

SCMS COCHIN SCHOOL OF BUSINESS
Convocation Report – PGDM B29 (2020-2022)
PGDM BATCH 29 CONVOCATION: 14 AUGUST 2022

Date: 14 August 2022

Venue: SCMS Campus. Cochin

The Convocation Ceremony for PGDM Batch 29 was held on 14 August 2022 at SCMS Cochin School of Business. The event marked the completion of the programme following two years of structured academic learning and holistic development. It was attended by academic leaders, distinguished guests from industry and international academia, faculty members, parents, and graduating students, reflecting the continued legacy of the institution.

Chief Guest

Mr. K.S. Sabarinadhan, Ex M.L.A

Guest of Honor

Mr. Alex K. Babu, Founder, Chairman & Managing Director

Hedge Group of Companies, Kochi

Distinguished Dignitaries Present

Prof. Pramod P. Thevannoor, Vice Chairman, SCMS Group of Educational Institutions

Dr. Radha Thevannoor, Group Director & Registrar, SCMS Group of Educational Institutions

Dr. Indu Nair, Group Director, SCMS Group of Educational Institutions

Dr. Baiju Radhakrishnan , Group Director, SCMS Group of Educational Institutions

and Prof. S. Gopakumar, Group Director, SCMS Group of Educational Institutions

Dr. Filomina George, Director, Academic Compliances

Dr. R. Nandgopal, Advisor & Mentor, Accreditations

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

SCMS COCHIN SCHOOL OF BUSINESS

Convocation Report – PGDM B29 (2020-2022)

Let me now present before you a brief report of the Academic and Related Activities of the PGDM B29. It's only a gist of the activities held during the academic years 2020-'22, and for want of time I do not attempt to a detailed reading.

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 could move forward, 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 first 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.

Here in SCMS, we believe that, the rich legacy we have, is not created overnight, but it required metamorphic ideas and putting in place well thought-out academic policies, processes and practices that included a rigorous and infallible teaching-learning methodology. We bank, very much on our basic values and traditions and the continuous existence and improvement of ours over the past 3 decades are testimonials for all our claims.

More than the happenings in the regional or national schema, a global outlook is provided to the learners through enrichment lectures by guest faculty members, sessions by our own global alumni, international case discussions and projects undertaken at MNCs. Scores of our students have taken up international assignments in leading organizations outside India, in the recent past.

Of late, in the post-pandemic environment, the new learning is that, institutions with a pro-active perspective, futuristic outlook and intuitive strategies only will stay afloat, grow and outshine its counterparts. Brands outlive those of opponents with the help of built-in credibility, trust and transparency, we understand well.

Established by the legendary higher education visionary in Kerala, Dr. G.P.C. Nayar, who belongs to the class of people who are not fatalistic, but rather, have taken destiny head on; SCMS CSB continued to excel maintaining its academic tempo during the study period of this Batch of students – B29 also.

Scholastic Innovations

SCMS is different and the difference is sharp when it comes to the way scholastic design is done, the curriculum delivered and the learning outcomes brought about. Being part of a growing metro city and able to attract aspirants from all over, we could develop an academic system that transforms the average and the ordinary to extra-ordinary and brilliant and, this has helped in enhancing our visibility of the institute over the past 30 years. The excellent learning systems that we have carved out help the students to go for a self-directed learning, at the same time facilitated and supported by faculty guides and eventually equipping them to take up the act of self-determination and carrying on in career and life with courage of conviction.

Industry-Oriented Curriculum

Curriculum is industry enrapt, real-time and dynamic capturing every minute changes that happen from time to time in the global business environment. The industry engrossed curriculum is designed with the help of contributions from CEOs and other executives and the alumni working in leading organizations.

Outcome-based Learning

The teaching learning process is unique and distinctive and, is bereft of the traditional and typical monologue by faculty members. It is in fact, a facilitator-led discussions, based on the pre-readings and pre-class assignments by the learners. Experience sharing, storytelling and other ingenious methods like film reviews, review of blogs and sharing of social media nuggets of information, all have replaced the outmoded way of teaching.

Virtual Learning and On-line Classes during Pandemic Times

Always adept in accepting and incorporating challenging modifications especially during exigencies in testing times, SCMS could switch gears aplomb during the pandemic-induced lockdown and the resultant changeover to virtual teaching-learning process. We have been following a hybrid mode of academic engagement, even before, with the help of an indigenously customized learning management system, on which we brought about further improvisations for meeting the emergent needs.

Allotment of sessions, delivery of classes, submissions of assignments, evaluation and proctored examinations; all done through this LMS. The library was partly digitalized and data sources like EBSCO were made available even on the smart phones of the students. The industrial summer project was also undertaken in the on-line mode. The other highlight was the way the institute and faculty could maintain connect with students and engage them in the learning process by making a timely shift to tech-enabled participative classes. These interventions helped the students to blur the thick line of separation between virtual and on-campus classes and also, helped them in reorienting themselves and mastering the required competencies for the on-line campus selections and the virtual on-boarding in organizations after that. The absence of physical proximity in the teaching-learning process is well compensated with the much engrossed on-line sessions. Knowing that this uncertainty is going to stay here for a longer period, the institute is committed to make learning process effective for students and the learning outcomes met.

Student Engagement is the Key

The teaching-learning process and the related curricular and co-curricular activities help the students to engage well with the program for the entire two-year period of study. This productive engagement of them is maintained even after the graduates leave the portals of the institute, through the well-connected alumni network. Equally worth mentioning is the kind of rapport the institute has created and maintained with the community at large, and all the other stakeholders. Engagement enlivens and invigorates the interest, enthusiasm and zeal of its stake-holders – SCMS believes in this doctrine.

Inauguration and Onboarding of the PGDM Batch 29

Course Inauguration and Onboarding of the students of PGDM Batch 29 were conducted as a virtual ceremony, a novel attempt experimented by the institute for the first time. The function was held on 20th July, 2020 and it was streamed live through SCMS CSB's Facebook Live. The main function was held at the Seminar Hall and the Chief Guest's address was beamed live on zoom. Mr. C. Balagopal, Founder and Promoter of Terumo Penpol Private Limited was the Chief Guest and he gave the inaugural address. Dr. Radha Thevanoor, Group Director welcomed the audience and Prof. Pramod P. Thevanoor, Vice Chairman, SCMS Group of Institutions gave a video presentation on the Legacy and Milestones of the institute.

The function continued in the afternoon with a virtual onboarding of the new joiners done by the PGDM Alumni members - Mr. Parag Sen, Co-Founder and Director, Homepecked e-Marketplaces & Services Ltd. and Ms. Hitakshi D. Bavar, Department Manager, H&M.

Students were given a formal invitation to the PGDM program with a detailed on-line induction to the Institute that included the introduction of the faculty team members, explanation of the Manual of Policies and instructions, facilities of the School other than the program and course details.

Covid 19 Pandemic, its Aftermath and Online Classes

The Batch of PGDM 29 like the Batch 28 had the 'misfortune' of having the direct impact of Covid19 pandemic in the form campus lockdown right from the beginning of their program. The admission interviews and selection procedures were done on a virtual mode. The students came to campus for the first time on 8th of March, 2021 nearly after 8 months of their induction on 20th July, 2020 and started attending classes and exams off-line. They had to go back and come again 3-4 times as lockdown and unlocking played hide and seek multiple times in between, robbing off much of their active campus life. The batch altogether got 5 months to be physically present on campus. That was their only campus life. 18 months of active life on campus had to be converted into on-line 'learn from home' mode.

The faculty members recorded all their sessions. The recorded versions were sent to the students for further reference and for repeated views.

Pre-readings for each of the module of the courses, case study analyses, review and discussions on research articles, inventory administration, Bloomberg podcasts, flipped class discussions, movie

clip analyses, virtual classroom discussions and quizzes done mentor group-wise, forwarding of info in the form of nuggets and snippets thru' smart phones; all made up for the otherwise vibrant physical classrooms during the lockdown months.

Profile of PGDM B29

The Batch of 2020-22 consisted of a diverse group of students in term of graduation qualifications, background and interests. Though the initial intake was 126, the batch strength got settled at 118 in Trim 3 and it continued like that till the end. They were from different locations. There were 67 boys and 51 girls in the class. Of the 118, 57 were B.Com. Graduates, 21, BBA/BBM, 21 B. Tech., 8 BA and M.Com, BHM and BCA graduates 1 each. 27 students were having work experience too. 51 of them branched out into Finance Specialization stream, 26 Retail, 18 HR, 17 S&O and 6 into DS&BA stream in the second year.

The DS & BA specialization stream was launched for the first time in this batch.

Foundation Courses

Foundation courses of the new batch started on the very next day of the course launch, from 21st July, 2020 onwards that included courses on Business Math, Principles of Management, Functional areas in Management, Business Economics, Business Communication and Basics of Information Technology. A detailed time table was given to the students on various courses. The classes were held on-line. Sessions were tweaked to 45 minutes each to enable the students to keep focused on the sessions. Regular sessions for Saturdays also included in the time table as it was 'Learn from Home'.

Trimester Classes, Term End Examinations and Course Viva voce Exams

Calendar for the all 6 terms of the program, the examinations and related academic activities, all were schemed in advance. The Term III exams got delayed on account of the lockdown uncertainties. However, the School could finally wind up all the classes and examinations of all the terms including final trimester exams in April 2022 allowing a deviation of just over 3 weeks from original schedule prepared in July 2020.

Remedial Courses

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

Summer Internship 2021

The Batch 29 Term IV Summer Internship was also conducted on-line during June- September, 2021 and all 118 students completed their project studies on time. 75 students got internship through the selection process conducted by the companies. 19 students did their internship on-site as well.

The project viva-voce exam, where external industry experts were the examiners, was conducted off-line.

Co-Scholastic Activities

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 B29 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 is 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.

Some of the programs conducted were - initial setting of individual goals like academic-related, person-centric and profession-centric goals; sessions on valuing oneself to explore into one of the Self Discovery stages of 'Self-Acceptance,' where mentors got an opportunity to validate their mentees' positive self-perception. Spiderogram – a pictorial depiction of the summary of ideas and facts and reflections on the book readings; all done as part of this.

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.

All mentees students will be given the Mentoring Metamorphosis reports.

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 and they 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 including debates, case study analyses and business round competitions. The IMLP for this batch was conducted both on-line and off-line.

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 and opportunities provided to students to directly listen to their stories and experiences and to interact with them.

This is done on a weekly basis and for this batch some of the international speakers were also brought to talk to them. The webinar sessions included “Overcoming Challenges in Professional Life by Mr. K. Ravi Shankar, CEO of Renka Paper Converters; “Impact of Covid19 on Knowledge Solutions” by Mr. Saiju Aravind, MD & CEO of Edubrisk; “An Entrepreneurial Journey” by Ms. Beena Kannan, Head of Seematti; “FMCG, A Sea of Struggle and the Story of Survival” by Dr. Rajmohan Pillai, Chairman, Beta Group of Companies; “Family Business Dynamics” by Mr. Nasly Mohammed, Director, Kerala Roadways; ‘Basics of Banking – The Opportunities, Experience and the Struggle’ by Mr. Benny Paul, Branch Head, Doha Bank; ‘Integration of Technology in Health Care’ by Mr. Saji Mathew, COO, Baby Memorial Hospital; ‘Balance Your Life by Balancing Your Practices’ by Peri Maunagurusamy, Director, Marketing & Strategic Planning, Farabi Petrochemicals, Jubail; ‘Campus to Corporate’ by Mr. Rohan Kumar, Program Manager – Google; “Developing Leaders for the Age of Imagination” by Dr. S.M.A. Moin, Associate Head, Research & Scholarships, Coventry University, London; “Importance of Work Culture” by Mr. Rahul Sharma, Customer Excellence Lead, Amazon Fresh; ‘Safety Management System’ by Mr. Sudhi S.S., General Manager – Production, ONGC; ‘Nurturing Ideas on Social Youth Entrepreneurship’ by Adv. Malavika Sharma, Social Entrepreneur and Activist; ‘Building Business in Emerging Markets’ by Mr. V.G. Somasekhar, Former ED, Airtel, Africa; “Breaking the Glass Ceiling in the Healthcare Industry” by Ms. Parveen Hafeez, MD, Sunrise Group of Hospitals; “Being Optimistic in the Workplace” by Mr. Gautham Suresh, Creative Director & Founder, Archfiend Studio; “Relevance of Corporate Social Responsibility” by Mr. Nixon Joseph, President & COO, SBI Foundations; “From an Employee to an Employer- The Journey and Experience” by Mr. Shaji Chittari, MD- Advanced Dies and Tools FZCO, Dubai; “Corporate Life of an Entrepreneur” by Mr. Sachin A.G., Founder & CEO, Ashok Solutions; “Future of Work in the Post-pandemic Economy” by Mr. Gokul B. Alex, Co-Founder & CTO, Quantum Quixxotte; 'Traditional Workspace to Business Run by a Couple' by Mr. Albin James and Ms. Minu Francis, Managing Partners, Shaktiman Plywood & Kalaitis and “Importance of Customer Intimacy in Workspace” by Mr. Ravi Shankar Nayar, Head - Business Development (Condiments) Plant Lipids Private Limited, Kochi.

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 introduced for the Batch of 29 where students were required to read and comprehend the news items of the Business Standard Newspaper on a daily basis at their convenient time and needed to make a presentation of the gist of the readings during the evaluation sessions. One hour on a daily basis was set apart for this. Regular evaluation and a term end exam were also conducted at the end of every term in the first year. Students were given the facility of accessing the digital copies of Business Standard newspaper.

Capstone Business Simulation Course

The Capstone Business Simulation Course ‘Rookies to Business Leaders’, the Applied Strategic Management Course was conducted on-line for this batch including the opening session, classes, mid-term examinations, de-briefing and the final examinations. There were 17 student groups of

7 each and a faculty group of 6 for the course. All the students successfully completed the simulation course.

Special Academic Sessions Conducted for the Students and Faculty

This included special sessions on International Relations and Trade by Dr. T.P. Sreenivasan, IFS (Rtd.); on Comp and Ben for the HR students by Mr. Praveen Kamath, GM-HR and Global Delivery Services, Wipro Ltd; on People Analytics – Predictive Analytical Tools and Data Modelling by Dr. Hareesh Ramanathan; on “Cyber Security” by Mr. Vittal Raj, Director, Pristine Consulting, Chennai; on ‘Investment: Opportunities & Challenges by Mr. Amit Nariani, Senior Manager (Sales), HDFC AMC as part of the World Investor Week celebrations; a Book Reading Session viz. “Brand You – Tom Peters” by Mr. M.P. Sriram, Co-founder, Aventus Partners; a session on FDP by Mr. Sanjay Radhakrishnan, COO of Tata Classedge; on ‘E-Commerce’ by Mr. Parag Sen, PGDM Alumnus; on ‘Dynamics of Establishing Effective Communication in Times of Crisis’ by Dr. Mridusmita Baruah, Asst. Professor (English), Dyal Singh College, Delhi University and a talk on "Trends and Challenges in Business Intelligence" by Mr. Satish Ramachandran, Account Director, SAP.

Enrichment Session on Competency Development

A Special Enrichment Session on the theme 'Competency Development' was conducted for the PGDM B29 students as part of the Foreign University Exchange Lecture Series on December 3rd, 2021. Prof. Lucie Depoo Ph.D., Professor and Vice Rector, Economics and Management, University of Prague, Czech National Republic was the 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 5th, 2020 with a view to create awareness among the PGDM students and to bring out creativity and innovation on the part of students. The IEDC, since then have been organizing programs on a regular basis. One hour every week in the time-table was set apart for this.

Activities included: students presenting their own business ideas; sessions on Startup Design Thinking and conducting webinars and talks on entrepreneurship and related topics. The talks included “Scope of Entrepreneurs in India and the Skills Required” by Mr. G.S. Prakash, Deputy Director, MSME Training Institute of Kerala; “Dynamics of Entrepreneurial Process" by Mr. Akash Anand, Chief Executive Officer - Caetal Developers; ‘Idea Generation and Business Development’ by Mr. V.S. Sukumaran, Associate Senior Faculty (Retd.), Entrepreneurship Development Institute of India.

K-DISC Project Evaluation As part of the YIP of the K-DISC, the faculty members of PGDM were nominated as project evaluators and around 250 startup projects were evaluated for their feasibility.

YIP Roadshow

A YIP Virtual Roadshow jointly organized by YIP and KDISC highlighting the different phases of entrepreneurship startups was conducted for the PGDM batches. Staff coordinators of YIP and KDISC – Mr. BRB Puthran, CEO, ALIVE and Ashwin Pradeep Panicker were the presenters.

IIC's Impact Lecture Series

Institution's Innovation Council's (IIC), a Ministry of HRD Initiative, Impact Lecture Series on the theme 'Developing an Entrepreneurial Mindset' was conducted at the SCMS CSB (on-line) on 21st Sept., 2021.

The Lecture Series was inaugurated by Dr. Ramesh Unnikrishnan, Advisor to AICTE. Dr. Saji Gopinath, VC, Kerala University of Digital Sciences, Innovation & Technology and Mr. Jijimon Chandran, Founder & CEO ACSIA Technologies also addressed the gathering.

Institution's Innovation Council's (IIC) Impact Lecture Series 2.0 on the theme 'Startup Eco System in India' was conducted on Oct 5th, 2021. Mr. Mohammed Y. Safirulla IAS, Additional Secretary, Electronics and IT Dept. and Mr. Parag Sen, CEO, Homepecked Technologies (P) Ltd. delivered the addresses.

IEDC Yuva BOOT Camp

IEDC YUVA Boot Camp was conducted on 14th and 15th December, 2021. It was organized by the Kerala Institute for Entrepreneurship Development (KIED) and hosted by SCMS. Student teams from B29 participated in the camp.

IEDC Tempus Idea Fest

With a vision to promote innovation and entrepreneurship among the students of SCMS, IEDC hosted an idea pitching event from 17th Dec '21 to 11th Jan '22. Went through two phases:

Phase I

Young talents of SCMS got an opportunity to submit problems confronting a product/service /society. Shortlisted problem statements were displayed in the campus inviting solutions in Phase II.

A total of 35 problem statements received, of which 10 were shortlisted by the expert panel.

Phase II

Shortlisted themes displayed at various locations in the campus. Participants used the stick pads provided to express their innovative thoughts/solutions. Outstanding and feasible solutions will be recognized and later be fine-tuned with the help of subject experts for incubation.

Alumni Homecoming Series Monthly Talks

The PGDM Alumni Homecoming Series Monthly Talks conducted by the PGDM Department included the one by Mr. Ajay Krishnan, AVP-L&D, HDFC Bank, Bangalore and Mr. Kiran Kumar, Director-Marketing, Le Meridian, Dubai (PGDM B7); 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; Mr. Athul K.M., Senior Logistics Officer, Indigo Paints; Mr. David Mampilly, Product Manager, Muthoot Exim Pvt. Ltd.; Ms. V.L. Sailaja, Professional in Tax Management Consulting of Deloitte, Berlin, Germany (PGDM B 19) on the theme 'Post-Covid Business Scenario'; Mr. Sushant Gopalkrishna (PGDM B17), VP-Digital & Reengineering, BNY Mellon on the topic 'Breaking the Paradigm – Emerging Technology'; Mr. Sachin Vijayan, (PGDM B20) Area Business Manager, Titan Tanishq on the theme 'My Journey from Campus to Corporate'; Mr. John P. Thomas (PGDM Batch 8), Senior Key Account Manager, Givaudan, Mumbai on the theme 'Setting Meaningful Career Goals'; and, Ms. Lakshmi Shirin, VJ (Dubai)/ Actress/Singer and PGDM Graduate of Batch 14 on the theme 'Journey After SCMS'.

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 Dressing Etiquette and Personal Hygiene training and the Dining Etiquette Training.

Dressing Etiquette Training

Executive Dressing Etiquette session by Ms. Geophy Mathews, Image Consultant, was conducted 30th and 31st, March, 2021.

The Executive Dining Etiquette training, part of the 'Campus to Corporate' initiative of the School of Business for the PGDM Batch 29 students was conducted on 23rd and 24th of March, 2022 at the Marriott Port Muziris Hotel, Airport Road, Nedumbassery. All 118 students participated in the training.

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.

A total of 63 training sessions conducted since Sept '21 by the in-house faculty team for the students.

Aptitude Training and Training on Logical Reasoning

A total of 47 sessions of aptitude training and 9 sessions of remedial training was given to the B29 students by the professional training agency – *Konfidence*. Special sessions on logical reasoning were also offered to this batch of students by the Business Math faculty members.

Workshop on Resume Writing

A workshop on “Reinventing Resume for the New World” was conducted on 10th Sept, 21. Mr. Vijay Venkatesh, CEO, Empert Consultants, Bangalore was the resource person.

Placement Readiness Training by PGDM Alumni

A number of sessions on Placement Readiness Training by the PGDM Alumni was also undertaken for this batch. They included Mr. Sachin Girish, Mr. Vishnu Pisharody and Mr. Alan C. John (Tax Seniors, Deloitte); Ms. Roopashree Maity (PGDM Batch 24), Lead Associate, Verity Knowledge Solutions; Mr. R.K. Ranjit and Mr. Sachin Vijayan of Tata Tanishq; Mr. Santosh Nair and Ms. Anindita, Consultants; Mr. Jaice George (B 18 Alumni) of Cogoport.

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.

Students’ Scholarship for Experience and Merit

A few of the Batch 29 students were also eligible for the SCMS Students’ Merit Scholarship worth Rs.3 lakhs each based on the pre-PGDM corporate experience and consistent satisfactory performance in Term examinations. Students wholeheartedly acknowledge the value, worth and significance vis-à-vis student motivation of this scholarship.

MDPs, Workshops and Trainings Conducted by the School for the Students

A 3-day Webinar Series on “Public Policy and Governance with Specific Reference to Covid 19’ was organized by the General Management Dept. of the School of Business from 22nd June to 25th June, 2021.

The speakers included:

Dr. Resmi P. Bhaskaran, Policy Analyst on the topic 'Covid 19 Pandemic Management and Success: A Story of Policies and Civic Society Coordination from Global to Local'

Dr. N. Ramakanthan, Member, Local Government Commission, Govt. Of Kerala, on the topic ‘Covid Mitigation Policy of Local Self Government’ and

Sri. Rahul. R, IRS, General Manager, Civil Supplies Corporation, Government of Kerala on the topic ‘Food Security and Covid Management in Kerala.’

On-line Ad-Summit

The Marketing Dept. organized a 3-Day On-line Ad-Summit on the theme ‘Dynamic Shift in Advertising Landscape’ in the form of evening lecture series from 21st to 23rd July, 2021.

Mr. Abijith Basu, MD, ABM Communications gave a talk on ‘Connecting to the Customers in the Disruptive Age’ on the opening day.

Mr. Sathyajith. Divakar, GM – Digital, Manorama Max gave a talk on ‘Re-positioning the Brand for the Emerging Normal’ on the second day.

Mr. Vidhu Sagar, MD, India-Media Donuts gave the final day’s talk on July 23rd on the theme ‘Insights into Media Preferences.’

External participants were also there for the program.

The Marketing Dept. also conducted a Workshop on the theme ‘Evolution of Marketing Paradigms’ on Dec 4th, 2021; on ‘Gamification – Applying Motivational Affordances to Business Practices’ on 21st Sept. and ‘Green Fashion Retailing’ on Oct 30th, 2021.

On-line Fintech Webinar Series

The Finance Dept. of the School organized a 3-Day On-line Webinar series on the theme ‘Fintech – The Way Ahead on 24th, 26th and 27th July, 2021.

Mr. Vishweshwaran Ramakrishnan, Senior Vice President, IDFC First Bank, Mumbai, Mr. Akshay Kirty Agarwal, Managing Director, Acumen Capital Marketers India Ltd, Kochi and Mr. Jeypaul Emmanuel Vasanth, Chief Executive Officer, CAMS Payment Services Private Ltd, Chennai were the resource persons.

Workshop on Financial Modelling

The Finance Dept. of the School of Business also conducted a 3-day Online Workshop on the theme ‘Financial Modelling and Valuation’ from 27th to 29th September, 2021.

A two-day workshop on ‘Financial Analysis for Investment’ was also conducted by the Finance Dept. on 26th and 27th of August, 2021. There were 20 delegates from outside the campus.

Another webinar on the theme ‘Space Technology Applications for the Nation’ by Mr. S. Ingersol, Group Director, Liquid Propulsion Systems Center, ISRO was also conducted by the Finance Dept.

HR Conclave

The HR Dept. organized a 2-Day MDP viz. HR Conclave on the theme ‘Future of Work in a Pandemic World and Beyond’ on July 9th and 10th, 202. A total of 10 speakers were there for the conclave.

MDP on Data Analysis

A two-day MDP on ‘Research Oriented Data Analysis using SPSS’ was conducted by the General Management Dept. on 9th and 10th of September, 2021.

Workshop on Research Methodology

The General Management Department of the School organized a Workshop on ‘Research Methodology and Statistical Data Analysis using SPSS’ on 7 days (on Saturdays and Sundays) from 17th July to 1st August.

The 7 different sessions will be handled by internal faculty members.

Creative Workshop on Integrated Management Communication

A Creative Workshop as part of the IMC course for the B29 students was conducted on campus on March 25th, 2022. There was a briefing session by the Advertising Agency – Organic BPS - followed by an assignment to be completed post-briefing by the students groups. Mr. Jimmy Thomas, Director, Brand Communications, Organic BPS and Mr. Joby Antony, Brand Manager were the resource persons.

Microsoft Azure Course

B29 Data Science students did a 3-day MS Azure Fundamentals course offered by Microsoft in collaboration with the AIU on 17th, 18th and 19 Feb, 2022.

CII SR Session

Department of Development Initiatives of CII's Southern Region did the release of the 'CII SR CSR Compendium on Education, Skills and Livelihood' on July 7th and a panel discussion on the topic. PGDM B 29 students and faculty members attended the program.

Business Standard Insight Talk

Students of PGDM Batch 29 and faculty members attended the Business Standard Insight Talk delivered by Mr. Ashok Ramachandran, CEO & President, India & South Asia, Schindler Group on the theme 'Fit for Future – Lets Learn the Secrets' on July 19th, 2021.

KMA Workshop SYMP

Batch 29 students attended the KMA Workshop on 'Shaping Young Minds Program' on August 25th, 2021. Mr. S.K. Munjal, Chairman, Hero Enterprises, Mr. Piyush Pandey, CEO, Ogilvy, Mr. T.V. Mohandas Pai, Chairman, Manipal Group of Education and Ustad Amjad Ali Khan were the speakers.

Forum, Grid and Club Activities of Batch 29

The Marketing Grid of B29 and all its specialization-wise Forums were very active and vibrant throughout the academic year. Programs were conducted both on-line and off-line as well.

The Marketing Grid activities included sessions on 'Marketing of Old-world Products'; Mute Advertisements; Build It, Name it, Sing it', Making of jingles; Sell well, Service Recovery and Creation of Ads using role plays. They also had brought out the Marketing Blog.

The Finance Forum "Finesse", the Finance specialization students' club of PGDM B29 was inaugurated on November 3rd, 2021 by Mr. CA Venugopal C. Govind, Managing Partner, Varma and Varma, Kochi.

The Forum's initiative the Finesse Blog Newsletter was brought out every moth. Other activities included the on-line CDSL webinar on 'Financial Management and an on-campus presentation by a team of B29 Finance students on the various aspects and the possible impact of Union Budget 2022.

The HR Forum 'Humane', the HR students' club of PGDM Batch 29 was inaugurated on 28th October, 2021 by Mr. Jeswin Jose, Manager-HR of KPMG, Kochi. The Forum organized a host of activities that included presentations on topics like 'Digital Transformation in HR', Leadership Skills and Head-hunting; article reviews, business quizzes, discussion on 'Great Resignations, HR Word Games and a webinar on 'Campus to Corporate Life' by Mr. Lijo Koshy Thomas, PGDM Alumnus and Senior Advisor, Talent Relations, EY GDS, Kochi.

Chips N' Nuts, the Systems & Operations Management Forum was formally inaugurated on 9th December, 2021 by Mr. Sreelal T.S., Practice Director - Design Studio Services, TCS. This Forum also conducted weekly programs that included tutorial sessions on Power BI and Data Visualization using Tableau for all students.

NPTEL Courses by B29 Students

57 PGDM B29 students completed Course Era/TCS Career Edge/LinkedIn Learning/Internshala/Google courses on various topics.

Cultural Fests - Onam and Christmas Celebrations 2020 and 2021

The Onam celebrations of 2020 @ the main campus was held as a Virtual Celeb and the PGDM B29 students staged programs on various competition themes. They also joined the Tarang – institution's Onam festival. The 2021 Virtual Onam Celebrations of the PGDM Dept. 'Aaravam 21' was conducted on 26th August, 2021.

Xmas 2021

A variety of innovative programs and competitions were conducted by the PGDM B29 for Christmas celebrations of 2021. Streaming of events also done by the MRC.

Swara – the Women's Club Talks

Swara, the Women's Club of SCMS students organized a number of programs including talks, presentations, health awareness programs and demos in the last two years too.

Ms. Poornima Indrajith (Actor/Entrepreneur/Fashion Designer), Pranaah Designer Boutique delivered a talk on the theme 'Woman – The Multitasker.' was the Guest Speaker on December 1st, 2021. Swara also celebrated of the International Women's Day on March 8th.

Sports Meet 2022

The Sports Meet 2022 of SCMS CSB was held on 31st March and 1st April, 2022. The Games events were held on campus and track & field events at the Government Poly-technique Grounds, Kalamassery. There were 8 teams competing one another for the overall trophy

Students' Achievements

Students had won laurels in the on-line Management Fests organized by the various B Schools. Some of them had joined the faculty members in doing research and writing journal articles.

16 Students of PGDM B29 won certificates in Inter-collegiate On-line Quiz Competitions on Union Budget 2021 conducted by the Kristu Jayanthi College, Bangalore.

Ms. Minnu Salila of Batch 29 won the Best Manager title at the Management Fest organized by the SNGIST Business School.

PGDM Batch 29 students, Minu Salila and Jobin Chacko Thomas won the first prize in Marketing Game in the Management Fest organized by the Amrita School of Business, Coimbatore. Minu Salila also won the second position in the Best Manager event.

Virtual Shikhar 2021

The SCMS Management Fest - International Virtual Shikhar '21 was conducted on April 29th and 30th, 2021. 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 30th. LM Thapper School of Management, Chandigarh was the overall champions and XIME, Kochi the runners up.

Virtual Shikhar 2022

The International Virtual Shikhar '22 was conducted on 7th and 8th of March, 2022. Around 400 students from 30 B Schools all across India participated in the various 10 competition events.

L.M. Thapper School of Management, Chandigarh won the over-all championship for the second time in a row.

Participation of Faculty Members in Webinars, Workshops and FDPs

All the faculty members, leveraging the advantage of on-line learning, attended several webinars, on-line workshops, FDPs and other training programs offered by different institutions/universities including the AICTE on the topics of their specialization subjects during last two years at an average of 2 programs per faculty every week.

MDP for MSME Entrepreneurs

A 3-day Webinar Series on “Best Practices in Marketing for MSMEs in Post Covid Era” was organized jointly by the MSME Development Institute, Thrissur and the SCMS Cochin School of Business, on the occasion of the International MSME Day from 23rd June to 25th June, 2021.

The inauguration of the webinar was done by Shri. P. Rajeeve, Minister for Industries and Commerce, Govt. of Kerala.

A week long MDP jointly organized by the SCMS CSB and the Ministry of MSME for the MSME entrepreneurs was conducted from Feb 15th to Feb 19th, 2022 About 45 MSME representatives attended the MDP that was spread over 5 days and 13 sessions

Social Science Research Colloquium 2022

CSB's Social Science Research Colloquium 2022, on ‘Sustainable Development Goals and Socio Economic Change: Learning & Practice Opportunities’ was conducted on 21st and 22nd of April,

2022. The conference was conducted in partnership with the Kochi Municipal Corporation and the International organizations - GIZ and IUCN.

A pre-conference round table discussion was conducted on 20th April. Ar. S. Gopakumar talked about 'Sustainable Architecture and Cities', Sri. George M. George, ED, Muthoot Group on 'Sustainable Leaders' and Mr. Navas Meeran, CEO, Eastern Condiments Pvt. Ltd. gave a talk on 'Innovations in Business and Structure'.

For the conference, Adv. M. Anil Kumar, Mayor, Kochi Corporation, Sri. C.P. John, Former Member, Kerala State Planning Board, Dr. Anish T.S., Associate Prof, Community Medicine, Medical College, Tvm, Ms. Fathim Rashna Kallingal, Tech Expert, SUD, GIZ and Dr. Mridul Eapen, Formal Member, Kerala State Planning Board and Hon' Fellow, CDS, Tvm were the main speakers.

17 research presentations were made in different tracks.

International Conference on Management

The Department conducted the AICTE sponsored 2-day International Conference on 'Managing and Reinventing Organizations in the Age of Disruptions' on a virtual mode on 22nd and 23rd October, 2021. Professors and researchers from international universities including Prof. Dr. Mohammed Masum Iqbal, Dean-Faculty of Business and Entrepreneurship, Daffodil International University, Bangladesh; Dr. P.N.D. Fernando, Dean - Faculty of Commerce & Management Studies, University of Kelaniya, Sri Lanka; Prof. Dr. Shalini Munish, International Institute of Ho Chi Minh City University of Economics and Finance, Vietnam; Dr. Nawab Muhammad Faseeh Qureshi, Department of Computer Education Sungkyunkwan University, South Korea; Dr. Osama Mohamad Adel Khassaawneh, Assistant Professor, American University of Ras Al Khaimah UAE; Dr. Mareena Mathew, Associate Professor, Head of the Department (Finance), Christ University, Bangalore; Dr. Sunny Oswal, Associate Dean, Faculty of Management, NMIMS, Mumbai; and Dr. Sudeep S., Associate Professor, FORE School of Management, New Delhi were part of the conference as Speakers and Chairs. 16 Research-based paper presentations were made in the conference.

Social Responsibility Initiative of the Institute

SCMS was one of the first institutions to respond to the call of the society when the Covid pandemic hit. The institution was the CFLTC for nearly a year. Its indigenously developed sanitizer was distributed to other institutions and the public free of cost.

Pass in Exams and Percentage of Pass for B29

Of the 118 students of PGDM Batch 29, six students could not make it to the final pass list owing to failures in one or more courses. All others could pass with the minimum CGPA required and the final pass percentage of the batch for both the years stand at 94.91% (112/118).

Final Placements 2022 of Batch 29

The efforts put in by the Department, the Faculty mentors and the fresh impetus provided by the VC himself resulted in 100% placements this year. The companies that hired our students this time included the Big 4 Finance firms - Deloitte, PwC, KPMG and EY; then Goldman Sachs, London Stock Exchange Group, TCS, Accenture, IBS, Asian Paints, Reliance Jio, Vodafone Idea, Tata Elxsi, Adani Group, Federal Bank, ICICI and HDFC. I congratulate all the students of PGDM B29 for this enviable achievement and for bringing glory to the institute and yourself and, take pride in sharing this joy with all of you and your proud parents.

NBA Re-accreditation for SCMS CSB

The much awaited NBA Peer Team Visit happened on 22nd, 23rd and 24th April, 2022. Dr. Rajiv Thakur from Delhi and Dr. Sachin Vernekar from Pune were the peer team members. Various suggestions on improvements in documentation and other areas were put forward by the team in its Exit Meet. Now, glad to inform you all that our School has been re- accredited for the Cycle IV period also, after assessing our performance from 2018 April to 2022 June, for 3 more years starting from July, 2022 with a total accreditation score of 63.7%.

B-School Ranking 2022 and SCMS CSB

SCMS Cochin School of Business has been consistently ranked as one among the top 50/60 B-Schools among all the B-Schools in India and in the years 2020-'22 also we could maintain this position. The Institute was ranked among the Super League Band 2 A2 along with IIM Amritsar, IIM Kashipur and IIM Raipur in the Business Standard B-School Ranking 2020.

Going by the overall score, our school was ranked 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.

SCMS Business School was ranked in the category of A+++ in the Business India 2020 Business Schools in India rankings

SCMS Business School was ranked No. 30 in India in the C Fore Education World 2021 Business Schools in India Rankings.

This year, the School has been ranked in the band of no. 27-35 among all B Schools in India along with IIM, Kashipur and LIBA, Chennai in the Business Standard 2022 B School rankings.

SCMS CSB has also been ranked No. 37 in the country among the Private Business Schools in the Business World's Best MBA Colleges in India Ranking 2022.

Conclusion

We always have reiterated that the SCMS CSB is not a placement agency. True that we have placed all our students - 100% placements. But we want to believe 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 just 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 career 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 29 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 and thank you all.