

## **SCMS Cochin School of Business**

The PGDM Batch 33 (2024-2026) has actively participated in various academic and allied activities throughout the programme. This report gives an overview of the learning experiences, classroom sessions, workshops, and other activities that supported the students' overall development. It reflects the efforts taken by the institute to provide both academic knowledge and practical exposure. The participation of students in these activities has helped in improving their skills, knowledge, and readiness for professional careers.

### **1. Legacy of SCMS**

SCMS Cochin School of Business is among the few management institutions in the region that advanced rapidly through clear vision and strategic foresight.

Established in 1992, it was the first B-school in Kerala to offer a PGDM programme and among the earliest in South India. Building a distinct identity was challenging. However, with principled leadership, visionary thinking, and sustained perseverance, SCMS has emerged as a front-runner in management education. Today, it is widely respected for its academic excellence, pan-India student base, and strong placement record.

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 Cochin School of Business continued to excel maintaining its academic tempo during the study period of this Batch of students also.

### **2. PGDM Batch 33 Induction and Orientation**

Formal Commencement of the AY 2024 of the PGDM Batch 33 was done on June 14<sup>th</sup> 2024 with Dr. Geemon Korah, Executive Director & CEO, Mane Kancor Ingredients Pvt. Ltd. inaugurating the academic activities.

Induction and orientation of the Batch, the Foundation Program, was conducted from 15<sup>th</sup> June 2024 onwards. Sessions on co-curricular activities, followed by foundation course sessions, remedial classes and then exams were all conducted for a month.

### **3. Adoption of the Knowledge–Skills–Attitudes (KSA) Framework in the Curriculum**

The institution strengthened its curriculum design and delivery by formally adopting the Knowledge–Skills–Attitudes (KSA) framework. This approach was introduced to ensure a holistic development of learners, moving beyond content acquisition to include practical competencies and professional dispositions. The adoption of this framework has enhanced the relevance and effectiveness of the academic process, ensuring that graduates are not only knowledgeable but also skilled and attitudinally prepared to meet the demands of the professional world.

### **4. 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 students were conducted during the two years to equip the students and to transform them to be industry ready. All these programs were in addition to the regular academic activities.

### **5. Mentoring for Transformation**

To guide and support students in transitioning into the professional managerial world, a structured mentoring system—anchored in faculty-led guidance—has been extended to the B33 cohort. This initiative, a hallmark of the PGDM programme, aims to provide personalized guidance and professional orientation.

### **6. IMLP**

Integrated Managerial Learning Program (IMLP) has been one of the major highlights of the PGDM program for many years. Consistent longitudinal feedback from our alumni suggests that this initiative has been instrumental in refining their communication, presentation, and articulation skills.

### **7. Business Standard– 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.

### **8. Institute Industry Interaction (III)**

With a view to bring the industry environment to class rooms and make industry-learning of students meaningful, Senior Corporate Executives 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.

### **9. Mentoring for English Excellence**

Special mentoring cum coaching with a view to improve the language and communication skills of the students – Enrich and Excel in English (EEE) were conducted regularly.

### **10. PDP**

The week-long Personality Development Program (PDP) was conducted during the Term 1 by the Open Box Consulting, Nagpur.

### **11. 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.

### **12. National and International Collaborations and Student Exchange Programs**

The school has entered in to MoUs with 7 International Universities of repute for academic collaboration.

Ms. Aneeta Ginu and Mr. Rohithnath K Sreenath of Batch 33 successfully completed the Hungkuang University, Taiwan, Summer Program 2025, a two-week international program held from August 4 to August 16, 2025

10 students from the PGDM 33 batch of SCMS completed a student exchange program at Jansons Business School, Coimbatore from 3rd to 7th December 2024. The exchange proved to be a valuable platform for sharing ideas, broadening perspectives, and building meaningful academic connections.

### **13. Term IV Internship**

12 weeks long on-site Project Internships were conducted during Term IV. Students undertook projects in various companies in non-domicile states and international locations. As a unique

measure, 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. Adoption of NPTEL and MOOCs for Continuous Learning**

In response to the evolving landscape of digital education, the institution has actively encouraged both students and faculty to engage with NPTEL and other MOOC platforms as part of their continuous learning journey. Recognizing the growing importance of flexible, self-paced, and industry-relevant learning, these platforms have been integrated as valuable supplements to the formal curriculum.

#### **16. 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.

#### **17. Special Enrichment Lectures**

Eminent academicians and industrialists engaged special sessions on various themes for this batch of students. And, for the regular academic courses in this batch more than 15 corporate senior leaders offered various courses making learning truly practice-oriented.

#### **18. Alumni Home Coming Series Talks**

PGDM Senior Alumni members engaged sessions for the students on various topics as part of the Alumni Home Coming Series Talks.

#### **19. KMA Student Chapter and Activities of Professional Bodies**

The Kerala Management Association’s (KMA) Student Chapter is active in the campus and Students attended various programs organized on campus and off campus, regularly. They

included evening lectures, talks and presentations by CEOs and Corporate Heads, and panel discussions.

The institution takes pride in the active engagement of its student chapters of Yi (Young Indians), an initiative of CII, and the National Institute of Personnel Management (NIPM). These chapters serve as vibrant platforms for students to engage in leadership development, industry interaction, and professional networking. Through a series of events, workshops, and social initiatives, they contribute significantly to enhancing students' managerial competencies, social awareness, and industry readiness, thereby enriching the overall campus ecosystem.

## **20. Club Activities of Students – Domain Forums**

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

## **21. 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.

## **22. 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. The student coordinators and faculty nodal officers attended various IEDC summits, MDPs and FDPs.

Product Launch pad, showcasing various innovative ideas, was conducted by Batch 33 students in October 2025. It marked the culmination of insights and strategies from various courses. This student-led event was a valuable hands-on learning experience, demonstrating both the challenges and rewards of bringing new products to market. Through teamwork and innovation, students

gained insights into real-world applications of their classroom knowledge, creating a promising foundation for future entrepreneurial or marketing endeavors.

### **23. Executive Grooming**

Special attention was given to all the students of B33 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.

Regular workshops on Personal Hygiene and Executive Grooming were conducted, which also include the Dining Etiquette Training was conducted for this batch also at the Marriott by Courtyard Hotel, Kochi Airport

### **24. 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. Indian Knowledge Systems (IKS) Initiatives**

In alignment with the vision of integrating India's rich intellectual heritage into contemporary education, the institution actively promoted Indian Knowledge Systems (IKS) during the academic year. The initiative sought to sensitise students and faculty members to the depth and diversity of indigenous knowledge traditions and their application in modern managerial and societal contexts. As part of this effort, a series of expert talks and interactive sessions were organized, featuring eminent scholars and practitioners in the field of Indian Knowledge Systems.

### **25. Multidisciplinary Academic Engagement and Collaborative Learning**

Students were provided with ample opportunities to engage with multidisciplinary scholars across our group of institutions. Through joint academic sessions, guest lectures, collaborative projects, and shared learning platforms, they benefited from diverse perspectives spanning management, technology, and allied disciplines. This exposure promoted integrative thinking, broadened intellectual horizons, and enriched the overall learning experience.

### **26. Shikhar Management Fest 2025**

The 2025 edition of the SCMS *Shikhar* Management Fest was conducted with much enthusiasm and fanfare on 28<sup>th</sup> & 29<sup>th</sup> November 2025 . Around 367 participants from 34 Business Schools in India, and 3 Schools from international.) participated in the 14 fest events that included managerial and non-managerial events held on-campus.

### **27. Swara**

Swara, the Women's Cell of the SCMS Cochin School of Business, 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.

### **28. Social Responsibility Initiatives of the Institute**

True to the reputation as a B-School with a genuine responsibility to the community, SCMS Cochin School of Business 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.

With our Social awareness campaign, Parivarthana, B32 students visited various schools in the district on 9<sup>th</sup> January 2025 to create awareness on digital detox and screen time management

In another initiative our students involved in the work of an NGO for two weeks from 10<sup>th</sup> to 23<sup>rd</sup> Feb, 2025 to understand their functions, the social causes they work for and their finance model.

### **29. MRC of Batch 33**

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 Cochin School of Business is a happening place and has got a brand of itself.

### **30. Active Campus Life**

Campus has always been lit up and active with regular cultural, literal and other socially engaging activities. SPIC MACAY Chapter in association with SCMS Cochin School of Business organized various programs

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

Campus life at SCMS has been vibrant and enriching for this batch of students as well.

### **31. Students' Achievements**

Students demonstrated outstanding performance across various intercollegiate management fests, securing multiple accolades. These accomplishments reflect the students' strong competitive spirit, teamwork, and managerial excellence.

### **32. Student Publications**

Sixteen students of this batch, could convert their internship reports into quality academic publications along with their faculty guides, and also made research presentations at the International Conferences.

### **33. Faculty Engagements**

Faculty members of the Department involved actively in academic research and 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 reviewers. They were also resource persons for the various MDPs organized by the School.

AICTE sponsored two, 6-days FDPs under the ATAL and VAANI schemes, were conducted by the School.

### **34. SSRC 2025**

The 8<sup>th</sup> Social Sciences Research Colloquium, SSRC, the annual research conference of the SCMS Cochin School of Business was conducted on the 21<sup>st</sup> and 22<sup>nd</sup> of January 2025. Research papers on different tracks on Management were presented by the research scholars who attended the conference.

### **35. Pass in Exams and Percentage of Pass for B33**

This batch of students could achieve a commendable pass percentage of 98.23%.

### **36. Final Placements 2023 of Batch 33**

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

The companies that hired our students this time include Tata Consumer Products Ltd., MRF Tyres, Saint Gobain Weber India Ltd., Coffee Day Beverages, Indigo Paints Ltd., Ramco cements Ltd., and. ICICI Prudential

### **37. Accreditations**

The School continue to hold the accreditations by the National Board of Accreditations (NBA) and by the Accreditation Council for Business Schools and Programs (ACBSP), USA.

### **38. B-School Ranking 2024/26 and Recognitions**

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 2024-'26 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. SCMS had been recognized as the Best Education Brand 2025, by ET Edge, an initiative of Times of India.

### **39. Conclusion**

Throughout their journey at the institution, the focus has been on nurturing meaningful and sustainable careers rather than merely securing placements. The academic process has been designed to equip students with the knowledge, skills, and values required to grow as competent professionals and responsible individuals. A strong foundation has been laid for lifelong learning, adaptability, and leadership in a dynamic global environment.