



SCMS - COCHIN

SCHOOL OF COMMUNICATION AND MANAGEMENT STUDIES

COCHIN - 683 106, KERALA, INDIA

MANDATORY DISCLOSURE

I. AICTE File No.: FNO. 42/BH/BOS(M) 94/23003

Date and Period of last approval :
FNO.SOUTH-WEST/1-396697794/2011/EOA

II. Name and Address of the Institution : SCHOOL OF COMMUNICATION AND MANAGEMENT STUDIES

SCMS Campus, Prathap Nagar,
Muttom, Aluva, Cochin - 683 106.
City & Pin Code Ernakulam - 683 106.
State / UT Kerala
0484 2623803 / 2623804 Fax: 0484 2633855
Email: scms@vsnl.com Website: www.scmsgroup.org
Longitude 76° 15E, Latitude 10° 00'N
Office hours: 9.00 A.M. to 5 P.M.
Academic hours: 9.15 A.M. to 4.45 P.M.
Nearest Railway Station: Aluva - 8 kms.
Nearest Air port - Nedumbassery - 14 Kms
Type of institution: Private-Self financed,
Non Minority and Co-Ed

III. Organization running the Institution:

Prathap Foundation for Education and Training
Management House, South Kalamassery,
Cochin, Kerala - 682 033 www.scmsgroup.org
Trust Registered with Sub Registrar, Ernakulam,
on 10/27/1989 : 10/27/1989

IV. Name of the Principal / Director :

Dr. V.R. Nair, MBA, Ph.D
Director, 91 484 2623803/04, +91 9447802909
Email: raman.nair@scmsgroup.org
Field of specialization: Finance & Marketing

V. GOVERNANCE

BOARD OF DIRECTORS

Chairman

DR. SUBRAMANIAN SWAMY

Formerly Union Minister for Commerce, Law
& Justice & Professor, Harvard University

Vice Chairman

Mr. P.C. CHACKO M.P.

Formerly Minister for Industries,
Govt. of Kerala

Secretary

DR. V. R. NAIR Director, SCMS

MEMBERS

DR. G.P.C. NAYAR

Chairman, SCMS Group of Educational
Institutions

Mr. G. KRISHNAN I.A.S

Chief Secretary

Govt. of Jharkhand, Ranchi

Mr. K.S. NEELAKANDAN

Advisor P.R, Pfizer Ltd. Bombay

Prof. C.V.N. REDDI

National Professor of Public Relations (UGC)

Prof. N.S. RAMASWAMY

Former Director,

Indian Institute of Management, Bangalore

DR. AMIT MITRA

Secretary General, FICCI, New Delhi

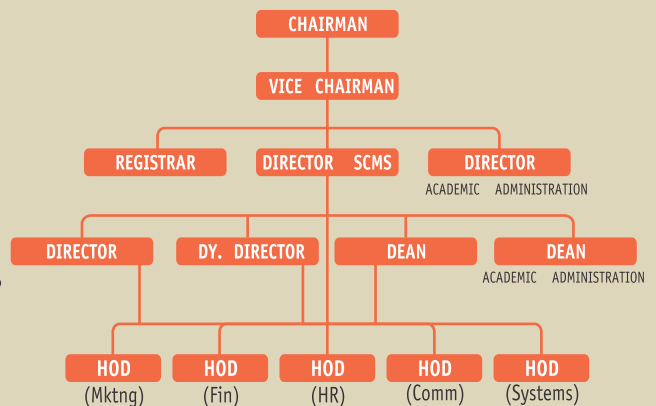
ACADEMIC ADVISORY COMMITTEE

- Prof. V.R. NAIR, Director, SCMS
- Prof. PRAMOD THEVANNOOR-DIRECTOR,
Academic Administration - SCMS GROUP

- Dr. FILOMINA P. GEORGE, Dean
Academic Administration
- Prof. K.J. PAULOSE, Dean
- MR. N. SREEKUMAR,
Management Consultant
- MR. VIJAY MENON,
Management Trainer & Consultant

FREQUENCY OF THE BOARD MEETINGS AND ACADEMIC ADVISORY BODY

- Governing Board meetings are held once in
four months
- Academic Advisory Body meets once in
three months.



NATURE AND EXTENT OF INVOLVEMENT OF FACULTY AND STUDENTS IN ACADEMIC AFFAIRS/ IMPROVEMENTS

At SCMS the management, faculty and students work as a team for elevating the institution to world class standards. Continuous upgradation of syllabus in consultation with the industry is a round the year process. Faculty members take active participation in upgrading the syllabus of their particular area. Research and consultancy are other key areas where our faculty members work with a lot of vigor. They also give individual attention to the overall improvement of the students through counsel group activities. They act as mentors to the SCMS student community. Faculty members are involved right from the selection of students to their placement and graduation. The students give critical feedback on the overall performance of the institution and also the faculty in particular. Their suggestions and feedback are given due weightage while decisions are taken. They also act as ambassadors of the institution. Even after graduation they come back to the institution with suggestions for improvement, inputs regarding expectations from the industry etc.

VI. PROGRAMMES

Name of the Programmes (Full Time) approved by the AICTE.

- POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM)
- POST GRADUATE DIPLOMA IN – RETAIL MARKETING & MERCHANDISING (PGDM-RMM)
- POST GRADUATE DIPLOMA IN MANAGEMENT – INSURANCE & BANKING (PGDM-I&B)

Name of the Programmes (Part Time) approved by the AICTE.

- **POST GRADUATE DIPLOMA IN MANAGEMENT (PGDM) – Part Time**

VII. FACULTY

Number of faculty members:

- Permanent faculty : 44
- Visiting faculty : 28
- Foreign faculty : 10
- Guest faculty : 20

Profile of each faculty with qualifications, total experience, age and duration of employment at the institute concerned. **Given Elsewhere in the Prospectus in detail.**

Number of faculty employed and left during the last two years: 6

Profile of Director/Principal with qualifications, total experience, age and duration of employment at the institute concerned.

Dr. V.R. Nair, M.A., M.Com., MBA, Ph.D CAIIB, DM, SMP, joined SCMS in January, 2005 and is at present the Director. Before joining SCMS he was with State Bank of Travancore for 27 years and had held several senior positions, including that of Chief Manager (NRI Services) at the corporate office of the bank. He was a very successful trainer in the Bank's Staff Training colleges and has attended several training programmes in various premier institutes in India like NIBM, BTC and CAB(RBI). He has post graduation in English, Commerce and Business Administration. His doctoral thesis was in 'Marketing of Financial Services in commercial banks' and was awarded Ph.D by Mahatma Gandhi University. Dr. Nair has also attended a one year Special Management Programme at IIM Calcutta. His areas of research are financial services and marketing of serv. A Certified Associate of Indian Institute of Bankers, he had attended an international workshop in 'Wealth Management' in Bangkok and now coordinates the course at SCMS. A resource person for the orientation/multi-disciplinary programmes conducted by the Academic Staff colleges of the Universities of Kerala, Calicut and MG University, he was also in the panel of examiners in the University of Kerala. Before joining SCMS, he was also a visiting faculty to MBA programmes of Institute of Management in Kerala, IGNOU, Trivandrum and TKM Institute of Management, Kollam. He has published articles on various aspects of marketing of financial services in refereed journals, and has presented papers in national conferences.

Whether student assessment of faculty is in force?

Yes. Student assessment of faculty is obtained on completion of each trimester. The feedback is discussed with the faculty so as to enable them to make improvements if required.

VIII. FEE

- Details of fee, as approved by State Fee Committee, for the Institution. ₹ **85,000/- per trimester**
- Time schedule for payment of fee for the entire programme.

Tuition Fee is to be paid at the beginning of every trimester. Exact date of remittance will be intimated in the Manual of Policies distributed to students at the time of starting the classes.

- Fee waivers granted with amount and name of students.
NIL
- Number of scholarships offered by the institute with the name of students, duration and amount.
NIL
- Criteria for fee waivers/scholarships.
NIL
- Estimated cost of Boarding and Lodging in Hostels.
₹ 5000/- approx. per month.

IX. ADMISSION

Number of seats sanctioned with the year of approval.

180 PGDM (Full Time Programme)	2004 - 05
60 - PGDM (RMM) (Full Time Programme)	2008 - 09
60 - PGDM (I&M) (Full Time Programme)	2008 - 09
30 - Part Time Programme	1994

Number of students admitted under various categories each year in the last two years.

PGDM 180 students	- 2010
PGDM (RMM) 60	- 2010
PGDM (I&B) 60	- 2010
PGDM 180 students	- 2009
PGDM (RMM) 60	- 2009
PGDM (I & B) 60	- 2009

Number of applications received during last two years.

2010 - 7925
2009 - 7819

X. ADMISSION PROCEDURE

- Mention the admission test being followed, name and address of the Test Agency and its URL (website).
CAT by IIMs, MAT by All India Management Association, Management House, Lodhi Road, New Delhi – 110 003 .
URL: <http://www.aimaind.org/aima/cms/Mat/matgeneral.htm>
ATMA by the Association of Indian Management Schools, Plot No. 13, Lalitha Nagar, West Marredpally, Secunderabad – 500 026
URL: <http://registration.sifytest.com/atma/>
- Number of seats allotted to different Test Qualified candidates CAT, MAT, XAT, JMET, ATMA, CET, JEE (State conducted tests / University tests).
CAT - 60 seats
MAT - 220 seats
ATMA - 20 seats

Calendar:

- Last date for request for applications.
20 days from the date of entrance test
- Last date for submission of application.
25 days from the date of publication of result of entrance test
- Date for group discussion (GD)/interview
25 days from the date of receipt of application
- Dates for announcing final results
3rd day after the GD and PI
- Release of admission list (main list and waiting list should be announced on the same day)
3rd day after the GD and PI
- Date for acceptance by the candidate
15 days from announcement of results of GD & PI
- Last date for closing of admission.
June 30, 2012

- Starting of the Academic session.

July 15, 2012

The policy of refund of the fee, in case of withdrawal : As per AICTE Norms

XI. CRITERIA AND WEIGHTAGES FOR ADMISSION

- Describe each criteria with its respective weightages
i.e. Admission Test, GD, Interview etc.

Graduation 25%, Admission Test 25%, GD 20%, Personal Interview 30%

- Mention the minimum level of acceptance, if any, for any criteria.

PGDM : Graduation 50%

Entrance Test 60%

PGDM (I&B) : Graduation 50%

Entrance Test 50%

PGDM (RM&M) : Graduation 50%

Entrance Test 50%

- Mention the cut-off levels of percentage & percentile scores (section-wise and/or total as case may be) of the candidates in the admission test who are called for GD/ Interview

Entrance Test 50%