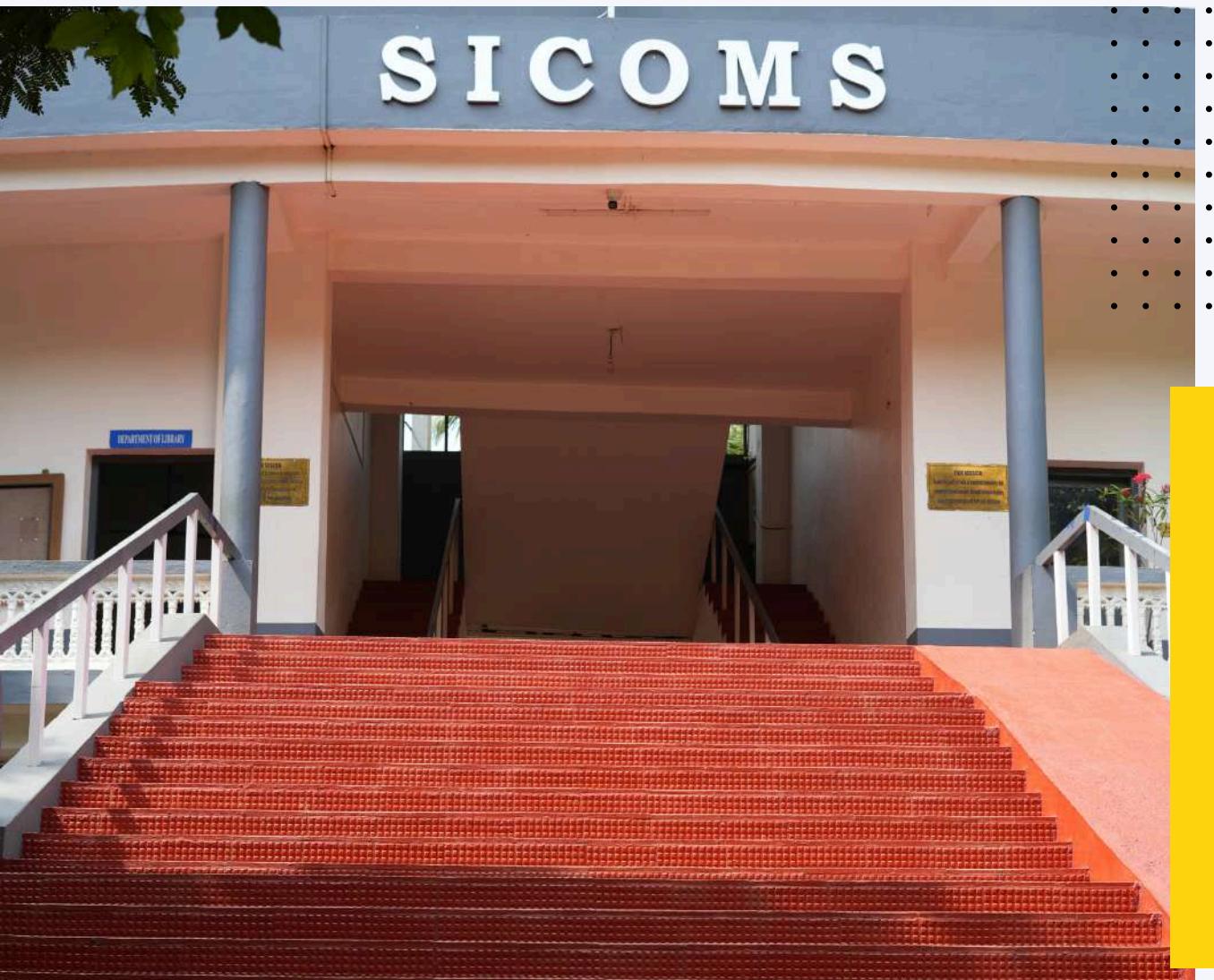




SADANAM INSTITUTE OF COMMERCE AND MANAGEMENT STUDIES
PALAKKAD, KERALA



**POST GRADUATE DIPLOMA IN MANAGEMENT
(APPROVED BY AICTE)
BATCH 2023-25**

PLACEMENT BROCHURE

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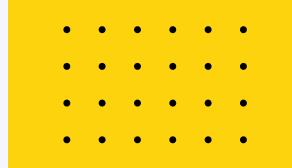
OVERVIEW

GANDHI SEVA SADAN CHARITABLE TRUST

Sadanam Institute of Commerce and Management Studies (SICOMS) is one of four educational institutions managed by the Gandhi Seva Sadan Charitable Trust (GSSCT). GSSCT was established in Kerala, India in 2005 by freedom fighter Shri Sadanam Kumaran and Smt. Sarojini Amma with the aim of providing quality education, improving livelihoods and offering crisis relief and support for rural communities, particularly the underprivileged and marginalised groups.

GSSCT is a registered charity based in Palakkad district in the state of Kerala, a region that has a primarily agrarian economy and is often referred to as the 'granary of Kerala'. Having identified the lack of access of quality education as a major factor hindering the economic uplift of people in and around the region, the founders of GSSCT vowed to establish centres of educational excellence catering primarily to children from the rural communities.

SICOMS has imbibed this philosophy of social commitment into all its processes, from setting low, affordable tuitions to providing high quality management education and opening up employment opportunities for students from all communities.



ABOUT SICOMS

SICOMS offers the AICTE-approved two-year Post Graduate Diploma in Management with core specialisation in Finance and Marketing. The curriculum is designed to create future leaders versed in the knowledge of contemporary managerial practices imparted through classroom learning and functional skills acquired with immersive industry experience.

Vision

To become a centre of excellence in management education in India by ensuring highest academic standards through functional programmes and best practices relevant to the changing global business requirements.

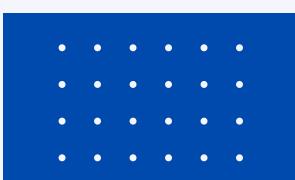
Mission

To enable today's youth to transform themselves into competent and ethical global managers through intensive training using modern tools and techniques in management.

SICOMS is located in Pathiripala township just 100mts off the Palakkad-Pattambi highway, some 25 kilometres from Palakkad Town. The institute is located in the GSSCT's green and serene Sarojini Amma campus away from the hassles of the city, promising tranquility and peace.

Another GSSCT institution, the Sadanam Academy of Performing Arts (SAPA) is located in the same campus. SAPA provides training in art forms including Bharatanatyam, Mohiniyattam, Kalaripayattu, Carnatic Classical Vocal, Mridangam, Guitar, Violin and Keyboard. SICOMS students have the opportunity to enrol in any of the SAPA programmes for free.

The PGDM classrooms are equipped with smartboards and LCD projectors. There are two large computer labs. The library is a well maintained repository of books, journals, magazines, case studies, course materials and other manuals that support management learning and teaching. The library also has a large collection of books on various non-management topics, fiction and classics in various languages.



FROM THE DIRECTOR'S DESK

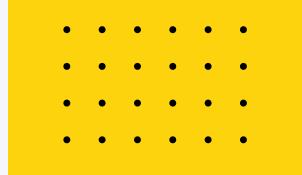
The SICOMS PGDM program emerged out of the GSSCT's commitment to uplift rural communities through education. Our purpose is ensure that students from these settings have access to management education that is on a par with the best in the country. Towards that we have designed a program that builds their skills, knowledge, as well as the temperament to spread their wings far and wide.

In the past 16 years we have managed to achieve what all institutes aspire for - to have every single one of our students find employment after their post-graduate education. We have designed a curriculum that is in sync with industry requirements, and we prepare our students for the rigours of the workplace where they strive by themselves to open up pathways for their future growth. We foster industry connections and alumni networks to guide and mentor them in their onward journey.

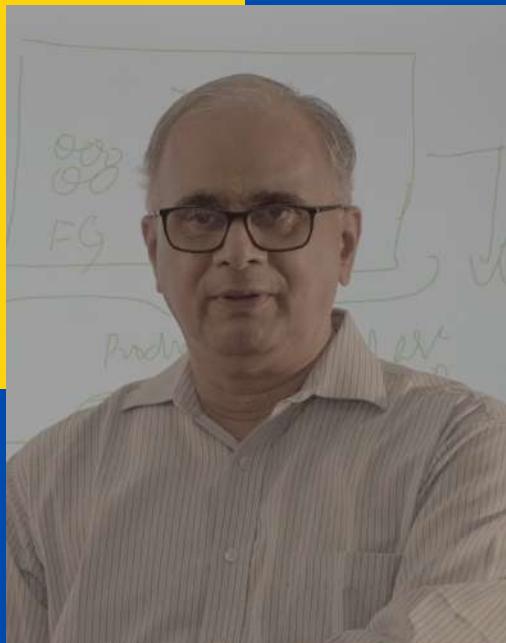
Our commitment to quality education remains unwavering and we are proud to once again introduce a batch that imbibes the spirit of both leadership and service through our PGDM program.



Prof. K. Ravikumar
PGDM (IIM-A)
Director, SICOMS



MESSAGE FROM THE DEAN



Dr. Balagopal P.K.
Dean, SICOMS

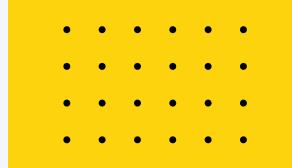
As the placements process for the academic year begins, SICOMS is once again taking up the opportunity showcase the strength of the PGDM program in building competencies and skills that the industry demands.

We had an outstanding placement season for the previous batch and the students of Batch 2023-25 are ready to explore opportunities in diverse fields. Banking and finance, marketing, particularly retail management have been professional areas where our students have been majorly placed in the past. This year we have continued to strengthen those areas in addition to providing super specialization in Logistics and supply chain management where the students have had added training in software tools like SAP and hands-on experience through internships.

Our students are geared up to take on new challenges and we are looking forward to connecting with newer industry partners to add value to our program.

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ABOUT PGDM

SICOMS offers a two-year PG Diploma in Management (PGDM) programme approved by the All India Council for Technical Education (AICTE). The programme is organised into six terms, including a Summer Internship Programme and a Capstone Project.

We offer two functional specialisations - Finance and Marketing - and a super specialisation in Supply Chain & Logistics Management.

The PGDM programme has objectives aligned with our core mission and values. The following Programme Educational Objectives (PEOs) have been developed:

- To transform the students into competent leaders and managers for Indian as well as global businesses and industries
- To develop a spirit of innovation and problem-solving by stimulating the intellect and aptitude of the students, and encouraging life-long learning
- To impart ethical and value-based learning that will create socially-conscious managers and productive citizens

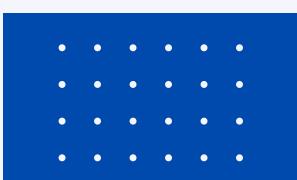
Curriculum Batch 2023-25

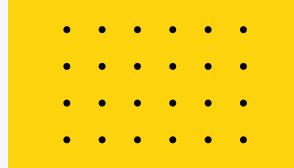
The curriculum for PGDM is spread over four trimester with a Capstone project in the last two terms. The Capstone project is under industry mentors so the institute permits students to take up placements after the fourth trimester.

The curriculum aims for all-round development – soft skills, leadership, business strategy and planning. The courses for the current batch of students cover general management domains and electives leading to super specializations. Credit courses for core specializations of Finance and Marketing are spread across all terms.

For Batch '25, the super specialization is in the area of supply chain and logistics management. They have additionally been trained in the SAP-Materials Management tool and attended a certification workshop.

The following is a list of some of the courses in the PGDM programme.





- Marketing Management
- Financial Accounting
- Managerial Economics
- Supply Chain Management
- Mathematics & Statistics for Management
- Information Technology
- Presentation Skills
- Marketing Strategy
- Brand Management
- Human Resource Management
- Logistics Management
- Commercial Bank Management
- Advertising & Sales Management
- Export-Import Management
- Consumer Behaviour

ADD-ON COURSES

SICOMS offers students a range of add-on courses, outside their regular PGDM curriculum, designed to impart very specific skills that are in-demand in the industry. These courses increase employability while adding value to their classroom learning.

SICOMS has partnerships with a number of organisations including the Government of Kerala's Additional Skill Acquisition Programme (ASAP). SICOMS hosts the ASAP-supported Centre for Skill Development Courses and Career Planning (CSDCCP) which organises workshops and other offline and online skill development programmes for the students.

Students of Batch 25 have undergone training in Tally Prime and SAP-Materials Management.

The following certification workshops have been conducted in partnership with Makeintern and E-Cell, IIM Calcutta:

1. Business Analytics
2. Digital Marketing
3. Retail Management
4. Supply Chain Management
5. Data Visualisation using Power BI

We place a lot of emphasis on soft skills, leadership and personality development as part of the program. Students are encouraged to take up projects and activities that enhance classroom learning. SICOMS has a lively and active campus for students. All students get a chance to get free training through SAPA in arts such as Kalari, Bharatanatyam, Mohinyattam, Guitar, Violin, Veena, Mridangam etc.



PROGRAM HIGHLIGHTS

Curriculum Updates

The PGDM course curriculum is revised regularly to match the demands of the industry. It is designed to accommodate students from all graduate streams and guide them into functional management sectors.

The syllabi and pattern of instruction for the courses are also revised periodically to reflect the feedback of employers and new developments in the subjects as well as in the industrial scenario.

Dual Specialization and Super Specialization

SICOMS offers students the opportunity to do dual specialization – in Finance and Marketing. The students can opt for additional credits providing super specialization in Supply Chain and Logistics.

Competency development in niche areas gives them deeper analytical and problem solving abilities useful in the professional areas.

Industry Exposure

The SICOMS PGDM is designed to give the students as much industry and real-life exposure as possible. The students are required to do two large-scale projects over the course of the programme. A two-month Summer Internship Programme (SIP) follows the second term. In their final two terms the students do a Capstone Project with industry mentors.

Career Guidance and Skilling

SICOMS has a proven track record of achieving 100% placement since its inception. This has only been possible because of the strong industry network managed by the institute and its placement cell. The curriculum has a strong emphasis on development of soft skills and leadership skills. Add-on workshops provide additional skilling opportunities particularly in technology applications.

In addition, the institute also provides coaching to its students for competitive exams conducted by various industries. We identify critical competences expected of employees in the industrial sector and the deficiencies in each student are assessed and bridged through personalized interventions.

STUDENT PROFILES

SICOMS draws students from varied socio-economic backgrounds. In keeping with the core mission of the administering trust, SICOMS particularly encourages students from low to middle income groups to pursue a post-graduate degree in preparation to enter the jobs market.

Communication and soft skills is an area of emphasis and we work to develop competencies in presentation, business communication and networking.

The SICOMS PGDM Batch of 2023-25 is drawn from various disciplines, primarily from a commerce background. The batch has had a three-month long Summer Internship Programme where they were placed with employers in e-commerce, logistics and other sectors, with work profiles including sales and marketing.

Skilling workshops were conducted in in-demand modules such as SAP, Data Visualisation using Power BI and Tally Prime. Many students have additional skills including accounting, design and content creation.

The brief profiles of the students of PGDM Batch 2023-25 are given below:



ARUN A. H.

22, B.Com

Work Experience: NA

Internship: UrbanMuse Pvt. Ltd.
- Marketing and Operations

Certifications: SAP – Materials Management; Business Analytics; Digital Marketing; Operations Management

Technical Skills: MS Office, Tally Prime, SAP (MM)



SWATHI M. NAIR

22, B.Com

Work Experience: NA

Internship: Associate Designers, Kochi – Marketing

Certifications: SAP – Materials Management; SAP – Finance and Controlling, Digital Marketing

Technical Skills: MS Office, Tally Prime, SAP (MM), SAP (FICO)



ZEENATH V. K.

21, B.Com

Work Experience: NA

Internship: Al Jaitra International – Academic Counselor

Certifications: SAP – Materials Management; Digital Marketing

Technical Skills: MS Office, Tally Prime, SAP (MM)



ADVAIDH KRISHNADAS

22, B.Com

Work Experience: NA

Internship: Flipkart – Data Entry Operator (Outbound)

Certifications: SAP – Sourcing and Procurement; Business Analytics; Digital Marketing; Power BI, Retail Management

Technical Skills: MS Office, Tally Prime, SAP (MM), Power BI



ABHAYA A. S.

21, B.Com

Work Experience: NA

Internship: Flipkart – Data Entry Operator, Inbound Department

Certifications: SAP – Sourcing and Procurement, Digital Marketing, Power BI, Retail Management

Technical Skills: MS Office, Tally Prime, SAP (MM), Power BI



DANISH RAHMAN A. A.

21, B.Com

Work Experience: Ocean Group Pvt Ltd (Part-time) – Marketing and Operations Assistant

Internship: Urbanmuse Pvt. Ltd., Sales and Operations

Certifications: Digital Marketing, Retail Management, Power BI

Technical Skills: MS Office, Tally, SAP (MM), Power BI, G Analytics



CHITRAJA R.

22, B.Com

Work Experience: NA

Internship: Meethale Logistics Ltd – Pricing and Marketing

Certifications: Dip in Goods and Service Tax Practice, PG Dip. Computer Application, Business Analytics; Digital Marketing;

Technical Skills: MS Office, Tally Prime, SAP, Power BI



EBINDAS M. Y.

22, B.Com

Work Experience: NA

Internship: Flipkart – Data Entry Operator

Certifications: SAP – Materials Management; Digital Marketing, Tally Prime

Technical Skills: MS Office, Tally Prime, SAP (MM), Power BI, Video Editing & Graphic Designing



SHILPA S.

22, B.Com

Work Experience: NA

Internship: Metal Industries, Shornur – Office Assistant

Certifications: Tally Prime, SAP – Materials Management; Digital Marketing

Technical Skills: MS Office, Tally Prime, SAP (MM)



KAILASNATH K. H.

22, B.Com

Work Experience: NA

Internship: Flipkart – Data Entry Operator (Outbound)

Certifications: Tally Prime; Power BI; Digital Marketing; Retail Management

Technical Skills: MS Office, Tally Prime, Power BI



INDU V. S.

22, B.A.

Work Experience: Ocean Group Pvt Ltd (Part-time) – Marketing and Operations Assistant

Internship: Urbanmuse Pvt. Ltd., Sales and Operations

Certifications: Digital Marketing, Retail Marketing, Power BI

Technical Skills: MS Office, Tally Prime, SAP (MM)



NAJEEB K. H.

21, B.Com

Work Experience: NA

Internship: Flipkart – Data Entry Operator (Inbound)

Certifications: SAP – Sourcing and Procurement; Tally Prime, Power BI, Digital Marketing, Retail Management

Technical Skills: MS Office, Tally Prime, Power BI



HARITHA T. H.

22, B.Com

Work Experience: NA

Internship: Flipkart – Data Entry Operator

Certifications: Diploma in Indian and Foreign Accounting, SAP – Sourcing and Procurement, Tally Prime

Technical Skills: MS Office, Power BI, SAP (MM)



ARSHAD P. A.

25, B.Com

Work Experience: NA

Internship: Flipkart – Data Entry Operator (Inbound)

Certifications: SAP – Sourcing and Procurement; Tally Prime, Digital Marketing, Retail Management

Technical Skills: MS Office, Power BI



SURUMI T. S.

22, B.A.

Work Experience: NA

Internship: East Asian Holdings – Office Assistant

Certifications: SAP – Materials Management; Digital Marketing, Tally Prime

Technical Skills: MS Office, Tally Prime, SAP (MM), Video Editing, Vlogging



MUHAMMAD SHANOOS K. S.
22, B.Com

Work Experience: Ocean Group Pvt. Ltd. – Junior Accountant

Internship: J Guard Pvt. Ltd. – Business Research

Certifications: SAP – Materials Management; Digital Marketing; Advanced Computer Operations

Technical Skills: MS Office, Tally Prime, SAP (MM), Photoshop



DIJINA C. R.
21, B.Com

Work Experience: Ocean Group Pvt. Ltd. (Part-time)

Internship: Flipkart – Data Entry Operator

Certifications: SAP – Sourcing and Procurement; Digital Marketing

Technical Skills: MS Office, Tally Prime, SAP (MM), Power BI



ANJANA J.
21, B.Com

Work Experience: NA

Internship: Al Jaitra International – Academic Counselor

Certifications: SAP – Materials Management; Digital Marketing, Retail Management

Technical Skills: MS Office, Tally Prime, SAP (MM), Power BI



APARNA O. H.
22, B.Com

Work Experience: NA

Internship: Flipkart – Data Entry Operator (Returns)

Certifications: SAP – Sourcing and Procurement; Business Analytics; Digital Marketing; Power BI

Technical Skills: MS Office, Tally Prime, SAP (MM)



PRINCE V.
22, B.Com

Work Experience: NA

Internship: Flipkart – Data Entry Operator

Certifications: Diploma in Indian and Foreign Accounting, SAP – Sourcing and Procurement; Digital Marketing

Technical Skills: MS Office, SAP (MM), Power BI



ASWIN M.
21, B.Com

Work Experience: NA

Internship: Flipkart – Data Entry Operator (Outbound)

Certifications: SAP – Materials Management; Digital Marketing, Retail Management, Tally Prime, Power BI

Technical Skills: MS Office, Tally Prime, SAP (MM)



FASEELA C. P.

21, B.Com

Work Experience: NA

Internship: Associate Designers, Kochi – Marketing

Certifications: Diploma in Indian and Foreign Accounting, SAP – Sourcing and Procurement; Digital Marketing

Technical Skills: MS Office, Tally Prime, SAP (MM), Power BI



JITHIN K. J.

22, B.Com

Work Experience: NA

Internship: Flipkart – Data Entry Operator

Certifications: SAP – Materials Management; Digital Marketing, Retail Management, Tally Prime

Technical Skills: MS Office, Tally Prime, SAP (MM), Adobe Photoshop



RAJANI T. R.

21, B.Com

Work Experience: NA

Internship: Flipkart – Data Entry Operator (Inbound); Ocean Group Consultants – Marketing

Certifications: SAP – Materials Management; Digital Marketing, Tally Prime

Technical Skills: MS Office, Power BI, G Analytics



ANUGRAHA M. R.

22, B.Com

Work Experience: NA

Internship: Al Jaitra International – Academic Counselor

Certifications: SAP – Materials Management; Digital Marketing; Retail Management

Technical Skills: MS Office, Tally Prime, SAP (MM), Power BI



AKHILA T. P.

22, B.A.

Work Experience: NA

Internship: The Metal Industries, – Assistant Charging Women

Certifications: SAP – Materials Management; Digital Marketing

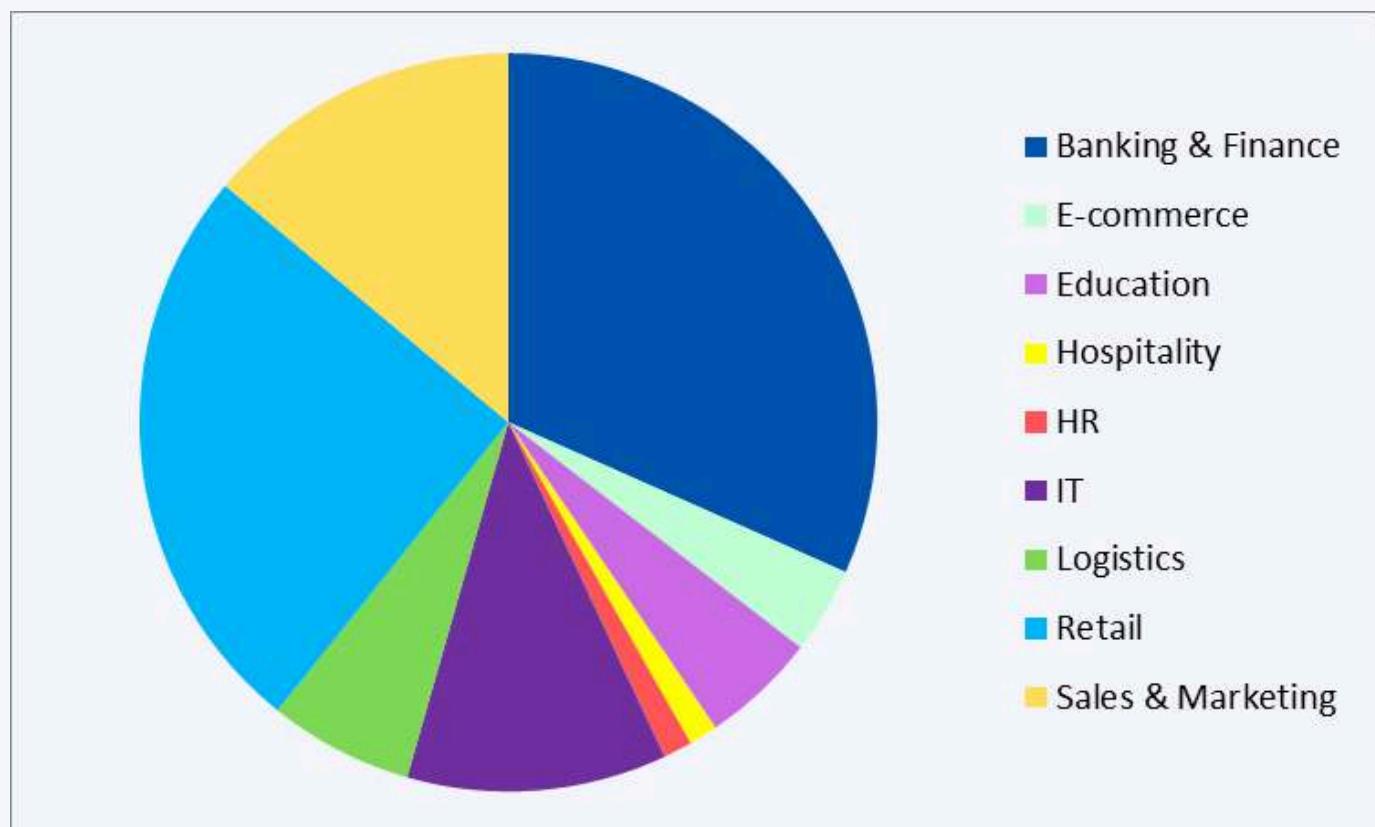
Technical Skills: MS Office, Tally Prime, SAP (MM), Google Analytics

PLACEMENTS @ SICOMS

SICOMS has maintained an enviable 100% placement record since its inception. The recruiters are from diverse sectors, predominantly from Banking and Finance as well as Sales and Marketing in which we offer core specializations. Many of the SICOMS alumni are serving in key roles in their professional domains.

The institute draws highly motivated students from varied socio-economic backgrounds, in alignment with the service commitment of the managing trust. Classroom instruction by experienced faculty, combined with hands-on training through projects, SIP and Capstone, as well as add-on courses are designed to make them jobs ready.

Regular curriculum revisions ensure that the programme is attuned to the needs of the industry. The SICOMS training and placement cell conducts a number of skilling and training programmes to prepare the students for the rigours of the workplace.



SECTOR PROFILE OF SICOMS RECRUITERS

SOME OF OUR PAST RECRUITERS:



For placement queries please contact
SICOMS TRAINING AND PLACEMENT CELL
placements@sicoms.info

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