> of January, 2020 and the SCMS Group Sports Fest conducted from 10<sup>th</sup> to 17<sup>th</sup> February, 2020.

### Tarang Celebrations

The batch 28 students were also part of organizing the cultural and arts festivals of the School including Onam and New Year celebrations in both the years.

### Virtual Shikhar 2021

The SCMS Management Fest - International Virtual *Shikhar '21* was conducted on April 29<sup>th</sup> and 30<sup>th</sup>. 400 students from various B schools in India participated. 10 major events were held. Maximum participation was for the Best Management Team: 23. Final rounds and valedictory function held on April 30<sup>th</sup>. LM Thapper School of Management, Chandigarh was the overall champions and XIME, Kochi the runners up.

### Students' Achievements

#### Management Fest Winners

PGDM Batch 28 was part of the School of Business Team that bagged the Overall Championship of the 36th Talent-time Management Festival organized by the School of Management Studies, CUSAT in February, 2020. Batch 28 team was the winners of the CSR Game too. The students were also part of the winning teams of Quest 2019 of XIME and Inflore of RCBS.

Jeffy Alex Shaji, PGDM B 28 student who was the Digital Marketing Intern under the Yuva Atma Nirbhar Project won the Certificate of Appreciation @ ipsr Solution Ltd, India/Valin Technologies, UK.

Bijina Ann Thomas, PGDM Batch 28 HR student along with Dr. Simmy Kurian, her project guide converted the internship project into a paper "The Correspondence between Service Quality Dimensions and Customer Perception during Covid 19 Outbreak" for the International Conference on Business and Information at Kelaniya University, Sri Lanka held on 19/11/20.

The Team of PGDM B 28 students - Jerrin Joys. T, George Xavier and Bini Merlin Varghese were the winners of the Business School League Presentation Competitions of the KMA Management Week Celebs 2021.

16 Students of PGDM B 28 and 29 won certificates in Inter-collegiate On-line Quiz Competitions on Union Budget 2021 conducted by the Kristu Jayanthi College, Bangalore

### Corporate Grooming

Special attention was given to all the students of B28 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 Corporate Grooming programs included the Personality Development Program (PDP) conducted by Mr. Mahesh Nazare and team from Red Dot, Mumbai during the Term I, Outbound Training, OBT at Kalypso Adventures, Munnar during December, 2019; Dining Etiquette Training at Hotel Airport Marriot (March 29 and 30, 2021) and opportunities to participate in Professional Bodies' events like the Kerala Management Association (KMA), the Women Leadership Conclave conducted by the Confederation of Indian

Industries (CII), Budget Lecture by Malayala Manorama, participation in YIP Award ceremony organised by KSIDC etc.

All the PGDM Batch 28 students attended the Management Week Celebrations of the KMA held from Feb 19<sup>th</sup> to Feb 25<sup>th</sup> 2021 including the Student Management Convention on Feb 23<sup>rd</sup>.

#### Placement Oriented Training

Several rounds of mock interviews and practice GD were conducted for the batch with a view to enhance the career prospects of the students during the last two years. Training on Visume/Self presentations/ Grooming/Etiquette/Virtual GD & On-line Interview/Basic Math/Current Business Affairs was also given.

Question bank on Basic Management, Financial Management, Marketing Management, HR and Systems & Operations created by a select team of students and vetted by the faculty members was also used for placement training this year.

#### Aptitude Training and Training on Logical Reasoning

Thirty sessions of aptitude training was given to the B28 students by the professional training agency – *Konfidence*, of which the last few sessions were offered on-line. Special sessions on logical reasoning were also offered to this batch of students by the Business Math faculty members.

#### 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.

#### Placements 2020-'21

Placements 2020-'21 was a tough task owing to Covid 19 Pandemic but thanks to some of the concerted efforts put in by the department with the support and guidance of the management yielded a placement percentage of 85.26% during the normal hiring period. Those few who were left out were also able to get placements later.

The recruiters included the Big Four Finance Firms – Deloitte, PwC, KPMG and EY and MNCs like TCS, Neeeyamo, IKS Health Care, Marico, Vodafone-Idea, Berger Paints, ABFRL etc.

#### Students' Scholarship for Experience and Merit

A few of the Batch 28 students were also eligible for the SCMS Students' Merit Scholarship worth Rs. 3 lakhs based on the pre-PGDM corporate experience and consistent satisfactory performance in Term examinations. I would like to specially mention the name of this Batch's student, Nikhil Johnson who was a beneficiary of the scholarship and who went on public in wholeheartedly acknowledging the value, worth and significance vis-à-vis student motivation of this scholarship.

#### Pass in Exams and Percentage of Pass

Four students of Batch 28 could not make it to the second year of study owing to the accumulated deficit credit points (DCP) and two students could not manage to get pass in the second year. All others could pass with the minimum CGPA required and the final pass percentage of the batch for both the years stand at 94.28% (99/105).

#### Business Standard B-School Ranking 2020

SCMS Cochin School of Business has been consistently ranked as one among the top 50/60 B-Schools among the 3200 B-Schools in India and this year also we could maintain this position. The Institute was ranked among the **Super League Band 2 A2** along with IIM Amritsar, IIM Kashipur, IIM Raipur, Bharathidasan Institute of Management (BIM), Trichy and LIBA Chennai.

Going by the overall score ranking No. 32 in India among the list of Business Schools dominated by FMS Delhi, IIM A, IIM B, IIM C, IIMK, SP Jain and XLRI.

I take this opportunity to thank the Management of SCMS, the Group Directors, Faculty Colleagues, Staff and all the students for the guidance, support and cooperation extended in maintain this success temp of the institute despite the difficult and tough environment prevailing everywhere. Thank you all.