An article by Smt. Stella Mary, Assistant Professor, titled ‘Analysis of Economic Value Added as a Financial Performance Measure’ has been accepted for publication in Zenith International Research and Academic Foundation.

Guest speaker
Prof. Indu Nair, Group Director, was the guest speaker at the Women’s Day celebrations at Carborundum Universal, a Murugappa Group company at Kalamassery, on March 8.

Malware Analysts’ in the 27th IEEE International Conference on Advanced Information Networking and Applications, held in Spain.

Dr. Vinod P., Associate Professor-CS&E, presented three papers.

2. On ‘Mining CFG as API calls to Detect Portable Executable Malware’ in the Conference on Security and Privacy Symposium at IIT, Kanpur. This paper bagged the Best Paper Award.


Seminars and workshops
Smt. Preetha Chandran, Assistant Professor-E&ECE, attended the National Seminar titled ‘Employee Level Inventory Control by Integrated Coding of Raw Materials’. The two-day workshop on ‘MATLAB’ was conducted by the CSI student chapter on February 27-28. The beneficiaries were CSI student members.

A talk on ‘Career Options’ by Career Launcher for the benefit of sixth semester engineering students was conducted on February 22.

Students’ achievements
In appreciation of the best performance of the automobile engineering students of SSET at the Auto Expo held in Cochin, Asienet, the organisers of the expo, presented an award. Shri.Vinu.V, Marketing Head, Asienet Cable Vision, handed over the award to Dr. G.P.C. Nayar, Chairman, SCMS Group.

Malware Analysis’ in the Conference on Security and Privacy Symposium at IIT, Kanpur. This paper bagged the Best Paper Award.

SCMS-COCHIN + SCMS School of Engineering & Technology + SCMS School of Technology & Management + SCMS School of International Studies + SCMS Centre for Research, Consultancy & Training + NUKRA SCMS Institute for Paramedical and Development Studies + SCMS School of Hotel Management and Catering Technology + SCMS Institute for Biotechnology and Biotech Research and Development + SCMS Academy for Animation and Media Studies + SCMS Institute of Masscom Studies

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Care and concern
Two important events took place in our campus during the month of March. The first was the visit of the CEO of Association of Business Schools in the UK. The second was the visit of a delegation of decision makers from the universities in the US. Both the visits were in search of opportunities for closer cooperation with us for the purpose of upgrading the quality of business education. The visits mark a clear indication of the stature and respectably enjoyed by SCMS-COCHIN and its PGDM programme among the international community.

As of now, we have completed 20 batches of the PGDM programme. The 20th batch has just left the campus after successfully completing the noble mission. It is, indeed, a matter of great satisfaction for us that within the span of two decades we have been able to establish ourselves as a b-school of admirable quality standard in the global context. Since the beginning of the global economic crisis in 2008, b-schools in the West have been facing intense criticism for its inability to groom fully responsible leaders with a concern for ethics.

Organisational ethics, and moral standards are essential ingredients of the curriculum in SCMS-COCHIN. Apart from class room sessions, the students get several opportunities for experiential learning by getting involved in real life situations in activities like community services, event management, outbound training, personally development programmes, sports and cultural activities and so on and so forth.

As a matter of fact, value orientation starts at SCMS Group not with the student, but with the institution as such. SCMS Group has been keen on carefully nurturing a rich culture over the last nearly four decades of its existence.

The fabric of the cultural environment has been constructed on the fundamental guiding principle of rendering the best quality service in everything that we do. And, in the process of delivering our best ever services we are tradition-bound to give utmost care and concern for the well-being of each and every stakeholder as well as the society to which we belong.

In the ultimate analysis, an appropriate blend of old traditional values and modern principles of management characterises the corporate culture of SCMS Group. It is this culture that essentially makes the difference between SCMS Group and many of the other institutions.

‘Even rich soil cannot be productive without cultivation, just as the mind without culture can never produce good fruit.’ - Seneca

Dr. G.P.C. Nayar
Chairman, SCMS Group

The second segment of PANORAMA 2013 focusing on retailing was conducted on March 7. Shri.Venu Nair, Managing Director, Marks & Spencer Reliance India and Shri.Naveen Philip, Managing Director, Kuttukaran Group of Popular Companies, lighted the lamp to inaugurate the event.

Shri. Venu Nair spoke on the unique strength of the 125-year old UK-based retailer, Marks & Spencer, built on the extraordinarily strong relationship with its many stakeholders. He explained that the mission of the company was not just to deliver great value and great quality products but also to conduct their business ethically. Now that they are planning to expand their operations in a country like India with vast potential for
Universities in the UK are making a signal contribution to the economy of the nation, explained Mr. Marshall. Students from all over the world seek admission in the business schools in the UK. 88 percent of the students in the business schools come from other countries. And, 40 percent of them are from India. The government is keen on providing top class facilities for the students. Students from India are always welcomed by the authorities, said Mr. Marshall.

Mr. Paul Marshall, CEO, Association of Business Schools, the UK, was on his first visit to SCMS which is the only b-school in India to be offered membership in London-based ABS. There are around 130 business schools as members of ABS.

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